

VOTE
YES



ENGLISH RIVIERA

BID COMPANY

ERBID3 BUSINESS PLAN 2027 - 2031

ENGLISH RIVIERA
BUSINESS IMPROVEMENT DISTRICT



www.englishriviera.co.uk/bid

A LETTER FROM THE CHAIR

Dear Levy Payers

First and foremost, **thank you** for your continued support and valued feedback through consultation.

SECURING THE FUTURE OF DESTINATION MARKETING

I encourage you to take the time to review this important document: the Business Plan for the third term of the English Riviera Business Improvement District (ERBID3). The plan presents an exciting opportunity to secure, in collaboration with 1400 eligible tourism and hospitality Levy Payers, over £3 million for professionally coordinated destination marketing for a further five years.



CHRIS HART, CHAIR
ENGLISH RIVIERA BID
COMPANY LTD

THE ERBID3 BALLOT AND LEVY STRUCTURE

For this Business Plan to be adopted, an overall majority vote needs to be secured through an independent postal ballot. You will receive your ballot papers separately.

We listened carefully to your feedback throughout consultation and recognise that the current trading environment remains challenging. With this in mind, the ERBID Board has taken the decision not to increase the ERBID3 levy payment structure. This means that the minimum annual levy will remain at £150, and for businesses with a rateable value of £3,000 or more (£12,000 for pubs), the annual levy will continue to be set at 1.95% of total rateable value.

It is important to note that there is no alternative public funding available to replace the ERBID levy. Should the ballot result be negative, the ERBID Company would regrettably close on 31 December 2026.

THE VALUE OF TOURISM TO THE ENGLISH RIVIERA

All coastal destinations have struggled to recover fully after the Covid pandemic, but the English Riviera is performing better than many other destinations. Our tourism industry is a pivotal part of our economy. In 2024 it was valued at over £542 million, with visitor spend in excess of £416 million and supporting around 12% of all employment, providing for thousands of livelihoods. We are all dependent on the 3.5 million trips that the English Riviera attracts each year and must ensure that we are in the strongest possible position to compete.

ERBID2 has kept the English Riviera firmly in the visitor eye, delivering over 251 million campaign impressions, securing a £1.2 million marketing recovery fund from South West Water, attracting around 1 million annual visits to the official website, and generating ongoing positive media coverage.

A SHARED OPPORTUNITY FOR THE NEXT FIVE YEARS

In my view, continuing to promote the area professionally, so that we can compete strongly as a leading UK coastal resort, is critical. ERBID3 is about helping to future-proof our very special destination.

The ERBID model has worked for 10 years and has raised over £7 million to promote our resort. I hope you will support a positive ballot result so we can continue working together as Team English Riviera.

Now is the time to vote Yes.

Yours sincerely

Chris Hart

Chris Hart, Chair, English Riviera BID Company

CONTENTS

CHAIRMAN'S INTRODUCTION	2
WHAT IS A BID?	3
WHAT WILL ERBID3 DO?	4-7
EVENT SPONSORSHIP	8-9
THE ERBID LEVY	10
ERBID3 BUDGET FORECAST 2027 - 2031	11
ERBID3 AREA & ELIGIBLE BUSINESSES	12
ERBID GOVERNANCE & MANAGEMENT	13
BID LEVY RULES & BALLOT	14
ERBID3 BALLOT	15
ERBID3 & CONTACT DETAILS	16



WHAT IS A BID?

A Business Improvement District (BID) is a defined area where eligible businesses have agreed to fund additional services that support their sector.

The English Riviera BID (ERBID) is how local tourism and hospitality businesses fund destination marketing, through payment of an annual levy. Launched in 2017, the ERBID stepped in when Torbay Council could no longer provide this vital funding.

BIDs run in 5-year terms under the Business Improvement District (England) regulations 2004. The ERBID's second term, ERBID2, ends on 31st December 2026.

The ERBID Company operates the ERBID and is proposing a new term to secure 5 more years of stable, sustainable, independent funding until the end of 2031.

This ERBID3 Business Plan outlines the services we propose to continue delivering, and how the ERBID operates. We warmly invite your involvement.

THE ERBID3 BALLOT - YOUR VOTE

The final decision on whether ERBID3 comes into being will be decided by you as an eligible business in a confidential postal ballot in June 2026.

Your levy will be a vital contribution in helping to fund professionally coordinated destination marketing for a further 5 years until 31st December 2031.



