



Minutes of Board Meeting

2.00pm on Thursday 27th June 2019, at the Riviera International Conference Centre

Present: Tim Godfrey (TG) – Partner, Bishop Fleming, Carolyn Custerson (CC) – Chief Executive, ERBID Company, Pippa Craddock (PC) – Marketing & Development Director, Paignton Zoo & Living Coasts, Richard Cuming (RC) – General Manager, Bygones, Kevin Mowat (KM) – Director of Place, Torbay Council, Chris Hart (CH) – Chief Executive, Wollens, Anthony Payne-Neale, the Court Prior (APN), Kelly Widley (KW) – Pier Point, Martin Brook (MB) – owner, Pilgrims Rest Cottages,

ITEM	ACTION	BY WHOM/ BY WHEN
1	<p><u>APOLOGIES, MINUTES, MATTERS ARISING:</u></p> <p>Apologies – Nigel Makin (NM) – Beacon House, Simon Jolly (SJ) – RICC, Managing Director, Riviera International Conference Centre, Clare Flower (CF) – Director Beverley Holidays, Helen Brenton (HB) – Sales & Marketing Executive, Osborne Club</p> <p>Minutes - Minutes from the last meeting were approved by the Board.</p> <p>Matters arising - Food & Drink marketing - the focus group meeting had to be postponed and will take place in July.</p> <p>Website - Further to board approval, CC has arranged additional resource</p> <p>Visitor Centre (Page 2) - Stagecoach is being chased regarding sponsorship.</p> <p>Research (Page 3) - 2018 provisional official data for Torbay received.</p> <p>Tourism Awards - this is in hand. Guest speaker to be confirmed.</p> <p>Industrial Strategy/Tourism Zones - CC supporting TDA (AD) and SW DMO's to maximise opportunities</p> <p>Directors of Code of Conduct - CC reminded directors of need to sign this</p>	<p>KW</p> <p>CC</p> <p>CC</p> <p>CC</p> <p>ALL</p>

	<p>Focus Group communication - CC is continually reviewing who attends the focus groups to ensure that all sectors of Levy Payers are represented.</p> <p>KW advised that the next Food and Drink focus group meeting will be held on 16th July.</p> <p>New Administration - CC advised she is meeting with Cllr. Swithin Long on 3rd July.</p>	<p>CC</p> <p>KW</p>
2	<p><u>Destination Marketing:</u></p> <p>2020 Events (Air Show) - KM advised that a report on the Airshow was taken to Torbay Council Senior Leadership Team to feedback on this year's event. KM advised that the new cabinet had unanimously agreed to support the Airshow for 2020 and believes they will contribute £25,000. KM advised that the rest of the cost will need to be covered with sponsorship. KM confirmed that the full decision by Torbay Council will be made at next full Council meeting at 18th July.</p> <p>CC recommended that an expanded 2020 Airshow Focus Group is needed to ensure the sponsorship targets are secured and the Airshow is better promoted to attract more people from outside Torbay. PC asked KM if she could have sight of the 2019 marketing budget and said she would be happy to assist with the 2020 marketing plan.</p> <p>CC recommended that the ERBID Company increases its sponsorship for 2020. TG proposed that sponsorship was increased by a further £10,000, contributing £25k in total. This proposal was unanimously supported by the Board with a further £10k to be committed to supporting other events via the Event Development Fund.</p> <p>BMAD CC advised the Board that CC and TG had been invited to attend a meeting being organised by Torbay Council Events Team regarding the future funding of BMAD.</p> <p>2020 Destination Marketing Plans - PC provided an update on the initial discussions that had taken place at the Destination Marketing focus group concerning the different options for the 2020 National Media Campaign. Continuing to take a targeted approach focusing on the over 50's and under 35's to grow the shoulder season is still favoured.</p> <p>2019 Guide fulfilment - CC advised that fulfilment costs were being controlled by introducing online fulfilment.</p>	<p>CC/PC</p> <p>CC/PC</p> <p>TG/CC</p>
3	<p><u>Governance and Finance:</u></p> <p>Monthly Management Accounts - TG reminded the Board that the key issue is maximising levy collection and carefully managing the budget.</p> <p>Levy Update/Collection/Enforcement - CC advised she met with the Isle of Wight BID where they undertake enforcement action. CC recommended that ERBID Company needs to start taking enforcement action against aged debtors. CC also advised the Board of an Appeals Process operated by the IOW BID for eligible businesses who consider they do not benefit from the Visitor Economy and recommended that this be introduced as part of the ERBID2 Business Plan.</p>	<p>CC</p>

