



**Minutes of Board Meeting**

Thursday 29<sup>th</sup> January 2026

Meeting commenced at 2:00pm

ITEM	ACTION	BY WHOM
<p><u>1</u></p>	<p><b><u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING</u></b></p> <p><b>Present:</b> Carolyn Custerson (CC) ERBID Chief Executive; Chris Hart (CH) ERBID Chair, Chief Executive Wollens; Andy Banner-Price (ABP) Hotel Manager Cary Arms &amp; Spa; Richard Cuming (RC) Owner of Bygones; Alan Denby (AD), Director of Pride in Place, Torbay Council; Claire Flower (CF) Director, Beverley Holidays; Jason Garside (JG) Managing Director, TLH; 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>Maureen McAllister (MM) of Tomorrow’s Tourism attended part of the meeting to consult on the Destination Management Plan review.</p> <p><b>Apologies:</b> Martin Brook (MB) Owner of Pilgrims Rest; Anthony Payne-Neale (APN) Vice-Chair ERBID, Owner of Court Prior Boutique B&amp;B</p> <p><b>Approval of Minutes:</b> The minutes of the November 2025 meeting were approved.</p> <p><b><u>Matters Arising</u></b></p> <p>Pirate Festival: Following points raised at the last meeting, CC asked Stagecoach for data re Pirate Festival and has been advised that there was 18% uplift in passengers travelling into Brixham during the festival week. Also, CC has negotiated a cost of £5k from SWRC for a Pirate Festival Impact Survey, this cost has been provisionally included in the 2026 research budget.</p> <p>Issues with Terrace car park lift still ongoing.</p>	
<p><u>2</u></p>	<p><b><u>FINANCE AND GOVERNANCE (CC)</u></b></p> <p><b><u>Management Accounts</u></b> Management Accounts for 2025 have been circulated earlier to the Board. CC noted that the carry forward is £85,073. This figure is higher than previously expected due to additional levy collected and final adjustments to national marketing spend.</p>	

	<p>CH highlighted the need for Bishop Fleming to make a retrospective amendment to the accounts.</p> <p><b><u>2026 Budget</u></b>  A draft budget prepared by CC and SP has been circulated earlier to the Board. CC noted that under BID rules, contingency cannot be carried forward into ERBID3 so must be spent within this term. The Board discussed possible usages include new website developments (as this would help with ERBID3's tighter budget), or additional digital advertising.</p> <p>The draft budget was approved by the Board in principle.</p> <p><b><u>2026 Levy Collection</u></b>  The despatch of the 2026 levy invoices by Torbay Council was delayed by three weeks due to an external printing issue. This was subsequently resolved and the invoices were issued. ERBID comms sent an explanatory email to levy payers to keep them informed.</p> <p>Following this, an error was identified in the calculation of some invoices. Torbay Council has since corrected these miscalculations.</p> <p>To safeguard cash flow during this period, an advance of £75,000 was agreed with Torbay Council.</p>	
<p><b><u>3</u></b></p>	<p><b><u>ERBID3</u></b></p> <p><b><u>Levy Structure</u></b>  Available members of the Board met online early in January, together with Mo Aswat (MA) from Mosaic (BID advisors) to evaluate and discuss the impact of forthcoming rateable value changes on the proposed ERBID3 levy payment structure. MA had presented several options. The Board discussed further at today's meeting. Considering the challenges facing tourism and hospitality businesses, the consensus agreement was to keep the structure for ERBID3 the same as it is for ERBID2: 1.95% of rateable value for businesses rated over £3000, with a minimum payment of £150.</p> <p><b>Action CC</b> to consult MA on whether an option for an Alteration BID should be put into the ERBID3 Business Plan, and will update the Board ahead of the next meeting, further noting that the cost of running another ballot would have to be taken into consideration.</p> <p><b><u>Planning and Communications</u></b>  <b>Action CH/CC</b> email to levy payers advising of the decision to retain the existing levy structure for ERBID3.  <b>Action CC</b> will draft a timetable for the ERBID3 process.  <b>Action CC</b> will begin preparing the final ERBID3 Business Plan, to be posted to levy-paying businesses in early April.</p> <p>It is expected that approximately 400 additional businesses will join the BID following the rateable value changes in April 2026. The majority of these businesses will have been part of the BID previously (due to earlier changes in the RV), although some will now have new owners. These 400 businesses will be eligible to vote in the ERBID3 ballot this summer. It was discussed and agreed that an explanatory letter will be sent to these businesses alongside the ERBID3 Business Plan (<b>Action CC/AB</b>).</p>	<p>CC</p> <p>CH/CC</p> <p>CC CC</p> <p>CC/AB</p>