Will Ford - The Greenway Group Ltd, Brixham

The ERBID Company's strategic marketing, community engagement, and unwavering dedication have not only elevated the English Riviera in Brixham, Paignton and Torquay, but have also provided essential support to hospitality businesses of all sizes during many peaks and troughs.



ERBID LEVY PAYER BENEFITS

We understand that running a business - especially a smaller one - means juggling many priorities with limited time and resources for marketing. That's where the ERBID comes in. By pooling resources through collective funding, your business gains access to far-reaching promotion that would be difficult to achieve alone. We're here to support you, helping your business make the most of the strength and recognition of the English Riviera brand.

The benefits your business receives as a Levy Payer include:



Global advertising of the English Riviera brand and all that it offers visitors.



National PR and press visit opportunities.



Promotion of your business through the English Riviera Visitor Information Service.



Unlimited use of the English Riviera image and video library to assist your own marketing.



Unlimited access to all ERBID research and tourism data.



Dedicated full-page listing and promotion of your business on the official destination website: www.englishriviera.co.uk.

Our website is fully optimised for search engines, giving your business page increased online visibility.



Early alerts for tourism and hospitality training and funding opportunities.



Lobbying support as the official voice for English Riviera tourism and hospitality.



Regular ERBID e-newsletters and updates.

WHAT WILL ERBID3 DO?

DESTINATION MARKETING

The principle focus of ERBID3 will be to build on the strong foundations and success of the previous term - delivering professionally coordinated destination marketing to extend the season, maximise visitor spend, and attract new visitors while continuing to protect our core markets of families and couples. We will also continue exploring fresh ideas to future-proof our destination marketing activity.

THE ENGLISH RIVIERA BRAND

ERBID3 will continue to manage the promotion of the official English Riviera brand, licensed to the ERBID Company in 2016. Levy Payers will benefit from the strength of the brand and can include the official logo in their own marketing activities. We recognise the individual character and attractions of Brixham, Paignton, and Torquay, and will continue to promote all three towns as an integrated part of our destination marketing.

NATIONAL ADVERTISING

National advertising to help keep the resort competitive will remain a priority for ERBID3. Working alongside highly skilled marketing experts, we will maintain a focus on year-round, highly targeted digital campaigns, while also exploring opportunities for national TV. Through these strategic campaigns, we will reach millions of potential visitors every year, strengthening the English Riviera's position in the market.

CONSUMER WEBSITE

The official English Riviera website is central to the ERBID's digital activity, attracting one million visitors annually. It serves as a fully mobile, search engine optimised, key source of information and inspiration for potential visitors. We plan to upgrade the site to enhance functionality, accessibility and AI integration. Each Levy Payer benefits from a dedicated page to help promote their business.

VISITOR INFORMATION SERVICE

For ERBID3, we will continue to provide cost-effective Visitor Information while exploring new ways to support visitors, recognising the value they place on expert local insight, and ensuring they enjoy the English Riviera to the full.



Julia Duthie - Blue Waters Lodge, Paignton

We would like to praise the ERBID team for their continued efforts in promoting the Torbay area and their continued support for the small hospitality businesses in Paignton, Brixham and Torquay.

SOCIAL MEDIA

Social media will play an increasingly important part in ERBID3's marketing strategy. We will continue to use authentic user-generated content and adapt to social media trends by maximising channels. Our effective use of hashtags, particularly **#englishriviera**, has proven beneficial in enhancing reach and engagement. We recognise the potential of new technology including AI to help us create tailored content to drive higher engagement. Increased influencer marketing will further amplify reach.

DIGITAL MARKETING

Working alongside digital specialists, ERBID3 will invest in a strategic mix of platforms to showcase the resort, including the English Riviera website, Google, Facebook, Instagram, TikTok and YouTube, while keeping up to date with new and emerging platforms. Focused paid campaigns will target distinct audiences, with the primary objective of attracting new audiences and driving an increase in year-round visitors.

PHOTOGRAPHY AND VIDEOGRAPHY

ERBID3 will continue to commission professional, high-quality destination photography and videography, working with local experts wherever possible. The English Riviera Image Library provides a valuable creative resource of copyright-free assets to inspire new audiences, and is readily accessible to all Levy Payers to assist with their own marketing activity.

MEDIA & PR

ERBID3 will continue to work with media experts to secure positive press coverage for the English Riviera. This will be achieved through the strategic distribution of professionally crafted national press releases and the organisation of journalist visits. ERBID3 will continue to work closely with our local press and represent the local tourism and hospitality sector for media interviews at a regional and national level.

