



**Minutes of Board Meeting**

Thursday 30<sup>th</sup> October 2025 – Wollen’s Board Room

Meeting commenced at 1:30pm

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; Anthony Payne-Neale (APN) Owner of Court Prior Boutique B&amp;B; Andy Banner-Price (ABP) Hotel Manager Cary Arms &amp; Spa; Richard Cuming (RC) Owner of Bygones; 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; Martin Brook (MB) Owner of Pilgrims Rest; Alison Bayliss (AB) ERBID - minutes</p> <p><b>Apologies:</b> Alan Denby (AD), Director of Pride in Place, Torbay Council; Will Ford, (WF) Manging Director of the Greenway Group (observer for Brixham)</p> <p><b>Approval of Minutes</b> The minutes of the September 2025 meeting were approved.</p> <p><b>Matters Arising</b></p> <p>Agatha Christie name plaque – CH has been advised by Torbay Council that a plaque has been commissioned, and has a lead time of 4 – 6 weeks.</p> <p>Pippa’s roles – CC and CH have discussed and agreed that CC will pick up Pippa’s national campaign and PR work for the time being - all is in hand for this year. Pippa’s Bay of Lights and Airshow marketing lead will be picked up by Phil Black and Sam Swann (both Torbay Council) with the ERBID team continuing to attend marketing meetings.</p> <p>ERBID3 ‘summary’ leaflet – as agreed at the last meeting, CC has created an A4 leaflet highlighting the key benefits of the BID and what is at stake. This has been shared by email with levy payers, is on the business website, and was available on the ERBID’s stand at Riviera Connect earlier this month.</p>	
<p><u>2</u></p>	<p><b><u>FINANCE AND GOVERNANCE (CC)</u></b></p> <p><b><u>Management Accounts</u></b></p>	

	<p>The levy collection rate to the end of September 2025 was over 93%, slightly up on the previous year. Debtors letters are going out. The projected carry forward is now £54,762 - slightly improved due to increased levy collection.</p> <p><b>Brixham Legacy Fund - South West Water</b> Communications are continuing with Brixham representatives as to how this is best managed. The Board expressed a preference for Brixham representatives and South West Water to liaise directly and oversee the administration of the funds between themselves.</p> <p><b>2026 Budget</b> <b>Action:</b> CC and Sheena Powe will present the draft 2026 Budget to the Board for discussion at the November board meeting.</p>	CC/SP
<u>3</u>	<p><b><u>ERBID3 (CC)</u></b></p> <p><b>Consultation</b> The first consultation sessions for BID levy-paying businesses have taken place, with more to be held in November.</p> <p>The board discussed the themes that have arisen so far. Mo (Mosaic) will attend the next meeting for further discussion. <b>Action:</b> CC to ask Mo to supply financial projections based on different levy options. Note that CF requested for these discussions to take place at the start of the next meeting.</p> <p>Board discussion included comparison with BIDs in other areas. <b>Action:</b> CC to obtain further information on the Great Yarmouth BID.</p> <p>A separate consultation session was held by CC for the English Riviera Attractions group.</p> <p>CC has given an ERBID3 briefing to Torbay Council.</p> <p>CC will speak at the Brixham Chamber of Commerce meeting on 25 November, where she will give a presentation highlighting Brixham-specific promotional activity. It was noted that the information gathered will be useful to use in follow-up communications.</p> <p>Looking ahead to a possible ERBID3, it was noted that increased representation for Brixham on the Board would be beneficial.</p> <p><b>Ballot Date</b> The ballot is expected to take place from late May to late June (exact dates to be confirmed), with the Ballot Result announcement to be Monday 29<sup>th</sup> June 2026.</p>	CC
<u>4</u>	<b><u>DESTINATION MARKETING</u></b>	

	<p>The focus now is on digital campaigns with an emphasis on October Half Term for families, and year-round breaks for couples. A new Festive Breaks digital campaign is also planned.</p> <p>CC is working on finalising the Media Campaign for 2026, which will include national TV advertising. <b>Action:</b> CC will present proposals for 2026 at the next board meeting.</p> <p><b>Research</b> CC reported there is robust evidence showing there was an uplift in summer staying visitor numbers vs. 2024, and that as an area we out-performed the rest of the South West and other coastal locations.</p>	CC
5	<p><b><u>PRESS AND PR</u></b></p> <p>Media coverage continues to be strong and varied, including articles in the Mirror.</p> <p>An ERBID Ambassador event will take place with Pam from Four on 4<sup>th</sup> November. Purpose of the meeting is to review ERBID PR activity in 2025 and plan ahead for 2026.</p> <p>CF was interviewed by the BBC South West Politics Show re proposed Tourism Tax. The Board discussed the issue and confirmed that the official ERBID position is opposed to the proposed tax.</p>	
6	<p><b><u>EVENTS</u></b></p> <p><b>Riviera Connect (KW)</b> The event took place on 16<sup>th</sup> October with over 800 attendees across all sectors. Feedback has been positive and new sponsorship already secured for next year. Would like to see increased attendance from the tourism and hospitality sector. <b>Action:</b> KW to craft questions to ask these businesses what they want from their expo.</p> <p>Next year's date has been confirmed as Wednesday 7<sup>th</sup> October 2026.</p> <p><b>Airshow (CC)</b> With the loss of Pippa, the Board agreed that ERBID do not have the capacity to support the Council with work on the possible new sponsorship ideas that had been discussed.</p> <p><b>Electric Bay (CC)</b> The advisers have confirmed that the event will not take place in 2026 (issues over dates) but hope to return in 2027.</p> <p><b>Seafood FEAST (KW)</b> Seafood FEAST took place from 26<sup>th</sup> Sept – 12<sup>th</sup> October, with over 30 venues taking part and a variety of new events. Events received a lot of local engagement, generation of overnight stays could be improved. Feedback from the venues is positive with all wanting to take part next year.</p> <p><b>Agatha Christie Festival (CC)</b> The organisers shared a report on this year's festival with CC. The event was highly successful with record ticket sales reported.</p>	KW

	<p><b>Brixham Pirate Festival (CC)</b>  A meeting with the organisers is to be arranged.  New Pirate Festival video to be signed off.</p>	
<u>5</u>	<p><b>EXTERNAL COMMS (CC)</b></p> <p>CC attended a Torbay Council Overview and Scrutiny meeting regarding the South West Water Marketing Recovery Fund, on 29<sup>th</sup> October. It was highlighted that 14 out of 15 of our beaches are rated 'excellent'.</p> <p>DMP Review – consultants have been appointed to refresh the Plan. CC took part in a first inception meeting. It was noted that the English Riviera is the biggest resort in the UK, in terms of bed spaces.</p> <p>It was noted with regret that Torbay Coast and Countryside are going into Administration.</p>	
<u>5</u>	<p><b><u>AOB</u></b></p> <p>The Board agreed that future meetings will be held face to face until the ERBID3 Ballot.</p> <p>RC noted that the next Government budget (November 2025) is the day before the next meeting, and may have considerations for proposals about ERBID3.</p>	

Meeting closed at 2:50pm