



Minutes of Board Meeting

25th May 2023 – Wollens Board Room

Meeting commenced 2pm

ITEM	ACTION	BY WHOM
<p><u>1</u></p>	<p><u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING</u></p> <p>Present: Chris Hart (CH) ERBID Chair, Chief Executive Wollens; Andy Banner-Price (ABP) Owner of The 25 Boutique B&B; Tim Godfrey (TG) Partner, Bishop Fleming; Martin Brook (MB) Owner of Pilgrims Rest; Claire Flower (CF) Director, Beverley Holidays; Jason Garside (JG) Managing Director, TLH; Jim Parker (JP) Editor in Chief, Torbay Weekly; Alison Bayliss (AB) ERBID – minutes.</p> <p>Present via Zoom: Anthony Payne-Neale (APN) ERBID Vice-Chair, Owner of Court Prior Boutique B&B; Lisa Tuck (LT) Divisional Director Economy, Environment and Infrastructure for Torbay Council; Kelly Widley (KW) Food and Drink Hospitality Consultant</p> <p>Apologies: Carolyn Custerson (CC) ERBID Chief Executive; Pippa Craddock (PC) Director, Business & Marketing Solutions Ltd; Richard Cuming (RC) Owner of Bygones</p> <p>Minutes Approval of 27th April 2023 minutes – MB raised a required addition. Action AB</p> <p>Matters Arising - None</p>	<p>AB</p>
<p><u>2</u></p>	<p><u>FINANCE & GOVERNANCE</u></p> <p>Local Election (CH) CH and board offered congratulations to MB who has been elected as a Torbay Council (TC) councillor. CH has checked the company’s articles of association and confirmed that not more than 19% of the board can be made up of local authority associated members. LT and now MB are defined as being local authority associated, making up just over 15% of the board. Therefore, it is within company legislation for MB to remain on the board.</p> <p>Lease for Vaughan Parade (CH) We are now in receipt of the final papers from TC which the board are happy for CH to sign. CH has sworn the statutory declaration on behalf of ERBID.</p> <p>Levy Collection (CH)</p>	

	<p><u>2022 Summons</u> Ian Westward (TC) has advised that the summons on 2022 debtors has been delayed due to external printing issues and will be issued in the last week of June. The court date is now 17th July.</p> <p><u>2023 Levy Collection</u> Collection is better than last year at 71.3% compared with 64.9% in 2022. KH is doing an excellent job chasing payments.</p> <p><u>2023 Final Notices</u> 421 Final Notices totalling £131,343 have been posted out and outstanding payments triggered as a result.</p> <p><u>In-Year Collection</u> Further to the board’s instruction from the last meeting, CC has contacted Ian Westward at TC to propose increasing our annual fee from £8k to £10k to cover the extra admin costs of in-year collection. There has been no response to date. Action LT to finalise.</p> <p>2023 Budget (TG) With collection at 71.3%, up from 64.9% last year, we are in a good position but there is still a large amount to be collected and more will be known following the court date. Sheena and CC are keeping the cash flow in check and the situation is as strong as it can be for this point in time.</p> <p>CH noted that recent issues with Barclays regarding signatories (following the change of board after the last election) have been resolved. TG authorised the payments this month and it was agreed that he will stay on for the time being, and that CH will become a signatory.</p> <p>CH advised that CC has been in contact with Mo Aswat to undertake a mid-term review to assist in planning for loss of income in 2024 due to reduced rateable values. He will visit in September, date TBC.</p> <p><u>2023 Management Accounts</u> The Management Accounts had been circulated previously by CC. Invoices for the Pirate Festival, Airshow, most of the Walking Festival, and some of Seafood FEAST have been received, so timing of spend is a little ahead of budget.</p> <p><u>Additional Income</u> A purchase order from Stagecoach has been received, to sponsor ERBID by £6k for 2023.</p>	LT
3	<p><u>DESTINATION MARKETING</u> (CH)</p> <p>April Marketing Report The April Marketing Report had been circulated previously by CC. In April 2023, the English Riviera brand was in front of 6.5m potential visitors as a result of digital and Out of Home marketing activity, namely the national Ready for the Riviera campaign and interest particularly in the Pirate First.</p> <p>Combined activity resulted in over 110k website visits and year-on-year website traffic</p>	