GROUP BUSINESS

Recognising the vital importance of group business, ERBID3 will continue to support operators with marketing materials and to attend national trade events, promoting the destination and helping to attract new groups to the English Riviera.

BUSINESS TOURISM

Working in partnership with business tourism venues, ERBID3 will continue to explore how to best support this sector. Our primary aim is to attract new conferences, meetings and business events to the resort, particularly in the shoulder seasons.

CRUISE TOURISM

ERBID3 will continue to welcome and encourage cruise operators and provide support with local itinerary development and marketing materials.

INTERNATIONAL TOURISM

ERBID3 will continue to leverage the global appeal of the Agatha Christie brand, recognising its unique power to draw visitors from all over the world, and will continue to provide dedicated visitor information.

UNESCO GLOBAL GEOPARK

ERBID3 will continue as a partner of the Global Geopark Management Group, building on the successful introduction of new Geopark Discovery visitor experiences during ERBID2. These were made possible by government funding secured by the ERBID.

TOURISM RESEARCH

ERBID3 will continue to monitor the performance of the resort and benchmark against other destinations. All public research is available to share with Levy Payers. ERBID3 will be able to commission targeted economic impact surveys, such as those conducted following COVID and the Cryptosporidium outbreak, as required.



Stephen Kings - Paignton Zoo, Paignton
We have been delighted to work with the ERBID team and have very much appreciated their support in increasing visitor numbers to Torbay and therefore as a consequence to Paignton Zoo.

Carol Gilman - Imperial Hotel, Torquay
Carolyn and the team are key contacts in the community and are passionate in driving visitors to The Bay and putting Torquay as a key visitor destination.



STRATEGIC PARTNERSHIPS

The ERBID maintains strong, ongoing partnerships with a range of strategic bodies, ensuring that we are kept well-informed and in the strongest position to influence decisions on behalf of Levy Payers. In ERBID3, we expect the following key partnerships to continue:

TORBAY COUNCIL
 Torbay Council is one of our key strategic partners and a significant levy payer. The ERBID participates in Council-led tourism and hospitality related meetings and consultations including the review of the Destination Management Plan. We will continue to work closely with relevant departments.

VISIT ENGLAND AND THE DEVON & PARTNERS LOCAL VISITOR ECONOMY PARTNERSHIP (LVEP)
 Working in partnership with the Devon & Partners LVEP gives us direct access to VisitEngland, allowing the English Riviera to participate in their national marketing campaigns - opportunities which are unavailable to individual businesses.

VISIT DEVON
 The English Riviera is Devon's largest resort in terms of bed stock, and the ERBID holds a seat on the Visit Devon board - a position that will continue under ERBID3. This ensures that our destination is fully represented at a county-wide level.

LOBBYING
 As Torbay's official Destination Marketing Organisation (DMO), the ERBID has become the area's recognised voice for tourism. ERBID3 will lobby local MPs, Torbay Council, the new combined County Authority, and tourism ministers, as required - as we did effectively during Covid.



Joe and Linda Lowe - Brookside Guest House, Brixham
The BID has demonstrated both vision and impact - driving visitor growth, supporting local businesses, and ensuring that Brixham and the wider English Riviera remain front of mind for both domestic and international audiences.

Jackie Kelly - Redcliffe Hotel, Paignton
Your commitment, professionalism, and collaborative approach make a real difference, particularly in helping to extend the season and drive year-round demand.

ERBID2 SUCCESSES



Proven strong performance for the English Riviera benchmarked against the wider South West Region.



Continuous delivery of national marketing campaigns including 'Escape your Everyday' and 'Ready for the Riviera'.



Journalist visits arranged, and national media coverage secured including: Mail, Guardian, Telegraph, Yahoo, MSN.



The English Riviera brand was in front of potential visitors over 251 million times through a variety of TV, digital, and out-of-home campaigns.



Working in partnership, ERBID initiated and negotiated a £1.2 million marketing recovery fund from South West Water.



The official English Riviera website attracts around 1 million visitors annually.



An 80% increase in social media followers since the start of ERBID2 in 2022.



The English Riviera is currently the only South West destination to have produced national TV advertising campaigns.



76% of visitors surveyed had used the official English Riviera website.



Projected 25 million reach across social media platforms by the end of ERBID2.



The creation of professional photography and videography assets, available free to Levy Payers.



Over 500 positive media pieces achieved in two years, generating over 1939 million opportunities to be seen.



