



Minutes of Board Meeting

2.00pm on 25th November 2021 – Wollens Offices, Torquay

Present: Carolyn Custerson (CC) – Chief Executive, Tim Godfrey (TG) – Chairman and Partner, Bishop Fleming, Claire Flower (CF) – Director Beverley Holidays, Kelly Widley (KW), Martin Brook (MB) – Pilgrims Rest Cottages, Pippa Craddock (PC) Anthony Payne-Neale – Court Prior Boutique B&B, Richard Cuming (RC) Bygones, Simon Jolly (SJ) – Managing Director, RICC, Kevin Mowat (KM) – Director of Place, Torbay Council, Chris Hart (CH) Chief Executive, Wollens, Angie Wright (AW), ERBID Company – taking minutes

Meeting commenced 2.00 pm

ITEM	ACTION	BY WHOM/ BY WHEN
<u>1</u>	<p><u>APOLOGIES, MINUTES, MATTERS ARISING:</u></p> <ul style="list-style-type: none"> • Apologies – Pippa Craddock (PC) and Jason Garside (JG) Managing Director TLH • Approval of October 28th Minutes – approved. <p>(TG) Welcomed everyone to the meeting and asked to record his thanks to Wollens for their hospitality and hosting the ERBID Company Board Meetings for 2022.</p> <ul style="list-style-type: none"> • Matters Arising – Covered in the agenda 	
<u>2</u>	<p><u>Finance and Governance</u></p> <p>2021 Management Accounts Managing the carry forward balance was discussed by the Board with Mo Aswat (Mosaic) confirming that the Company can carry forward unspent Commercial Income to ERBID2. Any unspent Levy income will be allocated to a variety of Destination Marketing including the investment in a new English Riviera website with other projects/events also identified.</p>	

	<p>Outstanding Levy Collection The Board discussed in detail debt outstanding related to ERBID1 and the action now needed to retrieve this. After consideration of options and resources the Board made a unanimous decision to commission Wollens to undertake this work with TG and CH to review the data before the debt recovery letters are prepared and dispatched.</p> <p>Clarification that businesses can be removed with no payment of levy required from Mosaic.</p> <p>2021 Final Accounts To be prepared for March 2022.</p> <p>2022 ERBID2 Levy Collection TG and CC advised the Board that a post-Christmas dispatch of the 2022 invoices had been agreed with TBC recognising the impact that Omicron was now having on cash flow for many businesses. Further agreed with TBC that 2022 levy can be paid in three instalments Jan, Feb & Mar to help business owners.</p> <p>ERBID2 Levy Payer Communications: A copy of the ERBID2 Business Plan and covering letter from TG is to be dispatched before Christmas to the ERBID2 Levy Payers Database. The ERBID2 Business Plan highlights key objectives and opportunities for businesses over the next 5 years including increased investment by the ERBID Company in Events, Eco-Tourism and Zero Carbon.</p> <p>To aid ERBID2 communications Mosaic has recommended using the Solomon database with more BIDs using it, the database relies on information fed from Torbay Council and allows the BID Management Company to have more control. KM to explore whether possible.</p> <p>2022 Budget Is to be drafted for discussion at the January 2022 Board Meeting with time needed to understand the value of any debt recovery.</p>	<p>TG/CH</p> <p>CC</p> <p>TG/CC/SP</p> <p>CC</p> <p>KM</p>
<p><u>3</u></p>	<p><u>Destination Marketing</u> CC had circulated a detailed report summarising the various ongoing Destination Marketing Projects.</p>	
<p><u>4</u></p>	<p><u>2022 Destination Marketing Activities</u></p> <ul style="list-style-type: none"> • New Website – currently scheduled to launch on 16th December and will incorporate a number of new functions The Levy Payers product page has been much improved with a much greater prominence on Booking. The Trip Advisor integration will continue. Everyone is working on this to make sure everything is finished on time. 	<p>CC</p>