	<p>It was agreed that the usual annual Marketing Update event will not be held this year due to resources as it would fall within the voting period. However, it may be considered for later in the year should there be a positive outcome to the vote, when it could be a good opportunity to present next steps and plans for ERBID3.</p>	
<b>4</b>	<p><b><u>DESTINATION MARKETING (CC)</u></b>  The focus is on delivering the 2026 national TV and digital advertising campaigns. The family-focused campaign is scheduled to launch on 16<sup>th</sup> February. TV campaigns will be supported by expanded digital activity across multiple platforms, including TikTok for the first time.</p> <p><b>Photography and Videography</b>  A new Bay of Lights video was commissioned and final edits are currently underway.</p> <p><b>Cruise English Riviera</b>  Glen Gardner is not renewing his contract for 2026. Going forward, we will work more closely with the Harbour team.</p>	
<b>5</b>	<p><b><u>PRESS AND PR</u></b>  Four Marketing Agency assisted on our behalf with national PR covering the sale of Paignton Zoo.</p> <p>Annual press releases including What’s On 2026 and February Half Term have been released.</p> <p>A key focus this year is to generate quality press visits.</p> <p>There will be an PR Ambassador online meeting on 12<sup>th</sup> March, Board members are invited to attend.</p>	
<b>6</b>	<p><b><u>EVENTS (CC)</u></b></p> <p><b><u>ERBID Event Sponsorship</u></b>  A breakdown of the planned ERBID sponsorship, circulated ahead of the meeting, was approved in principle, including:  <b>Pirate Festival</b> - The Board agreed to increase funding to a total of £7.5k. <b>Action CC</b> to investigate obtaining additional economic data from the DataHub.  <b>Sardine Festival</b> – Sponsorship of £2.5k, consistent with last year, was approved. <b>Action CC</b> to ask organisers whether postcode data can be captured this year.</p> <p><b>Airshow</b>  ERBID continue to work with Torbay Council’s Events Team on marketing. The ERBID will have a stand at this year’s event.</p> <p><b>Bay of Lights</b>  The 2025 event was successful, with data showing a significant increase in footfall from 1.2 to 1.7 million. This year’s Illumination Trail is scheduled for 28<sup>th</sup> November to 3<sup>rd</sup> January.</p>	<p>CC</p> <p>CC</p>

	<p><b>England’s Seafood FEAST</b> The 2026 dates are confirmed as 21<sup>st</sup> September to 4<sup>th</sup> October. KW is leading on the programme and already has several events confirmed.</p> <p><b>Walking Festival</b> 6<sup>th</sup> – 21<sup>st</sup> June. Has been launched with a strong programme of experiential walks including 6 new walks for this year. Bookings have started to come in.</p> <p><b>SUP World Cup</b> 24<sup>th</sup> – 28<sup>th</sup> June. The ERBID has established a dedicated marketing support group. £3k has been committed to a dedicated digital marketing campaign to ensure the event is widely advertising to attract staying visitors.</p>	
	<p><b><u>DESTINATION MANAGEMENT PLAN REVIEW</u></b> Maureen McAllister, representing Tomorrow’s Tourism, joined the meeting to consult on the Destination Management Plan review. MM presented the Baseline Report, which had been circulated with the Board ahead of the meeting. The Board then discussed and gave their feedback.</p> <p>MM confirmed that, following completion of the consultation process, a draft report and action plan will be prepared.</p> <p>MM left the meeting.</p>	
	<p><b><u>AOB</u></b> The Board discussed Government consultation for a potential tourism tax. As agreed at the previous meeting, the view of the Board is opposed to the idea. <b>Action CF</b> will share more information on the proposals. <b>Action AD</b> to look into possible outcomes should Torbay Council’s structure change under any possible future local government reorganisation. CC recommends the subject is returned to at the next meeting and whether there should be a statement in the next Business Plan. <b>Action CC</b> to share survey link with businesses.</p> <p>RC highlighted urgency needed for repairs to Dawlish train line so that London to Penzance line isn’t affected long term. <b>Action AD</b> to pick up.</p> <p>Congratulations were given to CF in her role as the new Chair of HARPA, the Holiday and Residential Parks Association.</p> <p>CH gave his apologies ahead of the next meeting as he will be on leave. APN to Chair next meeting.</p>	<p>CF AD</p> <p>CC</p> <p>AD</p>

Meeting closed at 5pm