Over 220,000 visitors served by the Visitor Information Service.

MEDIA PLATFORMS USED DURING ERBID2





EVENT SPONSORSHIP

Recognising the value that events bring to the English Riviera, ERBID3 will continue to sponsor and promote key events.

Over its five-year term, more than £700,000 will be allocated to support this initiative.

In 2026, the ERBID is contributing sponsorship to the following events: -

- Brixham Pirate Festival
- Torbay Pride
- English Riviera Airshow
- English Riviera Walking Festival
- SUP World Cup
- South West Sardine Festival
- Agatha Christie Festival
- England's Seafood FEAST
- Bay of Lights



Anthony Jones - Otto and Twenty1, Torquay
For hospitality businesses like mine, the BID is not just a support system; it's a necessity. Their work ensures that the English Riviera remains a vibrant, competitive destination that continues to thrive year-round.

Jason Parry - Mercure & ibis Styles, Paignton
The work of the ERBID Company has been instrumental in raising the profile of the English Riviera as a leading UK visitor destination.



Events play a vital role in extending the visitor season, increasing footfall and generating positive national media coverage. Driving overnight stays is a particular focus, with targeted **'Make a Weekend of It'** digital campaigns delivered by the ERBID team to maximise visitor spend.

Staging major events is costly, and strong partnerships remain essential. Torbay Council will continue to be a crucial strategic partner and, at present, is the core funder of both the Airshow and Bay of Lights Illumination Trail. Torbay Council has committed to three more years of continued, joint funding arrangements with the ERBID. Throughout ERBID3, our team will maintain close collaboration with Torbay Council's Events Team to maximise marketing reach and impact.

LOOKING AHEAD

Throughout the ERBID3 term, we will continue to explore opportunities to introduce new events that support the destination's ambition to thrive year-round.



Hervé Regent - Beacon House B&B, Brixham
We're incredibly grateful for the efforts of the ERBID team. Their commitment, professionalism, and belief in our town have made a tangible difference.

ERBID2 EVENT SUCCESSES



Bay of Lights, a concept introduced by the ERBID, has driven increased December occupancy and footfall, and continues to grow in popularity.



ERBID helped secure the bid to bring the UK's first SUP World Cup to the English Riviera.



The What's On section of the English Riviera website attracts around 720,000 views per year.



The ERBID is represented on the board of trustees for the Agatha Christie Festival, helping to maximise its benefit to the local tourism economy.



ERBID introduced the resort's first Walking Festival, attracting new audiences to the English Riviera.



ERBID's England's Seafood FEAST expanded to include partnership working with over 30 dining venues across the English Riviera.

John Jones - Dartmouth Steam Railway and Riverboat Company

Put simply, the ERBID amplifies and strengthens our local exposure and, perhaps more importantly, promotes the Bay and all its attractions nationally in a way that would not be possible if we were to work independently.



THE ERBID LEVY

Every eligible business within the BID area (see page 12 for details) is required to pay the annual BID Levy. This levy is calculated as 1.95% of the premises' rateable value (RV) – some examples are provided below.

There is a minimum levy contribution of £150 per eligible business per annum.

The ERBID levy structure has remained unchanged since the ERBID's inception in 2017 and will not change throughout the duration of the 5-year ERBID3 term.

VOLUNTARY CONTRIBUTORS

A business with a rateable value of under £3,000 will be formally exempt from paying the ERBID3 levy, but can join voluntarily. A voluntary contribution will entitle the business to all the ERBID3 benefits listed on page 3. Voluntary contributors may also apply to become a company member (see page 13 for details); however, they are not eligible to stand for election to be a director of the ERBID Board.

Examples of annual levy contribution that would apply



Café
RV* £3,000 @ 1.95%
= £150



Tourist Attraction
RV £68,000
= £1,326



Small Guest House
RV £7,500
= £150



Public House**
RV £73,000
= £1,424



Self Catering Unit
RV £8,100
= £158



Entertainment and Leisure
RV £85,000
= £1,658



Takeaway Kiosk
RV £9,000
= £176



Caravan Park
RV £120,000
= £2,340



Restaurant
RV £20,000
= £390



Large Hotel
RV £234,000
= £4,563

*RV = Rateable Value

** Only public houses with a rateable value over £12,000 are eligible for the BID levy

ERBID3 BUDGET FORECAST 2027 – 2031

The ERBID3 levy is projected to generate over £3 million to fund the continuation of professionally coordinated destination marketing, as detailed in this Business Plan, for a further 5 years.

