



Minutes of Board Meeting

Monday 28th May 2026 – Wollen’s Board Room

Meeting commenced at 2:00pm

ITEM	ACTION	BY WHOM
<p><u>1</u></p>	<p><u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING</u></p> <p>Present: 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&B; Andy Banner-Price (ABP) General Manager Cary Arms & Spa; Martin Brook (MB) prev. Owner of Pilgrims Rest; Richard Cuming (RC) Owner of Bygones; Claire Flower (CF) Director, Beverley Holidays; Jason Garside (JG) Managing Director, TLH; Tim Godfrey (TG) Partner, Bishop Fleming (online); Jim Parker (JP) Editor, Torbay Weekly; Alison Bayliss (AB) ERBID – minutes</p> <p>Brendon Prince (BP) joining the meeting at 3:50pm to update the board on SUP World Cup event progress.</p> <p>Apologies: Alan Denby (AD), Director of Pride in Place, Torbay Council; Kelly Widley (KW) Food and Drink Hospitality Consultant</p> <p>Approval of Minutes: The minutes of the April meeting were approved.</p> <p>Matters Arising CC advised that the excursion itinerary for the cruise ship visit on 30th May has been requested from the agent.</p>	
<p><u>2</u></p>	<p><u>FINANCE AND GOVERNANCE</u></p> <p><u>Management Accounts</u> (CC)</p> <p>Levy collection is currently at 87.45%.</p> <p>As noted at the last meeting, Additional Income is down and will be considered further when the whole 2026 Budget is reviewed after the ERBID3 ballot.</p> <p>The final invoice to South West Water will be raised on 1st June to ensure funds are available for ongoing national advertising without affecting cashflow.</p>	

	<p>The 2025 Accounts have now been filed at Companies House and uploaded to the ERBID B2B website.</p> <p><u>Company Membership</u></p> <p>A new company membership application was approved.</p> <p>It was agreed to amend the Company Membership terms so that the minimum period of membership required before standing for election would be reduced from 12 months to 3 months. Action: AB to update membership form and B2B website.</p> <p>It was agreed that, subject to a successful ERBID3 ballot, levy payers will be contacted with a renewed invitation to apply for company membership ahead of the 2027 board elections.</p>	AB
3	<p><u>ERBID3 Campaign Update</u> (CC)</p> <p>ERBID3 Business Plans were distributed to eligible businesses by ERBID in mid-May, timed to coincide with the Ballot Notifications issued by Civica. Ballot papers were issued by Civica from 26 May. Supporting emails were sent to levy payers to align with these actions.</p> <p>Board members have been asked to contact businesses known to them, to check that papers have been received and to assist if replacement papers are required.</p> <p>Action CC – will check if Civica can confirm they are receiving ballot papers back.</p> <p>Action AB – email board members an image of a ballot paper envelope, so they know what voters can expect to look out for.</p> <p>Action CC – will send a campaign update to the board weekly by email.</p> <p>Action All – email CC/AB with any campaign updates.</p> <p>CH advised that, if the ballot result is positive, a timetable for transition will be mapped out at the July board meeting.</p>	CC AB CC All
4	<p><u>DESTINATION MARKETING</u> (CC)</p> <p>Families campaign</p> <ul style="list-style-type: none"> • Our new TikTok advertising has made a strong start, reaching 1.8 million views in its first few weeks. • ITVx advertising has over-delivered on impressions. • A new heatwave campaign was been launched to make the most of the good weather forecast. <p>Couples campaign</p> <ul style="list-style-type: none"> • The Bristol market has seen an 82% year-on-year increase in users. • The YouTube campaign is performing well, with more people watching adverts in full. • ITVx advertising has over-delivered on impressions. ITV linear advertising is on track to deliver more than 3.6 million impressions by the end of May and is 	

