



Minutes of Board Meeting

Thursday 26th June, 2025 – Wollens Board Room

Meeting commenced @ 2pm

| ITEM | ACTION | BY WHOM |
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| <u>1</u> | <p><u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING</u></p> <p>Present: Chris Hart (CH) ERBID Chair, Chief Executive Wollens; Tim Godfrey (TG) Partner, Bishop Fleming; 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; Richard Cuming (RC) Owner of Bygones; Claire Flower (CF) Director, Beverley Holidays; Kelly Widley (KW) Food and Drink Hospitality Consultant, Alan Denby (AD), Torbay Council, Katrine Harrington (KH) ERBID - minutes</p> <p>Apologies: Martin Brook (MB) Owner of Pilgrims Rest; Jason Garside (JG) Managing Director, TLH; Will Ford, (WF) Managing Director of the Greenway Group, Jim Parker (JP) Editor, Torbay Weekly</p> <p>Approval of Minutes May 2025 online meeting minutes – circulated and approved with no amendments.</p> <p>Matters Arising Brixham Legacy Fund – discussions are continuing between the Brixham Chamber of Commerce and Brixham Town Council and other local business representatives regarding ideas for how best to use this fund. Some concern remains over timescales and a Project Coordinator is being considered. Providing some form of Visitor Information remains the first choice.</p> | AD |

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| <p><u>2</u></p> | <p><u>FINANCE & GOVERNANCE</u></p> <p>ER BID Levy collections are on-par with 2024.</p> <p>(CC) reported that there had been an unexpected cost of £1,800 for Media Access Indemnity Insurance which is now in place.</p> <p>The Commercial Income target is unlikely to achieve the original target mainly because of lost income as a result of Lamp post Banner being taken away this year due to ongoing maintenance issues. Situation to be monitored. Sheena Powe to join the next meeting.</p> <p>SWW – Simon Jupp now leading this project. Latest payment. Latest payment of £135k overdue.</p> <p>ERBID 3 – Board continued to discuss the various options to maximise income to invest in continuing National Advertising after the South West money stops.</p> <p>(CC) advised that she had started work on scoping the ERBID3 Consultation Document to share with the Board at the July meeting. (CC) asked the board for any additions to the circulated list of proposed ambassadors. All agreed ambassadors should be included from the start of the consultation process.</p> | <p>CC</p> <p>CC</p> <p>CC</p> |
| <p><u>3</u></p> | <p>DESTINATION MARKETING – (PC) reported that the delivery of the new national campaigns was still going very well. The new Family Campaign advert has now been viewed 5.2 million times. The influencer Stacey Sumner has re-scheduled the visit to W/C 21st July.</p> <p>The Over 50's Couples Campaign went live on 26th May on digital and TV with over ½ million views.</p> <p>Brixham Campaign – the new video is nearly finished and a photo competition with £500 prize will be launched 1st July.</p> <p><u>EVENTS</u></p> <p>Sardine Festival – (KW) to invite Martin Hess, WMN.</p> <p>Bay of Lights – Board discussion took place as to how some further adjustments could work better for 2025 including retaining the Christmas Market, introducing an ice-rink. Still a lot to be finally decided. Main action point for next meeting, (CC) & (PC) to get an updated position from Phil Black.</p> <p>English Riviera Walking Festival – (CC) said it was successful with a £1k increase in ticket sales compared to 2024. Wash up meeting planned.</p> <p>Agatha Christie Festival – bookings are excellent with over 80% of the event places already sold. (APN) mentioned the international visitor appeal, the new AC bench, Greenway Halt and access to Greenway House. (CF) suggested more social media coverage for the bench.</p> <p>SUP World Cup Launch – (CC) attended and the event was covered by Spotlight, Radio Devon and UK Paddle.</p> | <p>KW</p> <p>CC/PC</p> <p>CC</p> <p>PC</p> |

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| | <p>Torbay Pride – (CC) reported that the event was busier this year but the organisers do not collect any data. The ER Board agreed to continue supporting this event.</p> <p>English Riviera Airshow – the best yet and well attended, the visitor marketing strategy managed by the ERBID Company worked. (PC) advised there was a 55% increase in website traffic to the official Air Show website. There was strong media coverage and social media posts were mainly very positive. The new Friday displays proved very popular. The postcode data should be available for the next meeting.</p> <p>The sponsorship packages need reviewing; a suggestion was to offer an auctioned sponsorship package in November for individual flight assets. The sea defence works could impact the next airshow. An Air Show wash up meeting is planned.</p> | |
| <u>4</u> | <p>EXTERNAL COMMUNICATIONS</p> <p>Overview and Scrutiny – (CC) & (PC) to attend. A question has been raised as to where the SWW money has been spent to benefit Brixham.</p> <p>Shadow Minister Visit</p> <p>(CH) and (CC) – met Stuart Andrew the Shadow Minister for Tourism on a tour of Devon & Cornwall. Anthony Jones as chair of TIBO joined the meeting to share the challenges specifically businesses are facing since the increase in employers NI contributions and how this is slowing up employment opportunities.</p> | |
| <u>6</u> | <p>AOB</p> <p>Next Meetings – July and August to be on-line.</p> <p>AGM – to be held between 3 pm and 4 pm on 30th October, after the board meeting between 1.30 pm and 3 pm.</p> | |

Meeting closed at 4:50 pm