	<p>ERBID2 Update</p> <p>CC advised that she is currently researching other TBID destinations and meeting with them to share best practise in preparation for ERBID2. Meeting with Bournemouth Coastal BID is TBC. A midterm ERBID survey is currently being drafted.</p>	CC
4	<p><u>Communications:</u></p> <p>Digital Marketing Resource</p> <p>PC briefed the Board regarding a further proposal presented by NH that has raised concerns relating to NH's reducing availability to undertake ERBID work as a result of developing his own digital agency. PC advised that she had had continuing concerns over reducing website visits to the Attraction pages on the website which highlighted the digital resource issue. CC reminded the board of the original objective to employ a FT Digital Marketing Executive. PC proposed that NH be given a months' notice and look to recruit a full-time person. The Board unanimously supported this proposal. CC advised that she would be engaging support digital services from Eddie Bent, a freelance Digital Expert who worked with the ERTC to ensure a smooth handover.</p> <p>Focus Groups Update -</p> <p>Accommodation - ANP advised that there was a recent meeting held. The overall feeling of the accommodation businesses is a mixed feeling with some people reporting increased figures and others decreasing. Forward bookings are looking good for Torbay. All businesses reported decrease in figures through the major OTA's.</p> <p>Attractions - CC advised that the recent meeting was not well attended. Those businesses who are proactive with their marketing are reporting increase in figures compared to those businesses who don't promote themselves very well in marketing.</p> <p>CC commented that one of the most popular attractions is Greenway House, particularly for international visitors but public transport options are really challenging. CC is trying to encourage the reinstatement of a privately-operated vehicle to take visitors to Greenway from Torquay.</p> <p>The Bridge Group - CC advised the Board that she had been asked to meet the Bridge Group who represent 109 smaller accommodation providers with the meeting highlighting a number of concerns including: 2019 booking levels, building of new hotels, toilets, parking charges, homeless, retail offering, ERBID National Marketing strategy. A number of actions were agreed focusing on improving communications and including staging an ERBID B&B Conference on 7th October 2019.</p>	CC
5	<p><u>Destination Management Group:</u></p> <p>CC advised that as a result of the last board meeting PC has been elected as the new chair.</p>	
6	<p><u>Corbyn Head Hotel Planning Decision:</u></p> <p>CC advised that she has met with Paul Feasey and his feedback is that the ERBID company should be more publicly vocal with promoting inward investment.</p>	

	<p>CH commented that the BID company has been supportive of the major planning applications. All agreed with CH that the BID company will support applications for quality, year-round businesses to help increase employment.</p> <p>KM will find out when the next big planning applications will be going to committee and will update CC of the dates.</p>	KM
7	<p><u>Tourism deal/industrial strategy/tourism zones:</u></p> <p>MB advised that he attended a recent Heart of South west meeting where tourism was discussed and coastal sectors were not included in the Industrial strategy document. This was fed back to David Ralph and he advised that this was an oversight. CC advised since this meeting this has been updated and coastal tourism sector has been updated in the document and a further meeting is going to be held next week.</p>	Ongoing
8	<p><u>New administration:</u></p> <p>Covered above.</p>	
9	<p><u>Safe and legal campaign:</u></p> <p>CC recommended to the Board that the ERBID Company should contribute £500 to the Safe & Legal Campaign being led by the South West Tourism Alliance to encourage government to commit to introducing new legislation that will ensure that all visitor accommodation operates on an even playing field, with particular concern relating to the increasing number of Airbnb operators. This request was agreed.</p>	
10	<p><u>Geopark Revalidation:</u></p> <p>CC advised that the revalidation inspectors will be visiting the English Riviera Visitor Centre on 5th August with the ERBID Company an official partner of the English Riviera Global Geopark Organisation. CC and TG are to host this visit on behalf of the ERBID Company. CC confirmed that she had committed £2.5k from the PR budget to assist with providing new Geopark signage across the resort with the ERBID Company logo included.</p>	TG/CC
11	<p><u>Cultural tourism: (Great Places Project)</u></p> <p>A new piece of print titled Writers on the Riviera is being produced with the ERBID Company a partner as part of the Cultural Tourism Project. Content includes Agatha Christie. CC has committed £2k from the VIC budget towards this project.</p>	
12	<p><u>Any Other Business:</u></p> <p>English Riviera Wheel KM advised that there is still no definitive update on the wheel for 2020 as Mellor's group will not commit whether the wheel will be back next year.</p> <p>New Torquay Boundary Road Signs KM asked the ERBID Board to consider sponsoring the new Torquay Boundary Signs which will promote Torquay as birth place to Agatha Christie. TG recommended the Board support this at a cost of £4,700 and this was unanimously supported. The new signs will carry the ERBID Logo.</p> <p>Meeting closed at 5 pm</p>	CC