



### Minutes of Board Meeting

2.00pm on 29<sup>th</sup> July 2021 – Video Call

Present: Carolyn Custerson (CC) – Chief Executive, ERBID Company, Tim Godfrey (TG) – Partner, Bishop Fleming, Anthony Payne-Neale, Court Prior (APN), Clare Flower (CF) – Director Beverley Holidays, Richard Cuming (RC) – General Manager, Bygones, Chris Hart (CH) – Chief Executive, Wollens, Martin Brook (MB) – owner, Pilgrims Rest Cottages, Pippa Craddock (PC) - Marketing & Development Director and Lorraine Stewart (LS) Torbay Council – minutes

CC/TG/CH/KM/MB/APN/KW/SJ/RC/JG/MB/PC

ITEM	ACTION	BY WHOM/ BY WHEN
1	<p><b><u>APOLOGIES, MINUTES, MATTERS ARISING:</u></b></p> <ul style="list-style-type: none"> <li>• <b>Apologies</b> – Apologies: Kelly Widley (KW), Jason Garside (JG) – Managing Director, TLH Hotels, Kevin Mowat (KM) – Director of Place, Torbay Council, Simon Jolly (SJ) – RICC Managing Director</li> <li>• <b>Approval of Minutes</b> – All agreed were an accurate record of the meeting.</li> <li>• <b>Matters Arising</b> – Covered in the agenda</li> </ul>	
2	<p><b><u>Finance and Governance</u></b></p> <ul style="list-style-type: none"> <li>• <b>2021 Levy Collection</b> CC has been unable to receive any updates or regular reporting through TC Business rates team.  CC advised that Angie is working with Ian Westwood on producing a list of outstanding debtors for 2021 to work on collecting the outstanding amounts. It was agreed that a reminder letter would be send out mid to end of September to the outstanding debtors. An option could be provided to pay the balance over 3 months.</li> <li>• <b>2021 Management Accounts (additional investment required)</b> TG ran through the highlights of the management accounts.</li> </ul>	

- **Board Structure (transition timetable and election process)**

TG explained that the plan is for the current Board to continue through until Autumn 2022 when an election process will take place to form the new ERBID2 Board.

TG advised that Pippa Craddock has left her position with the Wild Planet Trust but TG and CC would like to invite PC to remain on the Board with her expertise in Marketing and fill the co-opted vacancy which is currently available. All agreed with this proposal.

- **Executive Team (future plans)**

CC advised that the current contracts for the Executive Team allow for the team to continue their positions through to the new ERBID2 and a further 5 years. CC will be having the teams job descriptions and contracts updated and has requested a salary review by the Finance and Governance committee.

- **Focus Groups**

It was discussed that the Focus Groups should be reinstated. TG asked that the Heads of the Focus Groups look to schedule meetings after the summer months. CC advised that she would like the Destination Marketing Focus Group to meet within the next few weeks to discuss in particular the 2022 National Marketing campaign.

The introduction of an Events Focus group was discussed and MB to be the Head for this group supported by CC with CC, MB and KM leading on the new Events Partnership on behalf of the ERBID Company with TC.

- **AGM (2020)**

Agreed by the Board to stage the September Board Meeting and AGM on Wednesday 29<sup>th</sup> Sep. CC requested by Board to invite Company Members. TG requested to finalise 2019 Accounts for presentation and Approval at the AGM.

**ERBID2 Ballot**

CC advised the Board that there no appeal had been submitted (as with ERBID1) and ERBD2 could now legally proceed.

### **Destination Marketing**

- **2021 Marketing Activity**

CC updated that the marketing for 2021 had been very successful and shared with the Board the latest statistics. Current thoughts are for the 'Escape the Everyday' National Campaign to be repeated for 2022. Traffic to the website continues to be significantly higher than 2019 (pre-COVID) and accommodation bookings made through the English Riviera website of was three times higher than in 2019.

#### **Seasonal Marketing:**

A new Autumn digital campaign is due to start on Sep 1<sup>st</sup>.

- **Visitor Information Centre**

The VIC is continuing to operate with COVID measures restricting numbers and Face Masks advisory. Foot fall is busy averaging 250+ people per day

CC reported continuing problems regarding 'workable' office space at the VIC. CH suggested that CC speak to Bettsworth to see what other office facilities are available around the Harbourside. CC to contact the TDA again to raise concerns about continuing issues around shared facilities and to pursue trying to get the renewed lease agreed.

CC

- **New Website Development**

In the ERBID2 Business Plan it was detailed that a new website would be developed and CC is now looking at how this can be delivered. CC advised that the current website does not include all of the online facilities that it could do to help us better promote the area and provide enhanced benefits for Levy Payers so is going to be looking at investing in a new website for launch in the New Year. Because of the complexity of the functionality it is proposed that the existing supplier Simpleview, will be contracted to build the new site.

CC

- **2022 Destination Marketing Plan**

CC is starting to work on the Marketing Plan and plans to reinstate the Focus Group for Destination Marketing for assistance.

CC

- **Events Planning & Development**

MB advised that the ERBID2 is looking to introduce new events including a walking festival event and a Christmas event, aligning to the ERBID2 Business Plan. In addition to supporting the Airshow and Agatha Christie Festival.

MB advised that he and CC have been having more regular meetings with Phil Black at Torbay Council to jointly agree a partnership programme of Events going forwards. MB advised that a decision needs to be made by the Board as to whether the ERBID will help to support the current proposed Christmas event and for events in future years. A long discussion was held and it was agreed that CC and MB should advise TC that the funding for Events is committed from 1<sup>st</sup> January 2022 and that programming well ahead was actively encouraged.

CC/MB

	<p><b>4. ERBID Key Communications</b></p> <ul style="list-style-type: none"> <li>• <b>Press &amp; Media</b> Detailed in CC update report.</li> <li>• <b>COVID – update</b> Detailed in CC update report.</li> <li>• <b>Anti-Social Behaviour</b> CC updated that she and TG attended a meeting with Sean Sawyer, Chief Constable and Alison Hernandez, Police &amp; Crime Commissioner who undertook a 3 hour walk around Torquay. From this meeting, this highlighted the issues and more police resource will be allocated within the Bay. Further visits will also take place in the future for updates.</li> </ul> <p>APN highlighted the issues of HMO’s that are increasing within the Bay and the anti-social behaviour issues are still happening from these. CC commented that she is aware of this issue and she meets with Anne-Marie Bond and Steve Darling on a monthly basis to discuss the issues. CC advised that she has been made aware of a hotel being turned into a hostel in Croft Road and other HMOS’s being opened within tourist accommodation areas. CC will draft a letter which will then be sent to Anne-Marie Bond and Steve Darling voicing the ERBID concerns. ACTION - CC</p> <ul style="list-style-type: none"> <li>• <b>Great South West Tourism Partnership (GSWTP)</b> Detailed in CC update report.</li> <li>• <b>Debenhams Site</b> CC updated the Board on a meeting that she attended with Kevin Mowat and Swithin Long on the proposals for the Debenhams site.</li> </ul>	CC
<u>5</u>	<p><b>AOB</b></p> <ul style="list-style-type: none"> <li>• <b>Purple Flag – KW</b> CC raised the issue of purple flag accreditation. No one has any resource available to complete the accreditation process.</li> </ul>	CC
	<p><b>Date of Next Board Meeting – Wednesday 29<sup>th</sup> September @ 2pm (ZOOM) followed by the AGM</b></p>	