The Budget Forecast below provides an outline of anticipated income and expenditure for the period of ERBID3 (2027 – 2031). It highlights the key areas of investment, with around 80% of the total ERBID3 budget allocated to Destination Marketing and Events. The ERBID3 budget will be reviewed by the ERBID Board regularly. Annual accounts will be prepared and posted for all Levy Payers to view on the ERBID business website.

ERBID3 BUDGET						
	2027	2028	2029	2030	2031	5 Year Totals
Income						
BID Levy	620,000	620,000	620,000	620,000	620,000	3,100,000
Additional Income	110,000	115,000	120,000	125,000	130,000	600,000
Total Income	730,000	735,000	740,000	745,000	750,000	3,700,000
Expenditure						
Projects and Services						
Destination Marketing	440,000	440,000	440,000	440,000	440,000	2,200,000
Events	145,000	146,000	147,000	147,000	148,000	733,000
Sub Total	585,000	586,000	587,000	587,000	588,000	2,933,000
Overheads						
Staff Costs	110,000	113,000	116,000	120,000	123,000	582,000
Overheads	25,000	25,500	26,000	26,500	27,000	130,000
Levy Collection Costs	10,000	10,500	11,000	11,500	12,000	55,000
Sub Total	145,000	149,000	153,000	158,000	162,000	767,000
Total Expenditure	730,000	735,000	740,000	745,000	750,000	3,700,000

ADDITIONAL INCOME

The English Riviera BID Company generates additional income to supplement levy funding and maximise investment in destination marketing. Sources of additional income include:

- Commercial advertising sales including website and poster sites
- Retail sales through the Visitor Information Centre
- Sponsorship of ERBID services
- Government grants
- Voluntary contributors