	<p>appearing during programming including Coronation Street, This Morning, and ITV Evening News.</p> <ul style="list-style-type: none"> • Our South-East campaign has seen an increase in traffic from key targeted areas including Reading and Slough. <p>In addition to the above, there has been digital campaigning for May half term, the SUP World Cup and the English Riviera Walking Festival.</p> <p>Action AB – share link to board of ‘Escape your Everyday’ couples ad playing during an ITV news ad break in the ITV west area.</p> <p>As of mid-May, we have spent around £50k more than last year on destination marketing, however it should be noted that last year the Couples campaign started later.</p> <p>Overall impressions decreased by 42%, while website clicks increased by 91% and conversions rose by 132%. This indicates improved targeting, with higher-quality engagement despite reduced reach.</p> <p>CC reported that verbal feedback from businesses suggests the late May bank holiday and half-term period is busy, with indications of increased national awareness.</p>	AB
5	<p><u>PRESS AND PR</u> (CC)</p> <p>A press release ‘50 Days to the SUP World Cup’ was issued.</p> <p>Media coverage has included CF on BBC Spotlight, including a clip of the ERBID ‘Escape your Everyday’ families TV advert.</p> <p>Inspired by the upcoming SUP World Cup, a segment on paddleboarding on the English Riviera, featuring Dani Dyer, has been filmed for the BBC’s The One Show and is expected to air around 26 June.</p>	
6	<p><u>EVENTS</u> (CC)</p> <p>Airshow Plans are on track but logistics are challenging for Torbay Council this year due to works and road issues in Paignton. CF and ABP confirmed they can be available for media interviews during the event.</p> <p>Walking Festival 124 bookings have been confirmed as of mid-May.</p> <p>Bay of Lights The Spanish Barn should be available for use during the event.</p> <p>English Riviera Wheel It was noted positively that Torbay Council have secured a wheel for this season, after the previous suppliers withdrew.</p>	

	<p><u>RESEARCH (CC)</u></p> <p>CC shared the latest South West Data Hub report, highlighting that in Q1 2026 the English Riviera outperformed neighbouring areas and bucked the Devon trend in serviced accommodation. It was also recognised that there are concerns from smaller businesses noting the challenges of dynamic pricing.</p>	
	<p><u>EXTERNAL COMMUNICATIONS</u></p> <p>External comms have included: CC has met individually with a range of local businesses, including Paignton Zoo, since the last meeting. CC met with the Chair and Vice-Chair of the SDAG. CC attended a DMP update. CC/KH met with Deputy Harbour Master re forthcoming cruise ship visit. CC and CH met online for quarterly catch-up with AD, and CC met online with Council Events team.</p> <p>The House of Commons Culture, Media and Sport Select Committee has launched an inquiry into the future of the UK tourism industry, to which Torbay Council have submitted a response.</p> <p>Overnight Visitor Levy proposals The proposed introduction of an 'overnight visitor levy' or 'tourism tax' was included in the King's speech on 13 May. The ERBID newsletter, issued today, reiterates the board's view that ERBID are not in support.</p> <p>Great British Summer Savings CC advised that the government has launched a new 'Great British Summer Savings' temporary initiative. Initial feedback indicates that businesses will apply this in different ways, depending on their systems. The board discussed and Action RC will contact attractions to get an understanding of what they will do. CC advised that we can include special offers on the consumer website.</p>	RC
	<p><u>SUP WORLD CUP</u> – Update from Brendon Prince</p> <p>BP joined the meeting to update on progress for the SUP World Cup event.</p> <p>BP advised that the attendee numbers for international athletes are looking positive but notes that there are implications for people bringing SUP boards in from abroad.</p> <p>It is expected to be the largest SUP event in the UK to date.</p> <p>Infrastructure for the event is in place and around 40 concessions are expected.</p> <p>A professionally-published magazine is expected to be available mid June.</p> <p>There will be board storage facilities.</p> <p>There will be sprint events on the Friday, off a pontoon from Abbey sands, with the finish line on the beach, which should be exciting to watch.</p>	

	<p>Sunday includes the mass participation event, and there will be SUP Polo in the inner harbour.</p> <p>Legacy – there are plans for a new watersports hub at Meadfoot.</p> <p>CC noted that average room rates for the SUP week have increased, indicating higher demand.</p>	
	<p><u>AOB</u></p> <p>It was agreed to move the July board meeting from 30th July to 23rd July. Action: AB to reschedule.</p>	<p>AB</p>

Meeting closed at 4:30pm