



Minutes of Board Meeting

Thursday 30th April 2026 – Wollen’s Board Room

Meeting commenced at 2:00pm

ITEM	ACTION	BY WHOM
<u>1</u>	<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) Hotel Manager Cary Arms & 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; Jason Garside (JG) Managing Director, TLH; Tim Godfrey (TG) Partner, Bishop Fleming; Kelly Widley (KW) Food and Drink Hospitality Consultant; Alison Bayliss (AB) ERBID – minutes</p> <p>Apologies: Jim Parker (JP) Editor, Torbay Weekly</p> <p>Approval of Minutes: The minutes of the March meeting were approved.</p> <p><u>Matters Arising</u> CC reminded the board to complete any outstanding identity verifications required by Companies House; the instructions have been resent.</p> <p>In response to CF’s query at the last meeting regarding the English Riviera’s performance at the start of the year compared with other regions, CC reported that the ER’s performance is in line with others.</p>	
<u>2</u>	<p><u>FINANCE AND GOVERNANCE</u></p> <p><u>Management Accounts and Levy Collection</u> (CC) CC reported that the accounts are stable and that despite a slow start, levy collection is now up year-on-year.</p> <p>Summons have been issued.</p> <p>The request for the second of this year’s payments from South West Water has been made in good time to allow for their internal sign off. This should help ensure our smooth cash-flow.</p>	

	<p>CC noted that it is unlikely we will meet the Additional Income target due to the current business climate, however contingency budget is available if required.</p> <p>The Board discussed and acknowledged the financial pressures facing businesses, which continue to create significant challenges for many. Members expressed understanding of the difficult trading conditions currently being experienced.</p> <p>Final 2025 Accounts (TG) These have been finalised and will be filed.</p> <p>South West Water (SWW) - Brixham Legacy Fund (CC) CC met with SWW and key stakeholders at Brixham to plan next steps. SWW confirmed an extension to the project timescale and advised that Brixham Town Council will now manage the fund instead of the ERBID Co. This resolves any potential VAT implications for ERBID. Possible projects will now be explored further by Brixham partners.</p>	
<p><u>3</u></p>	<p><u>ERBID3 Campaign Update (CC)</u></p> <p>The ERBID3 Business Plan has been printed and will be despatched by post to eligible businesses in mid-May. The official Ballot Notifications will be sent by Civica to arrive around the same time.</p> <p>A promotional video was filmed 22nd April, featuring local business owners speaking about the work of the ERBID. The video was presented to the Board ahead of wider distribution. The Board approved it and expressed thanks to the businesses for their time and support.</p> <p>Action – CC/AB to circulate a contact list to board members to support with follow-up calls to businesses, checking they’ve received their papers and are aware of the voting deadline.</p> <p>Schedule: 28th April - Final voters list confirmed Mid-May – Postal despatch of ERBID3 Business Plans Mid-May – Notice of Ballot from Civica 28th May – Postal despatch of ballot papers 19th June – issue of replacements 25th June – Voting period closes 29th June – ballot announcement, 4pm, by Ann-Marie Bond of Torbay Council – at Wollens board room.</p> <p>It was decided that the June board meeting will be moved from Thursday 25th June to Monday 29th June, directly before the ballot announcement.</p> <p>The business website is being kept up to date with ERBID3 campaign details: www.englishriviera.co.uk/bid/erbid3</p>	<p>CC/AB</p>
<p><u>4</u></p>	<p><u>DESTINATION MARKETING (CC)</u></p> <p>Overall, the Easter weekend reportedly performed better than last year, however the weeks either side were not so good.</p>	

	<p><u>2026 Campaigns Update</u> CC reported that campaigns are performing well. Both families and couples campaigns are running on TV and digital platforms. There has been additional promotion for Easter, and May Half Term advertising has begun earlier than last year. The couples digital campaign has been extended, for the first time, into the South East, targeting Greater London, Reading and surrounding areas.</p> <p><u>Website Upgrade</u> CC met with Simpleview who are sending details of upgrade options, for further consideration.</p>	
<u>5</u>	<p><u>PRESS AND PR (CC)</u></p> <p>Monthly meetings with Four Marketing Agency continue. Press and PR activity this month has included:</p> <ul style="list-style-type: none"> • Various online national and regional media coverage around Easter including CC’s interview on BBC Spotlight. • Arrangements for BBC One Show to create a piece on the SUP World Cup, with Dani Dyer presenting from the resort and experiencing paddleboarding with Brendon Prince. Action – CC to invite Brendon to the next board meeting. • CF interviewed for ITV • BBC Radio Devon – CC interview about John Cleese attending the Fawlty Towers play at the Princess Theatre • Press releases for the Walking Festival, May Half Term, and SUP World Cup. 	CC
<u>6</u>	<p><u>EVENTS</u></p> <p>Airshow Plans are on track and RAF assets have been confirmed. Awaiting detail on the final timings.</p> <p>Bay of Lights All on schedule with no major concerns.</p> <p>SUP World Cup Paddle UK met with CC, AD, Cllr Jackie Thomas, and Brendon Prince, at Torquay to discuss the SUP World Cup event and view the event venues.</p> <p>Cruise English Riviera CC and KH met with Cllr Jackie Thomas and the new deputy Harbour Master to discuss next steps for Cruise English Riviera. Being a tender port inhibits our growth as a cruise ship destination, particularly with the development of inclusive excursions becoming more popular. The MS Marina is visiting on 30th May which is the same weekend as the Airshow. Action – CC to ask KH to obtain the excursion itinerary for that visit.</p>	CC
	<p><u>EXTERNAL COMMUNICATIONS</u></p> <p>Torbay Council consulted with ERBID on various issues including coach parking at Shedden Hill Car Park. CC and JP attended Cliff Railway 100 Year Celebration.</p>	

	<p>CC attended online Devon & Partners LVEP meeting. CC attended English Riviera Beach Standards meeting – roll-out of new branding to begin mid-May. CC met with AD re Pavilion options which are ongoing. CC met with GSWTP re new DCMS Tourism Select committee.</p>	
	<p><u>AOB</u></p> <p>AD reported that the new Destination Management Plan is progressing well.</p>	

Meeting closed at 4:10pm