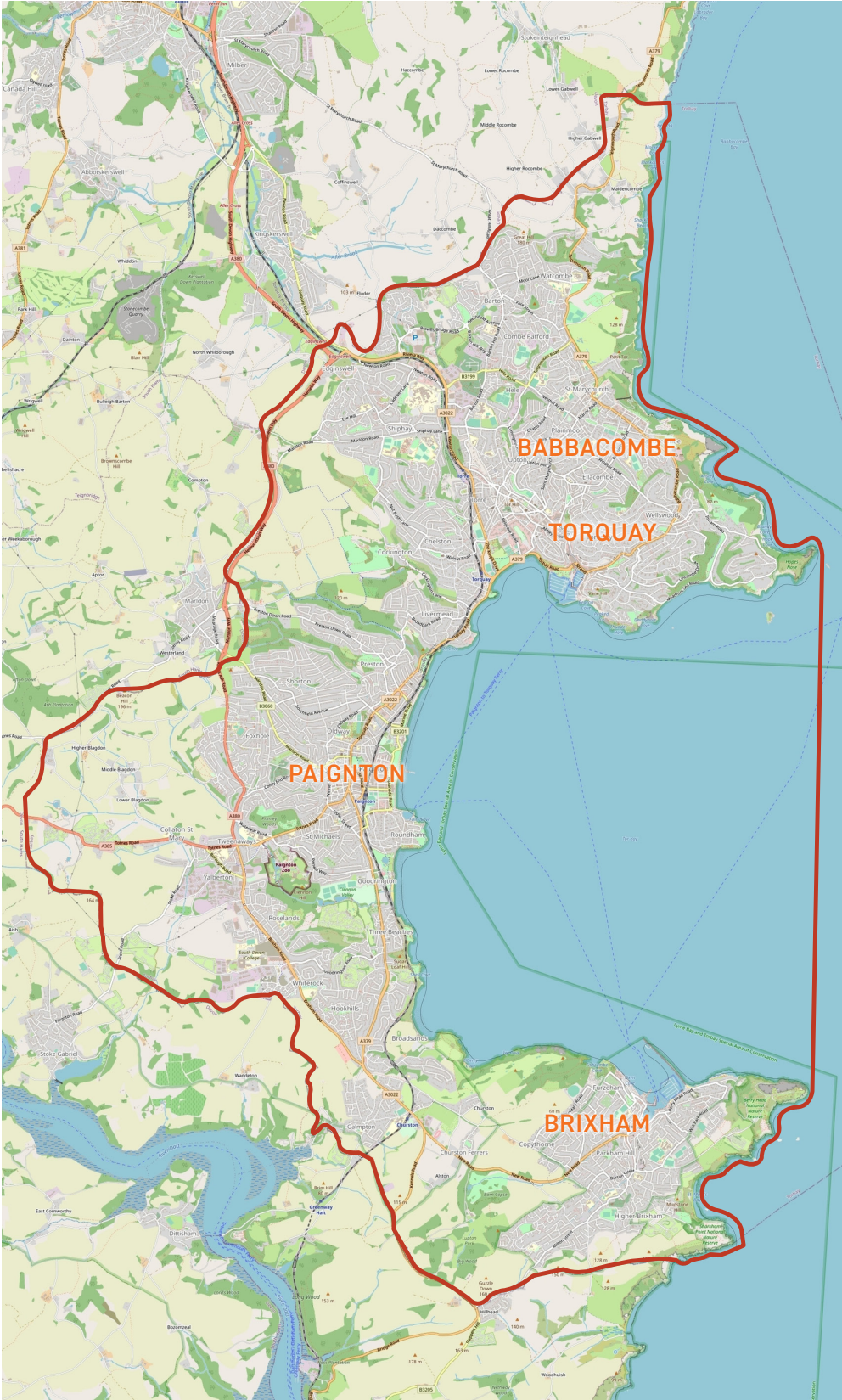
Alex Foley - Guardhouse Café, Brixham

The work Carolyn and her team did after the Crypto issues was incredible, they quickly pulled together a huge raft of evidence of the impact on local businesses, and fought successfully for over £1m of destination marketing support.



ERBID3 AREA & ELIGIBLE BUSINESSES

ERBID3 will bring together 1400 eligible tourism and hospitality businesses from across Torbay, working together to promote the area. The list on the right sets out the business categories to which the ERBID3 levy will apply.



- Activity Centre
- Amusement Arcade
- Aquarium
- Beach Hut
- Bingo Hall
- Botanical Garden
- Bus Station
- Café
- Camping Site
- Car Park
- Caravan Park
- Casino
- Chalet Park
- Cinema
- Coach Park
- Crazy Golf Site
- Exhibition Hall
- Farm Park
- Festival Site
- Garden Centre
- Go Kart Track
- Guest Accommodation
- Guest House
- Harbour
- Historic Monument
- Historic Property
- Holiday Park/Centre
- Hostel
- Hotel
- Inn
- Kiosk
- Language School
- Leisure Centre
- Licensed Restaurant
- Marina
- Model Village
- Museum
- Nature Reserve
- Nightclub
- Pleasure Pier
- Public Boat Operator
- Public Convenience
- Public Football Club
- Public Golf Course
- Public House
- Public House Hotel
- Public Tennis Club
- Railway Station
- Restaurant
- Take Away
- Self-Catering Holiday Unit
- Steam Railway
- Theatre
- Tourist Attraction
- Water Sport
- Wine Bar
- Yacht Club
- Zoo

ERBID GOVERNANCE & MANAGEMENT

The English Riviera BID Company (ERBID) is a private sector led, not-for-profit company and has been governed by a board comprising BID Levy Payers and other key stakeholders.

If the ERBID3 ballot is successful, the new term will commence on 1st January 2027. It will run for 5 years and then be required to seek renewal through a new ballot.

BOARD STRUCTURE

The English Riviera BID Company will continue to be managed by an independent Board of Directors. Each Board serves for a five-year period, aligned with the term of each BID.

The ERBID Board is made up of 13 directors, consisting of 7 elected, 4 co-opted and 2 fixed positions (Chief Executive of the English Riviera BID Company and the Torbay Council officer responsible for tourism).

All positions are voluntary, with the exception of the Chair, who may receive a small stipend in recognition of the time and responsibilities associated with the role, and the Chief Executive, which is a full-time executive position. The Chair is elected by the Board.

The aim is to maintain a balanced and effective Board with a range of relevant skills and experience. Co-opted directors may be appointed to provide specialist expertise where needed, for example in areas such as accountancy or legal matters, to support the effective governance and operation of the company.

APPOINTMENT OF ERBID DIRECTORS

During the ERBID3 five-year term (2027-2031), there will be the opportunity for new directors to join the Board. At the start of the new term, the existing Board will stand down and be eligible to stand for re-election.

BOARD ELECTIONS

The election of directors is carried out through an independent postal ballot administered by Torbay Council, with candidates voted on by company members. Any levy-eligible member of

the company may stand for election as a director.

ROLE AND RESPONSIBILITIES OF DIRECTORS

Directors elected to the Board will fulfil the duties expected of non-executive directors, ensuring good governance and effective oversight of the ERBID Company.

