



Minutes of Board Meeting

Monday 29th June 2026 – Wollen’s Board Room

Meeting commenced at 2:00pm

ITEM	ACTION	BY WHOM
<u>1</u>	<u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING</u> Present: Chris Hart (CH) ERBID Chair, Chief Executive Wollens; Carolyn Custerson (CC) ERBID Chief Executive; Andy Banner-Price (ABP) General Manager Cary Arms & Spa; Richard Cuming (RC) Owner of Bygones; Alan Denby (AD), Director of Pride in Place, Torbay Council; Jason Garside (JG) Managing Director, TLH; Tim Godfrey (TG) Partner, Bishop Fleming (online); Jim Parker (JP) Editor, Torbay Weekly; Kelly Widley (KW) Food and Drink Hospitality Consultant; Alison Bayliss (AB) ERBID – minutes Apologies: Martin Brook (MB) prev. Owner of Pilgrims Rest; Anthony Payne-Neale (APN) Vice-Chair ERBID, Owner of Court Prior Boutique B&B; Claire Flower (CF) Director, Beverley Holidays Note: this meeting finished earlier than usual as it was followed by the ERBID3 Ballot Declaration by Ann-Marie Bond, CEO of Torbay Council. Approval of Minutes: The minutes of the May meeting were approved. Matters Arising From point raised at last meeting, RC reported that he’d got details of Summer Savings offers from a few attractions and noted that there might be increased participation if the scheme was over a longer period.	
<u>2</u>	<u>FINANCE AND GOVERNANCE</u> <u>Management Accounts</u> (CC) Levy Collection Collection is at 93.2%, giving confidence that budget will be met. Additional Income The Visitor Information Centre performed well in May with many international visitors - retail sales up 48% and ticket commission up 20% on May last year.	

	South West Water Have been invoiced for the payment due in June. SWW Brixham Legacy Fund The new advisory board have selected their first two projects. Action: AD to pick up with David Carter. Contingency Budget This is to be discussed in the July board meeting to determine how to assign.	AD
3	<u>DESTINATION MARKETING</u> (CC) <u>Campaigns Update</u> Chalk & Ward continue to deliver campaign activity successfully with figures suggesting that the campaigns are showing results: we are out-performing other areas - English Riviera website stats for May 2026 show that we had 1.4% traffic uplift, whereas other coastal resorts overall are over 17% down. Interest in 'English Riviera' as a search term reached its highest point within Google Trends' five-year history in May 2026. Family Campaign: Will run right up to the school holidays. May saw a 30% increase in time spend on site via Google Ads. Over 2 million video views on TikTok since start in April 2026. Couples Campaign: In May, users clicking 'Search, Plan & Book' on the English Riviera website were up 93% from this target area. Couples South East Campaign: New for 2026, performing strong with ads generating over 1.7 million impressions. Has shown a 100% increase in traffic from Reading, 196% from Slough and 29% from London. JP asked if stats could be obtained in figures as well as percentages, Action CC. CC proposed a winter breaks campaign to help drive overnight stays during Bay of Lights, with a suggested budget of £5k. Should the ERBID3 ballot be successful, CC proposes: - that model licenses are extended a further 12 months (to take them into early 2028), at a cost of £7.5k. - that Chalk & Ward prepare a proposed Marketing Plan and recommended spend for 2027, to be presented to the Board. Action CC to arrange if required. - that the South East Couples Campaign, which is working well, is included and possibly increased for next year. AD noted a perception that some businesses may think campaigns are not having an impact. CC advised that a Mid-Year Campaigns Update was sent by email in mid-May and we update in e-newsletters. AD and CH queried whether there were further	CC CC

	opportunities to communicate successes, while ABP noted that some businesses are facing challenges and may not be experiencing individual business success. <u>Destination Performance</u> We had strong engagement from levy payers when asked about May bank holiday/half term. While some challenges were noted, overall, the feedback was very positive with some saying it was their busiest time since Covid. A combination of good weather and national advertising contributed to the uplift. May half-term campaign saw a 48% increase in investment year-on-year delivering a 74% increase in clicks and 167% increase in conversions.	
<u>4</u>	<u>PRESS AND PR</u> (CC) National press releases issued: • <i>The English Riviera is the must-visit place for water adventure this summer</i> • <i>Seaside Adventures Await: Why the English Riviera is the Perfect Family Escape This Summer</i> • <i>Agatha Christie Festival 2026 Announces Immersive Celebration of the Queen of Crime</i> The BBC One Show segment on paddleboarding and the SUP World Cup, filmed with Dani Dyer in the English Riviera, was broadcast to 3 million viewers on 24 June. The Walking Festival was featured in Globetrotter Magazine. Journalist visits are being developed by Four.	
<u>5</u>	<u>EVENTS</u> (CC) Airshow Took place 29 – 31 May. Good weather and increased footfall with the expanded Friday programme proving successful. The event went well but TC reported issues caused by traffic congestion. Walking Festival Took place 6 – 21 June: 152 bookings, with value of bookings slightly down on last year. Wash-up meeting to take place. Review for 2027 recommended. SUP World Cup and SUPER Festival Took place 24 – 28 June. Well-received and seemed well attended, figures to be advised and wash-up meeting to be held with stakeholders. Bay of Lights New assets planned for this year. AD noted it would be good to see more sponsorship. Joint ERBID/TC Events Team marketing meetings will re-commence soon. Note CC's previous proposal for a ERBID winter breaks advertising campaign.	

	<u>EXTERNAL COMMUNICATIONS</u> Meetings attended by CC included: with the new GM at Paignton Zoo, Brixham Legacy Fund, Visit Devon, Cruise English Riviera. CC attended an online briefing for Visit England's new 'My Coast Has the Most' campaign, which led to the rapid development and production of a new Devon promotional video to be used in the campaign. Steve Darling has made contact re the British Library's Agatha Christie Exhibition and possibly linking up with it. Action CC: to explore further. Digital Devon expo – attended by AB and KH.	CC
	<u>AOB</u> CC advised that a new accommodation audit, funded by TC, is in the final stages of preparation. The previous audit was undertaken in 2019 and the new report is expected to show a growth in the number of small self-catering units across the area.	

Meeting closed at 3:40pm