



Minutes of Board Meeting

28th September, 2023 – Wollens Board Room

Meeting commenced 2 pm

ITEM	ACTION	BY WHOM
<p><u>1</u></p>	<p><u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING</u></p> <p>Present: Carolyn Custerson (CC) ERBID Chief Executive; Chris Hart (CH) ERBID Chair, Chief Executive Wollens; Martin Brook (MB) Owner of Pilgrims Rest; Pippa Craddock (PC) Director, Business & Marketing Solutions Ltd; Tim Godfrey (TG) Partner, Bishop Fleming; Jason Garside (JG) Managing Director, TLH; Jim Parker (JP) Editor in Chief, Torbay Weekly; Andy Banner-Price (ABP) Owner of The 25 Boutique B&B; Claire Flower (CF) Director, Beverley Holidays; Kelly Widley (KW) Food and Drink Hospitality Consultant; Anthony Payne-Neale (APN), Owner of Court Prior; Katrine Harrington (KH) ERBID – minutes, Mo Aswat – Mosaic Partnership.</p> <p>Apologies: Richard Cuming (RC) Owner of Bygones; Lisa Tuck (LT) Divisional Director Economy, Environment, and Infrastructure for Torbay Council;</p> <p>Minutes: 31st August, 2023 minutes – approved.</p> <p>Matters Arising – Strike out claim submitted for the defence. (Privately discussed).</p>	<p>(CF) (MB)</p>
<p><u>3</u></p>	<p><u>VISITOR INFORMATION CENTRE STAFFING</u></p> <p>The contracts for all Seasonal Visitor Information Centre employees end on 31st October, 2023 and verbal notice has been given. CC proposed that new year-round contracts be considered as we have a strong skilled team. Unanimously agreed by all attending board members. New contracts are to be issued with reduced hours during the winter months. Zero hours were discussed but (CF) advised minimum hours. Agreed new permanent contracts will be issued until the end of ERBID2. The extra cost to keep the Visitor Centre open year-round will be approximately £10K and will provide extra resource to work on marketing projects over the winter. CC advised that the VIC had been shortlisted in the Devon Tourism Awards.</p>	
<p><u>4</u></p>	<p><u>ERBID3</u></p> <p>Mo Aswat (MA) from the Mosaic Partnership attended the Board Meeting at the Board’s invitation and the future of a possible ERBID3 was discussed. To be revisited for further discussion.</p>	

<p><u>5</u></p>	<p>AOB</p> <p>Air Show Big Wave Media have confirmed sponsorship for an Account Manager, new website offering better PPC and SEO. REM are no longer working with Torbay Council. Visitor Marketing will be the responsibility of the ERBID Company.</p> <p>Agatha Christie Festival A noticeable number of international visitors attended the events. Some negative feedback was received from visitors staying at the Grand Hotel. Attendees also experienced difficulties attending events and visiting Greenway House.</p> <p>Bay of Lights There will be some exciting new installations for 2023 including an octopus, palm tree and pixel tree in Brixham, approx. cost £165K. ERBID to invest in an illuminated ER Logo for a new selfie point to help with Destination Marketing.</p> <p>England's Seafood FEAST 10 events, including both 7 Chefs had already sold out. Biggest programme to date.</p> <p>UNESCO Geopark Accreditations Green card notification and recommendations to follow recent inspection.</p> <p>Riviera Connect/EXPO 107 stands had already been booked with approx. 500 delegates booked to attend.</p> <p>Torbay Council Review on Events 25th Oct TBC. To include a Food and Drink Festival and 150 community events. They are challenged by funding eligibility issues and a lack of resources.</p> <p>Torbay Leadership Board JP updated on a very positive meeting and serious hope that partner developers are getting closer regarding the restoration of the Pavilion.</p> <p>Next Meeting: Thursday 26th October</p>	<p>(MB)</p>
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