ERBID COMPANY MEMBERSHIP

The ERBID Board will continue to encourage Levy Payers to become company members as another way to be involved with the work of the organisation. There is no additional cost to become a member.

All BID Levy Payers are welcome to apply for company membership, provided their levy has been paid within the required timeframe. BID-eligible company members may also stand in Board elections.

To become a company member, you simply need to apply, agreeing to the company's code of conduct. Applications are subject to approval by the Board.

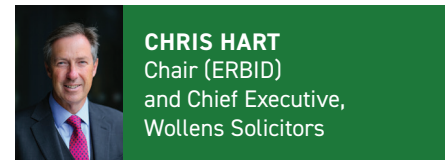
ERBID COMPANY COMMUNICATIONS

Regular communications will continue to be provided to Levy Payers and key stakeholders. These will include ERBID3 newsletters, updates on the ERBID business website, and opportunities for Levy Payer forums.

Annual reports and accounts will be produced at the end of each year and will be made available to view on the ERBID business website.

ERBID EXECUTIVE TEAM

The ERBID Board and CEO are supported by Katrine Harrington, Visitor Information Manager, and by Alison Bayliss, Communications Manager.



CHRIS HART
Chair (ERBID)
and Chief Executive,
Wollens Solicitors



ANTHONY PAYNE-NEALE
Vice Chair (ERBID)
and owner, Court Prior
Boutique B&B



CAROLYN CUSTERON
Chief Executive Officer
(ERBID)



ANDY BANNER-PRICE
General Manager,
Cary Arms Hotel & Spa



MARTIN BROOK
Previously of
Pilgrims Rest Cottages



RICHARD CUMING
Partner, Bygones



ALAN DENBY
Director of Pride in Place,
Torbay Council



CLAIRE FLOWER
Director, Beverley Holidays



JASON GARSIDE
Managing Director,
Torquay Leisure Hotels



TIM GODFREY
Partner, Bishop Fleming



JIM PARKER
Editor, Torbay Weekly



KELLY WIDLEY
Consultant,
Leisure and Hospitality

Note: Following the sad loss of Pippa Craddock in September 2025, the board has comprised of 12 directors. This arrangement will continue until the end of 2026.

BID LEVY RULES & BALLOT



LEVY RULES

- The BID Regulations of 2004, approved by the Government, sets out the legal framework within which BIDs have to operate, including the way in which the Levy is charged and collected, and how the ballot is conducted
- The new term of the ERBID will commence on 01 January 2027 for a period of 5 Years.
- The Levy rate is fixed and will not be subject to variation by the annual rate of inflation
- VAT will not be charged on the BID Levy
- The BID Levy will be applied to all eligible business ratepayers within the defined area
- The following exemptions to the BID Levy apply
 - Those with a rateable value of less than £3,000
 - Public Houses with a rateable value of less than £12,000
 - Businesses whose primary function does not fall into the categories identified on page 12.
 - Non-retail charities with no paid staff, trading income, arm or facilities and entirely voluntary or subscription based organisations
- The Levy will be a fixed rate of 1.95% based on the rateable value per hereditament as at 1st April each year using the most current Non-Domestic Ratings list. It will be updated for any changes in ratepayer appeals, additions, or removals
- The minimum ERBID3 levy payable will be £150 per annum
- The maximum levy payable per hereditament will be £10,000 per annum
- The BID Levy will be paid by any new ratepayer occupying any existing hereditaments (a business rated property) within the BID area
- New hereditaments will be charged from the point of occupation based on the rateable value at the time it enters the ratings list, even though they did not vote on the initial proposal
- If a business ratepayer changes, it is the ratepayer on 1st January who remains liable for the year
- Empty properties, those undergoing refurbishment or being demolished will be liable for the BID Levy via the registered business ratepayer with no void period
- The BID Levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemptions, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988
- Under the BID regulations 2004, the Billing Authority is the only organisation that can collect the Levy on behalf of the BID Company
- The Billing Authority will issue the annual BID invoices each December for the following year
- The Levy income will be kept in a separate ring-fenced account and transferred to the BID on a monthly basis
- Collection and enforcement arrangements will be similar to those for the collection and enforcement of non-domestic business rates with the BID Company responsible for any debt write off. The BID area and the Levy rate cannot be altered without a further ballot
- Where the rateable value changes, including ratings list revaluation, and results in a change to the BID Levy amount, this will only come into effect from the next chargeable year, and no refunds of the BID levy will be made for previous years
- The BID projects, costs and timescales can be altered subject to board approval providing the changes fall within the income and overall objectives of the BID
- The Levy rate or boundary area cannot be increased without a full alteration ballot. However, if the BID company wishes to decrease the Levy rate during the period, it will do so through a consultation, which will, as a minimum, require it to write to all existing BID Levy Payers. If more than 25% object in writing, then this course of action will not proceed
- The English Riviera BID Company will meet at least six times a year. Every Levy paying business will be eligible to be a member of the BID Company and vote at Annual General Meetings
- The Board will produce a set of annual accounts available to all members



