



Minutes of Board Meeting

Thursday 27th November 2025 – Wollen’s Board Room

Meeting commenced at 2:00pm

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; Anthony Payne-Neale (APN) Owner of Court Prior Boutique B&B; Richard Cuming (RC) Owner of Bygones; Alan Denby (AD), Director of Pride in Place, Torbay Council; Claire Flower (CF) Director, Beverley Holidays; Jason Garside (JG) Managing Director, TLH; Tim Godfrey (TG) Partner, Bishop Fleming; Jim Parker (JP) Editor, Torbay Weekly; Kelly Widley (KW) Food and Drink Hospitality Consultant; Martin Brook (MB) Owner of Pilgrims Rest; Alison Bayliss (AB) ERBID – minutes</p> <p>Also present for ERBID3 discussion: Mo Aswat (MA) Director, The Mosaic Partnership</p> <p>Apologies: Andy Banner-Price (ABP) Hotel Manager Cary Arms & Spa; Will Ford, (WF) Managing Director of the Greenway Group (observer for Brixham)</p> <p>Approval of Minutes The minutes of the October 2025 meeting were approved.</p> <p>Matters Arising Riviera Connect – KW has crafted questions for a survey to be sent to levy-payers to assess their requirements from future Riviera Connect events.</p> <p>CC has been advised by DSRR of the number of people who travelled by ferry to Brixham this year. Action: CC to ask Stagecoach for the number travelling by bus.</p>	<p>CC</p>
<p><u>2</u></p>	<p><u>FINANCE AND GOVERNANCE (CC)</u></p> <p><u>2025 AGM</u> The AGM took place in October, with the 2024 Accounts being approved by company members both present and by proxy.</p> <p>The Board provisionally approved the minutes of the AGM.</p>	

	<p><u>Finance General</u></p> <p>CC and SP met earlier in November and prepared:</p> <ul style="list-style-type: none"> • 2025 final forecast • 2026 draft • 2027 first ERBID3 budget <p><u>Management Accounts</u></p> <p>Levy collection has now slowed. The collection rate is 93.3% compared with 90.1% this time last year. Last year ended on a collection rate of 93.8%. Levy collection costs are lower than budgeted due to a reduction in costs from Wollens and Torbay Council.</p> <p><u>South West Water and Brixham Legacy Fund</u></p> <p>CC has been liaising with Brixham Town Council, who have agreed in principle to manage the Legacy Fund. This arrangement would require an amendment to South West Water’s agreement. CC and CH have met with SWW to request this change, and also to request an extension to the draw-down time - awaiting a decision.</p> <p><u>2026 Budget</u></p> <p>A draft budget for 2026 was circulated to the Board ahead of the meeting. It essentially continues the activity from 2025. Approved in principle by the Board.</p>	
<p><u>3</u></p>	<p><u>ERBID3 (CC)</u></p> <p>Further consultation sessions have taken place and feedback gathered and shared with the Board. The feedback report has been sent to attendees and is available to view on the ERBID3 page of the business website.</p> <p>In addition, Carolyn spoke about ERBID activity and ERBID3 at the Brixham Chamber of Commerce meeting earlier this week.</p> <p>MA presented several further models for the ERBID3 levy structure. The Board held a detailed discussion on the available options and key considerations. An initial preferred option was identified. MA noted that potential changes to business rates and associated reliefs could impact businesses, so these implications will be explored further and considered before final plans are agreed.</p> <p>An ERBID Business Proposal Document will be prepared by CC to send to the local authority (Torbay Council) by March 2026. The full Business Plan is to be completed by mid-May.</p> <p>There was general discussion around how the Board might evolve for ERBID3.</p> <p>Concerns were raised about national talks of a potential tourism tax. The view of the board is against a tourism tax. MA outlined the options currently being considered and noted that government consultations are ongoing until mid-February. He advised that, as a DMO, ERBID should engage with this process.</p>	

4	<p><u>DESTINATION MARKETING</u></p> <p>CC has prepared a final draft for the 2026 campaigns, which has been shared with the Board. The draft schedule includes spend in the Reading area and collaboration with GWR. The Board approved the plan and agreed that advertising bookings can proceed.</p>	
5	<p><u>PRESS AND PR</u></p> <p>An ERBID Ambassadors PR Review and Planning event took place in early November, chaired by Pam from Four Marketing Agency. It was attended by a varied mix of businesses and organisations and was a constructive meeting.</p> <p>Key PR themes are now being worked on for 2026 to include:</p> <ul style="list-style-type: none"> • Behind the Scenes (Insiders Guide) – with a sub marketing/PR campaign targeting couples • On the Water – with a sub marketing/PR campaign targeting families • Coastal Dining • Theatre and Entertainment <p>In addition, there will be continuing PR support for individual key events, including a focus on the SUP World Cup.</p> <p>Locally, the latest press release around the increase in visitor numbers was covered on the front page of Torbay Weekly.</p> <p>Four Marketing Agency are assisting with national PR with regards to plans for Paignton Zoo.</p>	
	<p><u>RESEARCH</u></p> <p>An uplift in visitor numbers, compared to 2024, has been recorded for three consecutive months July, August, September. The latest reports from South West Research Company and the South West Data Hub have been circulated to the Board.</p>	
6	<p><u>EVENTS</u></p> <p>Bay of Lights The focus has been on finalising PR and Comms for the opening night of the Illumination Trail, which includes a co-sponsored harbourside fireworks display. This is a new attraction for 2025, with ERBID contributing £1,000 in sponsorship.</p> <p>Pirate Festival Following a meeting with CC and the Pirate Festival organisers in early November, the Board discussed additional ERBID sponsorship. It was agreed that they would like more information about spend before deciding - Action: CC to request from the organisers. CC proposed that ERBID fund an Economic Impact survey on the event which should assist the organisers with attracting further funding. Action: CC to obtain quote for an Impact Survey.</p>	<p>CC</p> <p>CC</p>

<u>5</u>	<p>EXTERNAL COMMS (CC)</p> <p>Torbay Council Resort Operations Meeting CC joined Torbay Council and SWISCo for an end of main season round-up. Concerns highlighted by CC included:</p> <ul style="list-style-type: none"> • Paignton sea front ASB (speeding drivers) • Graffiti • Terrace car park lift and Fleet Walk escalators not working <p>Bridge Group Annual Exhibition ERBID took an exhibition stand and had a productive time meeting businesses. The Bridge Group has been renamed as South Devon Accommodation Group. It was a positive event with the Vice Chair speaking in support of an ERBID3 at the group’s AGM.</p> <p>Blue Flag Scheme Meeting CC joined a meeting with SWISCo to discuss the future of the Blue Flag beach scheme in our area and possible alternatives. It was noted that the quality of our bathing waters is excellent.</p>	
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Meeting closed at 5pm