



Minutes of Board Meeting

Thursday 25th September 2025 – online

Meeting commenced at 2pm

ITEM	ACTION	BY WHOM
<u>1</u>	<u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING</u> Present: Chris Hart (CH) ERBID Chair, Chief Executive Wollens; Anthony Payne-Neale (APN) Owner of Court Prior Boutique B&B; Alan Denby (AD), Director of Pride in Place, Torbay Council; Jason Garside (JG) Managing Director, TLH; Tim Godfrey (TG) Partner, Bishop Fleming; Kelly Widley (KW) Food and Drink Hospitality Consultant; Martin Brook (MB) Owner of Pilgrims Rest; Alison Bayliss (AB) ERBID - minutes Apoloiges: Carolyn Custerson (CC) ERBID Chief Executive; Andy Banner-Price (ABP) Owner of 25 Boutique B&B; Richard Cuming (RC) Owner of Bygones; Claire Flower (CF) Director, Beverley Holidays; Jim Parker (JP) Editor, Torbay Weekly; Will Ford, (WF) Manging Director of the Greenway Group (observer for Brixham); Approval of Minutes The minutes of the August 2025 meeting were approved. <u>LOSS OF PIPPA CRADDOCK (CH)</u> The Board expressed their deep sadness at the passing of Pippa Craddock. A moment of reflection will be held at the start of the AGM on 30th October. Matters Arising Agatha Christie sculpture – AD advised that arranging a name plaque is in hand with SWISCo and he will give a further update at the next meeting. AD has scheduled a session 27th October for CC to brief Council members on ERBID3 proposals. CH confirmed that the latest payment due from South West Water has been received. A final invoice for 2025 has been submitted and a process has been requested to ensure future invoicing and payments are managed in a timely and agreed manner. An update has been received from the team leading on the SWW Brixham Legacy Fund, advising that two specific projects are being progressed. AD asked for contact re planning consent.	AD CC

<u>2</u>	<u>AGM</u> The AGM will be held 3pm – 4:30pm, Thursday 30th October. It will follow a shortened Board Meeting starting at 1:30pm. Invitations have been emailed to Company Members, with the 2024 Annual Accounts attached, along with a proxy form for those unable to attend who wish to approve the accounts.	
<u>3</u>	CC prepared an Update before her annual leave, reporting the following: Management Accounts Levy collection is slightly higher than the same time in 2024. Further payments have resulted from the issue of summons. No changes to budgeted expenditure or anticipated income. Carry forward is around £45k. Destination Marketing Update CC has shared Chalk & Ward's Campaign Review 2025 presentation with the board. CC noted in her Update that extra advertising invested in national TV this year is showing positive outcomes with evidence including: • Marketing Review and activity outputs • July How's Business Survey reporting our YOY increase and higher than regional average performance for the first time. • Anecdotal evidence across the resort • In comparison, other regions including IOW and Cornwall have seen drop in visitors. Cruise English Riviera Two ports of call took place successfully in September: • Return visit by MS Marina (1200 US passengers) • Return visit by Spirit of Discovery (SAGA) ERBID hosted a fam visit in early September for senior representatives from a luxury cruise line, which proved to be helpful in converting interest. Seatrade Europe, Hamburg - the English Riviera was represented, with new interest expressed and a fam visit planned. ERBID Ambassadors Workshop An event, to be led by Four Marketing Agency, is being arranged for ERBID Ambassadors in early November. This is to review the PR strategy for 2025 and help plan for 2026.	
<u>4</u>	<u>EVENTS</u> Airshow (AD) AD acknowledged the great support that Pippa had given in regards to Airshow sponsorship planning for 2026 - AD would like to liaise with CH and CC regarding ERBID	

	assistance going forward. Bay of Lights (AD) A contractor has been appointed to deliver the ice rink - pricing and the booking website are currently being developed. The market will again be situated at Torre Abbey. Sponsorship continues to be a challenge. Riviera Connect (KW) Preparations are progressing well, with only ten stands remaining available for booking. KW requested Board members to share details through their own communication channels. Seafood FEAST (KW) The event commences tomorrow, featuring 28 events and 21 special offers. An additional event with Ben Forte is being arranged. A national journalist visit is scheduled, with particular focus on Brixham. There has been strong interest from radio stations, and KW has been undertaking media interviews.	All
<u>5</u>	<u>ERBID3</u> The ERBID3 Consultation Document was sent by post to all levy-paying businesses, end of week commencing 8th September. A follow-up email with document link was sent 15th September. A series of consultation sessions has been scheduled, with EventBrite booking links shared by email 22nd Sept, and to be included in the next monthly newsletter. Board members were asked to share their availability with AB, to provide support at these events. The Board discussed messaging and suggested that a summary card highlighting key achievements would be helpful. CH and KW to pick up with CC next week regarding further comms and consultations with businesses. All ERBID3 information is available on the business website at: https://www.englishriviera.co.uk/bid/erbid3	All CH/KW/CC
<u>5</u>	<u>AOB</u> The next board meeting will be at the earlier time of 1:30pm, Thursday 30th October, at Wollens. To be followed by the AGM at 3pm. AB to send revised meeting invitation to Board.	AB

Meeting closed at 3:30pm