Martin Jenkins - Daish's Holidays, Torquay

The work carried out by the ERBID is essential for targeted marketing and promotion of the area. A clear strategy working with not against local business in a common objective of increasing market share and highlighting Tor Bay as a destination of choice.



ERBID3 BALLOT

- All eligible businesses have the opportunity to vote
- The ballot will be conducted through an independent, confidential postal vote run by Civica Election Services on behalf of Torbay Council, which is the responsible body as determined by the BID legislation
- Each eligible business ratepayer will have one vote in respect of each hereditament within the BID area, provided they are listed on the National Non-Domestic Rates List for the defined area as provided by Torbay Council. Organisations occupying more than one hereditament will have more than one vote
- Eligible persons may appoint a proxy to vote on their behalf. Applications to appoint a proxy must be submitted to the Returning Officer at the address below no later than 5pm on Monday 15 June 2026. Application forms are available from: Returning Officer, Torbay Council, Town Hall, Torquay, TQ1 3DR
Email: electoral.registration@torbay.gov.uk
Tel: 01803 208008
- Ballot papers will be sent out to the appropriate organisation from 28 May 2026, to be returned no later than 5pm on 25 June 2026
- For ERBID3 to go ahead, two conditions must be met:
 - More than 50% of businesses that vote must vote in favour
 - Of the businesses that vote, the 'yes' votes must represent more than 50% of the total rateable value of all votes cast

ROLE OF TORBAY COUNCIL

Torbay Council has voted unanimously to support the English Riviera Business Improvement District (ERBID), this means that:

- Torbay Council will be responsible for overseeing the ballot, Levy collection and payment of the ERBID Levy to the English Riviera BID Company
- Torbay Council will vote YES on all their own eligible properties/sites in the ballot, subject to this final Business Plan
- Torbay Council will license free of charge the official use of the English Riviera brand and URL: www.englishriviera.co.uk
- Torbay Council will recognise that the ERBID Company has responsibility for operating as the official Destination Marketing Organisation (DMO) for Torbay and partner to Visit England/Britain
- The ERBID Company is required to provide an ERBID3 Proposal to the billing authority, Torbay Council. This includes details of the baseline services agreed by both parties. Torbay Council is required to provide an operating agreement for the collection, enforcement and payment of the ERBID Levy. These agreements will be available to Levy Payers on request



Gary Blackmore - Torcroft Hotel, Torquay

The BID Company has become a critical voice for hospitality businesses, lobbying relevant professional bodies on our behalf and representing us at key events throughout the year.

Maureen McAllister - Palace Theatre, Paignton

What truly sets ERBID apart is their commitment to showcasing our destination through vibrant press work, advertising and marketing, ensuring we maintain a high profile nationally.

**BALLOT
CLOSES
25 JUNE 2026**

ERBID3

This document, produced by the English Riviera BID Company, sets out the ERBID3 Business Plan, which eligible businesses will have the opportunity to vote on in the upcoming ballot. Ballot papers will be sent out from 28th May 2026.

28th May – Postal ballot opens

25th June – Postal ballot closes

29th June – Ballot Declaration

WHAT A 'NO' VOTE MEANS

There is no Plan B. Torbay Council has confirmed that, in the event of a 'no' vote, they will be unable to provide replacement funding for destination marketing. From 31 December 2026, the English Riviera would lose:

- The official Destination Marketing Organisation (DMO) for Torbay and businesses will lose a direct link to Government
- The official English Riviera website and social media channels
- Funds for National Advertising
- Funds for National PR
- Funds for Event Sponsorship
- Funds for lobbying
- The Visitor Information Service

WHAT A 'YES' VOTE MEANS

A 'Yes' vote ensures that our local tourism and hospitality sector receives another five years of secure, ring-fenced funding, dedicated entirely to marketing and promoting the English Riviera.

CONTACT US

For any queries please contact:

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