



## Minutes of Board Meeting

2.00pm on Thursday 27<sup>th</sup> February 2020, at the Riviera International Conference Centre

Present: Tim Godfrey (TG) - Partner, Bishop Fleming, Pippa Craddock (PC) - Marketing & Development Director, Paignton Zoo & Living Coasts, Kevin Mowat (KM) – Director of Place, Torbay Council, Anthony Payne-Neale (APN) – Court Prior, Martin Brook (MB) – OWNER, Pilgrims Rest Cottages, Helen Brenton (HB) – Sales & Marketing Executive, Osborne Club, Richard Cuming (RC) – General Manager, Bygones, Kelly Widley (KW) – Pier Point, Clare Flower (CF) – Director Beverley Holidays, Jason Garside (JG) – Managing Director, TLH Hotels

KM/CC/TG/CH/PC/RS/APN/MB/CF/HB/KW/JG

### **1. APOLOGIES, MINUTES, MATTERS ARISING**

**Apologies** – Chris Hart (CH) – Chief Executive, Wollens, Simon Jolly (SJ) – RICC, Managing Director

**Minutes** – Approved

**Matters Arising** – In reply to MB query, CC advised that the addition costs was for the copywriter of 3 days per week & Eddie Bent working on SEO with Gina. It was asked if Sarah & Eddie's earnings could be put under another heading

Incentive scheme to be removed to Governance and Finance meeting, Sheena Powe has been asked on how they do this at the Caves.

CC explained in the January meeting that the extra income to the BID levy was due to 200 new self-catering businesses with their RV exceeding £3000 starting from January 1<sup>st</sup> 2020. An example is Mooring Reach were never included, now they have all been captured.

AirBnB has movement happening and the outcome, is everyone needs a permit to operate.

Selfie Point is ongoing in discussions.

### **2. Governance and Finance**

**Review and approval of 2019 accounts** - CC circulated company accounts for discussion. APN questioned the VIC staffing costs as they had gone down. CC replied running on tight as can budget. APN proposed the accounts and JG second them.

**2020 Management Accounts** -Torbay Council under pressure to produce figures. Mistake spotted on accounts, should have read surplus for 2018 and not 2019. Digital rate card too complicated and didn't generate a great response, new rate to be simplified and ready for the tourism exhibition.

Voluntary Contributors to be concentrated more for ERBID2, CC does not feel the need for an extra member of staff on this as yet.

**ERBID2 Update** – Regular meeting have commenced, next meeting on April 3<sup>rd</sup> at the Riviera International Conference Centre at 1pm. CC spoke to the Bridge Group this morning and talked about raising the minimum payment to £250, this was received very well, especially if will generate more events to the area. Mo Aswat has produced new calculations with £200 and £250. The renewal will stay Tourism only. CC has read 8 BID renewal plans. Videos were used in other areas and the board agreed the format should be agreed on April 3<sup>rd</sup>. The makeup of ERBID2 core team needs to be strong with total commitment.

**Company Membership** – Discussed and agreed to take on Mosaic's terms and conditions. Company members have to have the 2019 accounts posted by March 3<sup>rd</sup>.

**Tourism Exhibition/Update/AGM** – Exhibition is full, Angie has even sold the registration space, profit forecast £4300. Update will be a working lunch starting at 2pm, this will hold people. TG to open. CC will talk and show them about the National Advertising and ERBID2, to finish at 3.30pm. AGM to start at 4pm with new registration in the Grace Murrell Suite.

### **3. Destination Marketing**

**National Advertising Campaign** - CC discusses the website and digital report. CC thanked PC for all of her input with the national advertising. Positive results. Website is performing well and increasing page one returns on Google. Even individual businesses are returning on page one on the back of the English Riviera website. United States is the number one visitor instead of Germany. German website to be launched end of March 2020.

JG meets with Booking.com on a regular basis and CC asked to be introduced. JG will invite CC to next meeting.

GTO'S are visiting on March 17<sup>th</sup> for 3days, working with Steve Reed Tourism and ourselves.

**Events Update** – To date the BID Company have allotted £25,000 to ER Air show, Pirates £3,500, ER bike festival £5,000 total £33,500 out of fund of £40,000. ERBID are the headline sponsors for the ER Air show. New bike festival will be looking at the 1<sup>st</sup> weekend in May. There is a serious lack of events especially in Torquay.

### **4. Communications Update**

**Focus Group Feedback** – RC reported good meeting, businesses reported that there were more customers following on from the Autumn Campaign. Would like promotions to continue for off shoulder months especially Christmas – missing out on massive opportunities. Day visits are popular – evidence from postcode collections.

KW reported that trade was down with the stormy wet weather. Best Bar None were highly commended – Sheffield came first for the 2<sup>nd</sup> year running. Seafood FEAST to get events published on website. Seven chefs almost ready to be released. F&D is the strongest focus group with 30 members. McDonalds now attend and are a yes vote.

**Torbay Council** – CC met with Steve Darling & Swithin Long, both are very positive about Tourism and would like to meet 3 times a year.

**TDA/HOSWLEP** – Heart of SW Partnership (new chair) researching business resilience and gathering evidence.

**Tourism Awards** – There will be no English Riviera tourism awards for 2020, following on from discussions with Services for Tourism. It has been agreed that we will not be working with Services for Tourism. To start discussions with a new organiser but to keep a positive relationship with Robin Barker.

**Action** to contact Jim Parker of the new Torbay Weekly paper. To look at Spring 2021 and add in new categories, approach new speakers early

**Bridge Group** – CC spoke at the coffee morning on Thursday 27<sup>th</sup>, it was a good meeting with a positive outlook. CC mentioned the possible minimum levy payment of £250 and this well received. It was agreed that more communication was needed between both parties.

To be removed from future agendas, as the relationship together as turned around to a positive status.

**IACF/Agatha Christie** – KW sits on the board. Tony Medley is the new director. This year will be a 4-day festival with future years being 6 days. Programme to go on the website the end of March

**Visit Devon** – CC discussed that VD is getting on a firmer platform. Nick Powe also sits on the board. Staycation and Domestic has been addressed. International visits for Sally Everton have been reduced by 70%.

**AOB** – Stagecoach are in discussions with GWR to get a joint ticket

Spotlight mentioned Teignbridge Tourism Tax, this cant be ignored, 4 million pounds could be raised.

**Action** – to include on agenda

How can we work with AirBnB? – to be discussed at a later date.

To see you all at the Tourism Exhibition March 18th