	<p>for April was 13% ahead of April 2022. April website traffic averaged 4000 visits to the site daily. 73% of visits were via a mobile device.</p> <p>Website users from the UK represent 94% of all users. Birmingham, Wolverhampton, Cardiff and Milton Keynes were the most common areas that website users were based in the 'staying' locations. These were all locations for the digital marketing and OOH campaign.</p> <p>CH noted that the report is very helpful.</p> <p>Results of Ready for the Riviera Family Campaign The end of campaign report had been circulated previously by CC who had noted that it showed the importance of having fantastic creative assets including videos and reels. This digital and OOH campaign was targeted to parents who have shown an interest in UK family holidays living in our core target market areas of the Midlands and South Wales. The campaign was delivered by RH Advertising. Total investment £98,888 out of the total £100k budget allocated for National Advertising. The campaign out performed the targets set with the decision to extend the campaign considered wise considering the late booking trend. For the first time we put a strong call to action to Book Now.</p> <p>Couples Marketing Campaign A link to the campaign had been circulated previously by CC. The campaign, which again has strong visuals, is now live and its impact will be reported on at the next meeting. The campaign is being delivered by Bigwave Marketing. £10k was invested in this campaign.</p> <p>New Last-Minute Campaign Proposal CH advised that CC has put forward a recommendation to invest £10k in an urgent additional 'Last Minute' summer campaign, to drive further activity for core summer bookings. CC and Gina have started discussions with Bigwave.</p> <p>The board discussed the proposal and were in support of it, considering that elements such as the last-minute booking trend and the current favourable weather mean it is important to push hard now. It was agreed that CC should determine the timescale for it (Action CC). The budget was discussed and CH suggested seeing what extra £15k could buy. The board agreed to a £10k - £15k budget, depending on Sheena's approval. TG emailed Sheena to check budget, reply not received during meeting. Action CC for early next week to follow up.</p> <p>Action AB – let Gina know that the campaign has been approved in principle by the board.</p> <p><u>Special Offers</u> As additional levy-payer support, a new and enhanced Special Offers page has been added to the englishriviera.co.uk website and levy partners were invited to share offers. CH noted that it is good that a lot of interest has been shown, but also that it shows how this is needed in the current climate.</p>	<p>CC</p> <p>CC</p> <p>AB</p>
<p>4</p>	<p><u>EVENTS UPDATE</u></p> <p>Air Show (LT) Preparations are going well. It was frustrating how long it took to get the flight</p>	

