



Minutes of Board Meeting

2.00pm on Thursday 21st February 2019, at the Riviera International Conference Centre

Present: Tim Godfrey (TG) – Partner, Bishop Fleming, Helen Brenton (HB) – Sales & Marketing Executive, Osborne Club, Pippa Craddock (PC) – Marketing & Development Director, Paignton Zoo & Living Coasts, Richard Cuming (RC) – General Manager, Bygones, Carolyn Custerson (CC) – Chief Executive, ERBID Company, Nigel Makin (NM) – Co-Owner, Beacon House B&B in Brixham, Kevin Mowat (KM) – Director of Place, Torbay Council, Martin Brook (MB) – owner, Pilgrims Rest Cottages, Clare Flower (CF) – Director Beverley Holidays, Kelly Widley (KW) – Pier Point, Chris Hart (CH) – Chief Executive, Wollen Michelmores, Anthony Payne-Neale, the Court Prior (APN)

ITEM	ACTION	BY WHOM/ BY WHEN
1	<p><u>APOLOGIES, MINUTES, MATTERS ARISING:</u></p> <p>Apologies – Simon Jolly (SJ). TG welcomed Anthony Payne-Neale (APN) to the Board.</p> <p>Minutes Minutes from the last meeting were approved by the Board.</p> <p>Matters arising CC advised that she met with the new managing director of DSRRB Company to discuss continued sponsorship of the Visitor Information Centre.</p> <p>CC has also met with Torquay Manager of Stagecoach Company to discuss sponsorship of the Visitor Information Centre due to the large number of bus related enquiries.</p>	
2	<p><u>Destination Marketing:</u></p> <p>2019 Activity Update</p> <p>CC had distributed her detailed monthly Destination Marketing update. CC highlighted the increased number of online B2B and B2C communications taking place using Mail Chimp assisted by NH. MB complemented the progress being made in online content planning and the positive impact that further investment in Digital Marketing is having further to the appointment of NH as a digital specialist.</p>	

	<p>Creative for the Waterloo Screens are being amended and are on schedule to start for 2 weeks on 29th April. Advertising on ITV central starts for 4 weeks on March 9th.</p> <p>APN commented that it may be an idea to identify more resource for social media activity as this is becoming increasingly important. CC commented she is aware of this and digital expenditure is continuously being reviewed. The adoption of Chat Box is to be considered to help with visitor enquiries.</p> <p>CC advised the Board that the decision had been made to invest £8k in a new Family Autumn campaign to support the extended October Half Term in particular. Filming took place during February half term week and adopted the #RivieraMoments creative style. In addition, a new Social Media campaign targeting couples and promoting dog friendly. The new Autumn footage will start to promoted via Facebook once the current summer family campaign finishes at the end of May.</p> <p>2020 Initial plans - CC advised that she would like to see one big national integrated media campaign for 2020 that appeals to all demographics and promotes year-round breaks. PC commented that some initial discussions had been taking place at the Destination Marketing Focus Group. A creative brief is to be created to go out to tender.</p> <p>Events update - CC updated on the promotional campaign planned for the 2019 England's Seafood FEAST taking place September 20th – October 6th.</p> <p>ERBID Events Development Fund MB advised that the process is evolving. Support for the Air Show (£10k) and BMAD (£5k) has been confirmed. Applications from Brixham Pirate Festival for £2.5k and Brixham Harbour of lights have been received. MB & CC to meet with organisers. The deadline for funding applications is 31st March.</p> <p>CC highlighted the need to ensure that the English Riviera branding are used by those events financially supported.</p> <p>KM commented highlighted the importance of health and safety issues for all events. In particular concerns were highlighted relating to Brixham Pirate Festival and crowd management for the 2018 event.</p> <p>Economic investment evaluation research is planned for events financially supported.</p>	<p>CC</p> <p>CC/PC</p> <p>MB/CC</p> <p>CC</p> <p>CC</p>
3	<p><u>Governance and Finance:</u></p> <p>Management accounts - TG advised that the management accounts was circulated to the Board for their information.</p> <p>Approval of 2018 annual accounts - TG advised that the accounts have been circulated Accounts approved unanimously by the Board. Accounts to be posted to members.</p> <p>Levy update/Collection - CC advised that 50% of the total levy had been collected compared to 45% this time last year. Situation is being carefully monitored and the Board will consider appointing a specialist company to chase persistent late payers if considered necessary.</p>	<p>CC</p>

	<p>ERBID Renewal - TG advised that 7 members of the Board met with Mosaic to discuss the renewal ballot and to explore the options going forwards.</p> <p>Staff Appraisals - TG advised that there has been positive engagement with the Team since the appraisals took place.</p>	
4	<p><u>Communications:</u></p> <p>Focus Group Updates - PC advised that the Destination Marketing focus group met last week and had had discussions regarding business performance during the winter months. There were some issues identified over differential winter openings and meeting customer expectations. CC highlighted that this matter needs continual review if we are to become a year-round destination. RC commented that he will add this to the Attraction's Focus group agenda for discussion.</p> <p>KM commented that the ferries not operating is due to their licence operating terms however they can apply for a year-round licence but more stricter conditions apply. CC to discuss with current operators. CC</p> <p>PC advised that there was a suggestion that Chairs from other focus groups attend the Destination Marketing focus groups where the recommendations to the Board are made and then can feed back to the focus groups. CC to action. CC</p> <p>Google Garage event - HB commented that the event was successful and highlighted that individual business need tailor made help. It was disappointing that 160 business registered and only 80 attended on the day. CC is in contact with TDA to discuss accessing funding for further social media workshops to cover Facebook/Twitter/Instagram. The Board agreed to make a nominal charge in future. HB asked CC if a survey monkey can be sent out to those who attended for feedback on the event. HB/CC/NH</p> <p>Tourism exhibition/ conference/AGM - CC advised that stands are nearly sold out for the Tourism exhibition. Nearly 100 delegates registered to attend through Event Brite.</p> <p>CC advised that a new event: 'Meet the Buyers' is to be included as the Groups Showcase/FAM visit.</p> <p>Tourism Awards - TG advised that CC has progressed further the idea of holding English Riviera Tourism Awards and that now options need to be agreed and negotiations finalised. RC asked to approach Services4Tourism. Announcement to partners needed. RC/CC</p> <p>CC advised that a refreshed national awards programme was about to be launched by Visit England and there was an opportunity for the ERBID Company to link to these via the VisitDevon and South West Tourism Awards. This opportunity was welcomed and would need the sponsorship support. The ERBID Awards will be promoted as Annual Tourism Awards & Dinner. Date and venue to be decided.</p>	
5	<p><u>AOB:</u></p> <p>CC reminded the Board about National B&B week and English Tourism Week.</p>	