



Minutes of Board Meeting

27th July, 2023 – Wollens Board Room

Meeting commenced 2pm

ITEM	ACTION	BY WHOM
<p><u>1</u></p>	<p><u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING</u></p> <p>Present: Anthony Payne-Neale (APN) ERBID Vice-Chair; Andy Banner-Price (ABP) Owner of 25 Boutique B&B; Martin Brook (MB) Owner of Pilgrims Rest; Richard Cuming (RC) Owner of Bygones; Carolyn Custerson (CC) ERBID Chief Executive; Claire Flower (CF) Director, Beverley Holidays; Lisa Tuck (LT) Divisional Director Economy, Environment, and Infrastructure for Torbay Council; Kelly Widley (KW) Food and Drink Hospitality Consultant; Sheena Powe (SP), ERBID Accountant/Director, Kents Cavern; Katrine Harrington (KH) ERBID – taking minutes.</p> <p>Apologies: Chris Hart (CH) ERBID Chair, Chief Executive Wollens; 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</p> <p>Minutes. 29th June, 2023 minutes – approved.</p> <p>Matters Arising – None</p> <p>The meeting is chaired by APN in CH’s absence.</p>	<p>(RC) & (CF)</p>
<p><u>2</u></p>	<p><u>FINANCE & GOVERNANCE</u></p> <p>Levy Collection SP joined the meeting to give a 6-month update/review on the Management Accounts. 2023 BID levy collections are currently £24K short to reach the 90% collection target. 2022 court summons had resulted in an additional £2K being collected. Focus on now maximising 2023 collections. (CC) Suggested the next step should be to send a letter from Wollens to 2023 debtors which was agreed by the Board. Agreed the 2024 levy invoices will no longer offer the option to pay in 3 instalments to ensure that sufficient funds are collected to invest in National Advertising in the early part of the year. It was noted that significant time is being spent by KH to support levy collection. Levy Collection procedure to be discussed with Mo Aswat at meeting in Sep.</p>	<p>SP</p> <p>CC</p>

	<p>2023 Management Accounts and Budget (SP) (CC) and (SP) recently had a meeting. The VIC premises are to have separate business rates. Last year we carried forward a reactive budget of £117K, this year we expect to have £60k to carry forward which needs to be protected.</p> <p>VIC ticketing commission for 2023 income has reduced, mainly due to the Stagecoach £2 ticket offer and the ER Sightseeing bus no longer running. However, merchandise sales should increase as the VIC now stock a range of official Agatha Christie gifts which are popular.</p> <p>Commercial Income in terms of website banner advertising sales is projected to be £9K, less than expected. £44K has been achieved so far, the 2023 commercial target is £75K.</p>	CC
<u>3</u>	<p><u>RESEARCH</u> A round table discussion on latest trends took place. 2023 season is proving very challenging with the cost-of-living crisis hitting hard and many businesses significantly down on last year (30%+) with a prolonged wet summer really damaging last minute bookings which were being relied on to boost summer bookings. Families are really watching their spend and sales in the café and shops are down. Lot more day visitors with visitors looking for the cheapest available rooms and some high-end accommodation providers now promoting significant discounts. On a positive note, we are seeing the return of overseas visitors, notably German, Dutch, Austrian and Scandinavian. A recent VisitEngland insights survey indicated 21% have annual leave this summer but have yet to book a holiday. This survey has been shared with partners.</p>	
<u>4</u>	<p><u>DESTINATION MARKETING</u></p> <p>Cruise English Riviera CC confirmed that a contract with Glen Gardner (Cruise Development Expert) had been agreed with one of the first tasks being to represent 'Cruise English Riviera' at Sea Trade Europe. A new promotional postcard 'An Exceptional Port of Call' see attached, has been produced with specific Cruise Companies to be targeted.</p> <p>Conference Business Some discussion took place regarding the slow recovery of the Conference and Business Events market at the Riviera International Centre. Agreed LT would review contract with Parkwood Leisure.</p>	CC LT
<u>5</u>	<p><u>EVENTS UPDATE</u></p> <p>Air Show</p> <p>The Board discussed the 2023 Air Show Economic Report (funded by ERBID Company and Torbay Council) with everyone encouraged to see the £15.56 per £1 Return on Investment. Feedback from visitors, traders and businesses had been positive overall and there was evidence of increased overnight stays being generated as a direct result of the Air Show which was a particular objective of the ERBID Company in financially supporting this event. The ERBID's Boards conclusion was for unanimous support to</p>	

	<p>continue with the Air Show with a continued £20K sponsorship from the ERBID Company to include increased partnership involvement in marketing the event, with CC to present this view to the Overview and Scrutiny Meeting.</p> <p>England’s Seafood FEAST 2023 KW reported that the programme continues to be developed. There will shortly be additional coverage in the Western Morning News featuring Mitch Tonks and the key events. Next month there will be a feature on Faces of the Feast and (KW) will be working with influencers from Made in Chelsea. Participating businesses continue to struggle with wage increases and cost of basic food ingredients.</p> <p>Pride 2023 ABP confirmed that the £15K to ‘go-ahead’ had been secured and that Pride 2023 was going ahead with the plans for this to become an annual event.</p> <p>The Great Paddle Parade 220 SUP’s have already booked for this event which raises funds for the RNLI as well as education and awareness of water safety. All participants must have a floatation device and their distance from shore will be based on their experience and ability.</p> <p>EXPO (KW) 48 stands have been booked with 176 attendees.</p>	<p>CC</p> <p>KW</p> <p>ABP</p>
<p><u>6</u></p>	<p><u>EXTERNAL COMMUNICATIONS</u></p> <p><u>ASB</u> (CC) Attended a meeting with police, fire brigade, Kevin Foster MP, local councillors, and NHS representatives to discuss issues at The Esplanade Hotel, Paignton. This hotel has been commissioned by the Home Office for the temporary housing of asylum seekers. Problems include allegations of drugs use, prostitution, loud music, and fires. They have been there for over 9 months and from a planning point of view this now becomes residential use. Local accommodation providers including Glencoe, Sunnybeach and Seacroft have all received cancellations, their decision influenced by negative Trip Advisor reviews commenting on asylum seekers. (CF) Noticed the Esplanade Hotel’s website is now accepting holiday bookings for 2024. (LT) Advised there will be extra policing for Paignton, financially supported by the Safer Communities Fund.</p>	
<p><u>7</u></p>	<p><u>AOB</u></p> <p>UNESCO Re-validation CC advised the board how she was involved with the revalidation visit with the inspectors.</p> <p>SWW – Water Conservation MB advised the board that SWW are offering a water assessment which includes a number of free water saving devices. There has been some bad press regarding the water quality at Meadfoot Beach.</p>	

Meeting closed at 5pm