	<p>schedule confirmed, as this impacts on efforts to promote the event. However, the event has been well publicised with a lot of positive local social media shares. There is an advanced floor show this year and the weather is looking good.</p> <p>Since the last meeting, CC has confirmed to the board that the proposed Airshow Economic Impact Survey, jointly prepared by TC and ERBID working with the South West Research Company, will go ahead at a cost of £4k as previously agreed. The survey will be despatched to all levy payers after this year's event.</p> <p>MB queried a dedicated levy payer email with social media template and creative assets. Action AB to re-send with all links collated.</p> <p>Walking Festival The first Spring Walking Festival was a success. The new 'basket' function on rivierawalking.co.uk worked well, allowing multiple purchases. Total income nearly covered the cost of the tour guides, which had been a key objective.</p> <p>The Walking Festival was supported by a targeted digital marketing campaign. The report on this had been circulated previously by CC. CC had advised that we are getting good intelligence now that walking visitors are interested in the longer walks, with those participants staying overnight – attracting overnight stays is one of the strategic objectives. The 15-mile South West Coast Path Challenge introduced for the Spring Festival was sold out at £20 pp. We have received no negative feedback from charging for the walks. A Spring Festival participant survey will now take place to gain more insights. Partnering with Graham Kerr of English Riviera Walking Tours has been the catalyst for establishing this event so quickly.</p> <p>The Autumn Festival will go ahead with a refreshed programme, including working with the Torbay Rambling Association to provide us with new experienced guides.</p> <p>Improved creative assets are needed (photography and video) to help promote future festivals. This is being addressed as a priority.</p> <p>The English Riviera Walking Festival was featured in the Guardian's '10 Great UK Walking Festivals' article.</p> <p>CC is to provide a full breakdown of costs to date for 2023 at the next meeting – action CC.</p> <p>Food and Music Festival CC has already updated the board that accommodation businesses have experienced booking cancellations following the event's cancellation. Businesses are understandably very disappointed, with the board sharing this view. While ERBID chose not to be involved financially or otherwise, as a company we encourage businesses to promote key events to attract overnight stays.</p> <p>LT advised that TC will carry out an internal audit to discover any learning for the future. They are aware of some ticket holders reporting they haven't received an email from the administrators; these may be going into junk folders. TC intend to put something out again this week to help. CH noted that ERBID flagged some concerns earlier and LT confirmed that the Council have these. Board members expressed there is a need to know that due diligence was done.</p>	<p>AB</p> <p>CC</p>
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	<p>England’s Seafood FEAST (KW) Raw PR have been appointed and the first press release has been finalised (previously shared with the board). Press release and creative assets due to go out in the next few weeks, after the Airshow. Hero shots were captured successfully this week, ready for the media pack/press release. Filming of the promotional video was completed yesterday, with great material gained. KW has had positive meetings with many eateries, creating new events and different offerings and activities. CH thanked KW for taking on such a large undertaking.</p> <p>Agatha Christie Festival (CH) The ERBID Co have sponsored the 2023 Festival by £10k, which is to be invested in online and offline promotion, with 3-year funding also secured from TC alongside a new Memorandum of Understanding. A very full core and fringe programme, directed by Matt Newbury, has been launched with very positive ticket sales showing the value of going out early. The target is expected to be exceeded. Overseas visitors are returning and buying tickets.</p> <p>Torbay Pride (ABP) ABP has been sent the financial breakdown. The organisers have secured good levels of sponsorship and some cost-saving deals, so it looks like the event will take place. ERBID will sponsor by £2.5k. The organisers have applied for various grants including the National Lottery, which would secure an improved offering, therefore more attendees. They are doing a lot of promotional work including T-shirts and the launch of a Torbay Pride Gin. Action ABP – to check what sponsorship brings in terms of promotion for ERBID.</p> <p><u>Events general</u> LT advised that TC are now working on plans for Christmas.</p> <p>LT highlighted a recent social media post confirming that the Great Big Paddle Parade is due to go ahead on 2nd September 2023. MB advised that the organiser has been in communication with him; they are not seeking financial support from ERBID for this year, but would otherwise like our backing. The board agreed that an event like this is positive for the area and in line with ERBID aims: attract overnight stays, shoulder season, ‘naturally inspiring’. It was felt important that should ERBID give financial support in future years, events should involve multiple levy-payer businesses. After discussion, it was agreed that the use of the English Riviera logo will be allowed for this year – Action MB to liaise with organiser. Action KW to have further discussions about future plans.</p>	<p>ABP</p> <p>MB & KW</p>
<p>5</p>	<p><u>RESEARCH</u></p> <p>CC had previously reported to the board on research, as follows:</p> <p>March How’s Business Businesses are still experiencing very challenging times. They continue to be most concerned about rising energy costs (85%), the increase in the cost of living generally (76%) and the increases in other costs such as food and supplies (72%). At 5.01 out of 10, optimism has decreased from last month and is at its lowest level to date. Performance overall for the month was similar to the region and it should be noted that low booking levels are being experienced across the region particularly in respect of the</p>	

	<p>independent domestic leisure market. CC continues to share with Kevin Foster MP the How's Business surveys and highlights the continued business concerns.</p> <p>Summer Visitor Survey Following some recent negative press about the area, ERBID are to undertake a summer Visitor Survey that will benchmark specific questions asked at our normal end of year survey to see if there has been any negative shift in perceptions. We will do this in-house through the VIC with analysis undertaken by the SWRC.</p>	
<p>6</p>	<p><u>EXTERNAL COMMUNICATIONS</u> (CH unless otherwise stated)</p> <p>New Council Administration Since the change of administration at TC following the recent election, CH has been in contact with David Thomas, the new Leader of the Council. CH and CC are meeting with him next week to brief on the work of ERBID and would like to arrange to brief the whole of the new Council as there have been a lot of new councillors appointed. CC has recommended that a written brief on ERBID is prepared now to send to all councillors ahead of the face-to-face briefing. MB agreed this would be a good idea. Action CC – prepare a brief.</p> <p>Green Tourism Focus Group CC has contacted Neil Warren, a specialist in sustainable tourism, proposing he speaks at the first Green Tourism Focus Group, at a cost of £500. CH advises that the board accepts this proposal. Provisional date of 17th October. The aim of the group is to bring together like-minded people to identify key opportunities. CC is also liaising with the Chair of the Torbay Climate Partnership who has been invited to speak at a future board meeting.</p> <p>Torquay Chamber of Commerce (TCC) Concerns regarding a previous negative national media report was raised and discussed.</p> <p>Riviera Connect EXPO (KW) Bigwave Marketing are working on populating the riviera-connect.co.uk website by the end of next week, then a press release will go out. There is a holding page on the website now. Clearsky Publishing are working with us on selling sponsorship packages. Stands are booked via the Torbay Business Forum. Action TG – to send a testimonial to KW.</p> <p>Asylum Seeker Accommodation CC had advised that we continue to receive communications from businesses located in proximity to the Esplanade Hotel, concerned that low booking levels are a result of negative perceptions by potential holidaymakers choosing not to book.</p> <p>GSWT Partnership DATA hub CC had advised that various projects are ongoing and she is attending meetings to help push forward:</p> <ul style="list-style-type: none"> • The new SW Tourism Data Hub Project (funded by the LEP) • Review of 2023 Regional Tourism Recovery Plan (to reflect COVID impacts) • Devon LVEP consultation process (led by Vince Flower chair of Visit Devon) 	<p>CC</p> <p>TG</p>

