



Minutes of Board Meeting

Thursday 31st July 2025 – online

Meeting commenced at 2pm

ITEM	ACTION	BY WHOM
<u>1</u>	<p><u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING</u></p> <p>Present: Chris Hart (CH) ERBID Chair, Chief Executive Wollens; Anthony Payne-Neale (APN) Owner of Court Prior Boutique B&B; Andy Banner-Price (ABP) Owner of 25 Boutique B&B; Carolyn Custerson (CC) ERBID Chief Executive; Pippa Craddock (PC) Director, Business & Marketing Solutions Ltd; Claire Flower (CF) Director, Beverley Holidays; Jason Garside (JG) Managing Director, TLH; Kelly Widley (KW) Food and Drink Hospitality Consultant; Alan Denby (AD), Torbay Council; Alison Bayliss (AB) ERBID - minutes</p> <p>Apologies: Martin Brook (MB) Owner of Pilgrims Rest; Richard Cuming (RC) Owner of Bygones; Will Ford, (WF) Managing Director of the Greenway Group, Tim Godfrey (TG) Partner, Bishop Fleming; Jim Parker (JP) Editor, Torbay Weekly</p> <p>Approval of Minutes The minutes of the June 2025 meeting were approved.</p> <p>Matters Arising</p> <p>Agatha Christie sculpture: CC advised that ERBID social media coverage has reached over 272k views through ongoing reels and posts since 21st May. Action: AD to follow up with the Council regarding the addition of a name plaque.</p>	AD
<u>2</u>	<p><u>FINANCE & GOVERNANCE</u></p> <p>Management Accounts (CC)</p> <p>South West Water: The second payment from SWW has been received and invoices for August/September have been submitted to them. There is a pending enquiry from Defra re impact information which CC is looking into.</p>	

	<p>Levy Collection: Collection remains at a similar level (84.87%) to last year.</p> <p>Wollens have been commissioned to pursue outstanding payment with 50 debtors.</p> <p>Commercial income: A further £1k of advertising income has been secured. Action: CC will ask Sheena to prepare a reviewed commercial income budget to present at the next meeting.</p>	CC
<u>3</u>	<p>Destination Marketing Update (PC)</p> <p>Families campaign: The campaign is performing well and the main video has been viewed 7.6 million times since its launch in mid-February.</p> <p>A family influencer visited last week and has been posting very positively.</p> <p>Couples campaign: Also performing strongly and the main video has been viewed 1.75 million times since its launch at the end of May.</p> <p>CC and PC are meeting with Chalk & Ward in the coming weeks to review progress of the national campaigns so far, and to plan for next year.</p> <p>Events: Airshow: After meeting with the Council, a key focus for next year's marketing is to get increase staying visitors. A date for next year's event is likely to be announced in mid-September. There is an appetite for new sponsorship proposals put forward by PC/CC, who will meet with AD/Phil Black to progress. Action: PC to update at the next meeting.</p> <p>Bay of Lights: After meeting with the Council, some key details are yet to be confirmed. It was agreed that Action: PC would summarise points of concern and share with CH to discuss with AD.</p> <p>Sardine Festival: inaugural event taking place this weekend. Action: CC to liaise with organisers/photographer re ERBID use of images.</p> <p>Riviera Connect: KW advised there are only 21 stands left to be booked.</p> <p>External Comms (CC): CC was interviewed by ITV and the BBC, about the local tourism climate.</p> <p>CC attended meetings including with MP Steve Darling, SUP Hub, Paignton seafront public meeting, Torquay harbourside businesses, Devon LVEP, Torbay Advisory Group, Paignton town centre regeneration briefing.</p>	<p>PC</p> <p>PC</p> <p>CC</p>
<u>4</u>	<p><u>ERBID3</u></p> <p>Draft Consultation Document The draft contents of the Consultation Document were prepared by CC, reviewed by</p>	

	<p>Mo (Mosaic), and circulated to the Board in advance of the meeting.</p> <p>The Board reviewed and approved the content, providing feedback on tone and wording. The draft will be updated before being passed to design. A final draft of the Consultation Document will be shared with the Board by the third week of August, with the aim of mailing it to businesses in early September.</p> <p>Consultation sessions with businesses to be planned for October/November 2025.</p> <p>Action CC: in preparation for consultations, CC will ask the Council's business rate team to provide data on levy charges for different size businesses.</p> <p>Latest Research</p> <p>Benchmark research suggests that our region is performing steadily in comparison to others. Despite external challenges affecting the sector, ongoing investment appears to be having a positive impact.</p>	CC
<u>5</u>	<p><u>AOB</u></p> <p>CH observed that the resort feels busy, with international visitors noticeably up. CH noted that Swisco's efforts are improving the look of the area and asked AD to pass on the board's thanks to them.</p> <p>Next Meeting – it was confirmed that the August meeting will be on-line.</p>	

Meeting closed at 4 pm