



**Minutes of Board Meeting**

Thursday 26<sup>th</sup> March 2026 – Wollen’s Board Room

Meeting commenced at 2:00pm

ITEM	ACTION	BY WHOM
<p><b><u>1</u></b></p>	<p><b><u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING</u></b></p> <p><b>Present:</b> Chris Hart (CH) ERBID Chair, Chief Executive Wollens; Carolyn Custerson (CC) ERBID Chief Executive; Anthony Payne-Neale (APN) Vice-Chair ERBID, Owner of Court Prior Boutique B&amp;B; Andy Banner-Price (ABP) Hotel Manager Cary Arms &amp; Spa; Martin Brook (MB) prev. Owner of Pilgrims Rest; Richard Cuming (RC) Owner of Bygones; Alan Denby (AD), Director of Pride in Place, Torbay Council; Claire Flower (CF) Director, Beverley Holidays; Tim Godfrey (TG) Partner, Bishop Fleming; Jim Parker (JP) Editor, Torbay Weekly; Kelly Widley (KW) Food and Drink Hospitality Consultant; Alison Bayliss (AB) ERBID – minutes</p> <p><b>Apologies:</b> Jason Garside (JG) Managing Director, TLH</p> <p><b>Approval of Minutes:</b> The minutes of the February meeting were approved, subject to a minor correction to the attendee list.</p> <p><b><u>Matters Arising</u></b>  English Riviera Beach Standards – CC advised that Torbay Council and ERBID communications are aligned, with a mention in the ERBID March business newsletter, and a press release expected from Torbay Council.</p> <p>Paignton Pavilion plans – CH reiterated the Board’s position on planning issues, as per the discussion at the last meeting.</p>	<p>AB</p>
<p><b><u>2</u></b></p>	<p><b><u>FINANCE AND GOVERNANCE (CC)</u></b></p> <p><b><u>Management Accounts</u></b> (TG/CC)  The management accounts for February had previously been circulated to the Board, with no significant changes to the forecast figures.</p> <p><b><u>Levy Collection</u></b>  The collection rate is lower year-on-year, which was anticipated due to delays in issuing invoices and subsequent invoicing errors by Torbay Council. CC advised that payment of the February levy collection from the Council is still outstanding and is needed to ensure cashflow is not negatively impacted. The Board noted its disappointment that</p>	

	<p>communication from the Council had not been more forthcoming while our Accountant was seeking updates. <b>Action:</b> AD to follow up and report on progress.</p> <p><b>2025 Accounts (TG)</b>  TG presented the 2025 Accounts. The Board provisionally approved, subject to an amendment regarding ‘going concern’ information due to 2026 being a ballot year. <b>Action:</b> TG to redraft and circulate to the Board, for their final approval by electronic vote. Once finalised, the 2025 Accounts will be shared on the B2B website.</p> <p>CH reminded Board members to submit their Companies House I.D. <b>Action:</b> CC to resend information on how to obtain I.D.</p> <p><b>South West Water (SWW) - Brixham Legacy Fund (CC)</b>  SWW have agreed to extend the Brixham Legacy Fund until the end of December 2027. They also agreed that Brixham Town Council can manage the funds, rather than the ERBID Co. They would like a committee to be set up with representatives from key stakeholders to include the ERBID, to agree what the project(s) should be.</p>	<p>AD</p> <p>TG</p> <p>CC</p>
<p><b>3</b></p>	<p><b><u>ERBID3 (CC)</u></b></p> <p><b><u>ERBID3 Business Plan</u></b>  A draft of the ERBID3 Business Plan was circulated to the Board and approved. Following advice from BID advisers Mosaic, the Business Plan will be sent to levy payers after the first May bank holiday. A covering letter will be included for the businesses that have entered the BID following the April 2026 rateable value revaluation. This will welcome them and provide additional context. These are either new businesses, or businesses that have re-entered the BID due to changes in their rateable value.</p> <p><b><u>ERBID3 Campaign</u></b>  CC and AB met with Mosaic to confirm the campaign approach and timeline, which the Board agreed. CC asked Board members for their support in contacting businesses to check that ballot papers have been received and helping to arrange replacements where required. <b>Action:</b> CC/AB to prepare and circulate a spreadsheet with contact information, when required.</p>	<p>CC</p>
<p><b>4</b></p>	<p><b><u>DESTINATION MARKETING (CC)</u></b></p> <p><b><u>2026 Update</u></b>  National campaigns: both the family campaign and the couples’ campaign are progressing as planned. Impact is slightly down on last year, but is fluid and continues to be monitored and digital campaigns tweaked.</p> <p>The Board discussed whether our family digital marketing should reflect current global circumstances affecting air travel by emphasising a ‘no passport required’ message. It was agreed, however, that the preferred approach is to maintain positive, destination-focused messaging that highlights the English Riviera’s full range of advantages.</p> <p>Digital campaigns for both the Airshow and the Walking Festival are underway.</p> <p>The SUP World Cup digital campaign targeting the water sport audience has</p>	

	<p>commenced, with targeting of the leisure market to begin in April.</p> <p>Following Board queries, <b>Action:</b> CC to investigate what further information can be obtained about the current performance of other areas.</p> <p>CC advised that she had taken part in a Visit England Marketing Brand seminar, where new 'Pride in Place' messaging was discussed.</p>	
<u>5</u>	<p><b><u>PRESS AND PR</u></b> (CC)</p> <p>A well-attended ERBID PR Ambassadors meeting took place online on 12<sup>th</sup> March.</p> <p>Press releases for the Easter holidays, and for the SUP World Cup were sent out.</p>	
<u>6</u>	<p><b><u>EVENTS</u></b></p> <p><b>Bay of Lights</b> (AD) The Council have launched a sponsorship campaign, with combined packages available for the Airshow and the Bay of Lights Illumination Trail. The ice rink is expected to be bigger and there may also be activity on the Banjo area.</p> <p><b>Airshow</b> (AD/CC) Preparations are going well and RAF flying assets have been confirmed today. The sea defences work in Paignton means that some elements of the land-based experience will be different. After the success of last year, events on the Friday evening will be expanded which will encourage weekend stays.</p> <p><b>Riviera Connect</b> (KW) Plans are progressing well with around 50 stands are booked.</p> <p><b>Seafood FEAST</b> (KW) 16 events are booked which is a strong start this early in the year.</p>	
	<p><b><u>EXTERNAL COMMUNICATIONS</u></b> (CC)</p> <p>CC and KW spoke at the Torbay Hospitality Workshop organised by Charles Darrow.</p> <p>CC represented the ERBID at various meetings including with the South Devon Accommodation Group, TIBO, and GSWTP.</p> <p>CC gave a presentation at the March TBF Breakfast.</p> <p>CC and KW attended the Best Bar None Awards dinner, championing the English Riviera's night time economy.</p> <p>CC met with the Harbour team to discuss Cruise English Riviera. One cruise ship is scheduled to visit Torquay this year, coinciding with the Airshow weekend. Early indications suggest there may be an increase in cruise ship visits to the area in the following year.</p>	

	ERBID staffing – maternity cover has been arranged within the external marketing services provision to ensure continuity of service.	
	<b><u>AOB</u></b> CF advised that she is being interviewed for ITV's Tonight current affairs programme.	

Meeting closed at 4:30pm