<p>Fragrance Group CH and CC attended the Mercure opening and were impressed. The hotel’s feedback is that sales are increasing, corporate and events enquiries are coming in, and there are plans for international promotion of the destination. They met the owner of the Group who reiterated non feasibility due to costs in respect of the plans for the Palace site in Babbacombe.</p> <p>Government Registration Consultation Details have been emailed to levy partners encouraging them to take part in consultation regarding a new national accommodation registration scheme. Kevin Foster has secured a debate in Government. Consultation deadline is 7th June.</p> <p>Press and PR Since the negative piece in the Sun, CC consulted Bigwave regarding a ‘counter’ national campaign, but costs would be too high. We continue to push good news stories and work to encourage the community to focus on positive publicity in the future.</p> <p>Stagecoach The new MD of Stagecoach South West is keen to support us and work with us. Regular meetings have been resumed and joint initiatives started. Plans to invest in rear bus vinyl advertising (subject to cost) plus advertising on the open top 122 this summer. Possible rebranding of the 122 for next year. Night bus has been reintroduced which is warmly welcomed by the night-time economy. We have requested 3-day bus passes to reflect the shortening duration of stays. The no. 12 bus route is Stagecoach’s most profitable route in the SW.</p> <p>Torbay Council Update - Levelling Up (LT) Torbay has been identified as one of 20 locations to receive an additional package of support from the Levelling Up Fund. There is a £400 million pot with the share to be decided. The Torbay Leadership Board members (including ERBID) are being asked to shape the bid with a face-to-face meeting arranged with the Dept for Levelling Up on 26th July. The purpose of the fund is to broaden the conversation around support across government departments and to help us get some existing projects across the line. There will be a discovery phase and then a deeper dive in Sept/Oct when there will be a better idea of what is involved – Action LT to keep the board updated.</p> <p>Geopark Discovery Tours Project – UK Shared Prosperity Fund (UKSPF) Meetings being held with Nick Powe (Kents Cavern and ER UNESCO Global Geopark), CC and the new TDA Project Manager. An ERBID project lead is to be appointed. All costs are covered by the UKSPF.</p> <p>Partnership Events ERA Attractions Showcase at Occombe Farm - ERBID had a stand at this successful event with opportunities to engage with levy payers. Devon County Show – KH attended to represent ERBID on the DATA/Visit Devon stand.</p> <p>Focus Groups dates Dates for diaries: Accommodation – Tues 4th July: 2pm – 4pm Food and Drink – Wed 5th July: 9:30am – 11:30am Attractions – Thurs 6th July: 10am – 12pm</p>	<p>LT</p>
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<u>7</u>	<u>AOB</u> <u>UK's Real Estate Investment & Infrastructure Forum (UKREiiF) Event (JP)</u> JP updated on his recent attendance at this three-day event in Leeds, where he was promoting the area. The response was very positive with many leads obtained. <u>Anti-Social Behaviour (APN)</u> APN would like the issue of anti-social behaviour and rough sleepers to be raised at the briefing of the new TC councillors. CH confirmed he will be raising these issues with David Thomas. <u>TripAdvisor Best of the Best Awards (CH)</u> The TripAdvisor Best of the Best Awards have been announced, with amazing results - 6 out of the top 25 B & Bs are in the English Riviera.	
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Meeting closed at 3:50pm