	<ul style="list-style-type: none"> • 2022 National Advertising – Roadside Poster Campaign (CC) shared the 2 revised poster designs which were welcomed. • Torquay has officially been voted UK’s No 1 Staycation by Trip Advisor and it was agreed that we should use this to our advantage. Trip Advisor have agreed that we can use this statement until July 2022. • It has been agreed to go ahead. £75k has been committed for this campaign, by either repeating/increasing the ads in the Birmingham/Manchester areas or extending into the areas of Coventry and Nottingham. (APN) agrees to look at Coventry and Nottingham. Campaign to start January 3rd 2022 • A new Spring Regional Radio Campaign is also being planned to encourage Day Visitors and Short Breaks. • New 2021/22 Winter/Spring in Resort Visitor Guide in Partnership with Clear sky Publishing (Archant) has been produced for the first time and distributed across the resort. It is planned for this to be a bi-annual publication. 	CC
5	<p><u>Filming and Photography</u></p> <ul style="list-style-type: none"> • New Coach Tours Film – CC advised that the filming had been completed and that this was now being edited. • New ERBID Image Library (DAM) • The new image library is near completion, for the use of levy payers and has been set up to safeguard against any copyright issues. Use will be permitted by application and registration and managed by TS on our behalf who will manage any special requests for imagery from the Media, Travel Operators etc. 	
6	<p><u>Events Update from MB)</u></p> <p style="padding-left: 40px;">New ERBID Walking Festival</p> <ul style="list-style-type: none"> ○ The plans are going well with the new walking programme being produced. Graham Kerr from English Riviera Walking Tours has been appointed as Project Manager. The date currently being worked too is: April 2nd – 10th 2022. <ul style="list-style-type: none"> • Airshow – Our contribution will be £20K for the Air Show and an extra £5K for the Queen’s Platinum Jubilee Celebrations. No new update. • Food Event <ul style="list-style-type: none"> ○ The current suggestion is to locate this at Torre Abbey and link it to the Seafood Feast at a date TBC in October 2022. The budget to hold this event has yet to be confirmed. Ongoing discussions ○ (KW) highlighted that the Dartmouth Food Festival has over 100 stalls and costs are £75K. Their event is held during the October half term. Workshops are great money earners. 	CC/MB

	<ul style="list-style-type: none"> ○ Agatha Christie Festival, support to continue. CC highlighted the continued potential to develop more AC brand related visitor products to generate more year-round cultural visitors. In particular the current Agatha Christie Mile/walking trail is in need of updating. Suggested that a new AC Forum be set up led by the ERBID Company to see if some new products can be developed. ● Christmas 2022: Torbay Council are currently considering new high profile lighting displays at Rock Walk and Torre Abbey as a new event for 2022. MB/CC highlighted to the Board that Christmas time as an ‘event’ is one of our highlighted investments in the new Business Plan and we are seeking for a broader cross-resort approach to making Christmastime stronger and particularly like the idea of ‘Harbour of Lights’ working with local businesses at the locations of the 3 harbours. This needs further discussion. RC would like to see more like the Bath Christmas Market here. CC suggested beach huts could be used. ● There are currently some timescale concerns regarding availability of Event Partnership meetings with Torbay Council and a meeting with PB and AD was to be requested. ● 	<p>CC</p> <p>MB/CC</p> <p>MB/CC</p>
<u>7</u>	<p><u>Key Communications</u></p> <ul style="list-style-type: none"> ● 2022 ERBID Exhibition March 30th 2022 has been provisionally booked at the RICC and 30 tables have been reserved to date. RC asked if there will be Group Fam visits incorporated into the programme as done previously, this is to be considered. ● Refuges CC advised the board that an emergency placement in Torquay was expected. ● HMO'S CC raised concern regarding more hotels changing to HMOs and advised the Board that she had requested to be included in future Tourism Policy Planning Meetings with TC. 	<p>CC</p>
<u>10</u>	<p><u>AOB</u></p> <ul style="list-style-type: none"> ● Possible Christmas social evening Thursday 16th December, 2021 ● Board dates circulated for 2022, last Thursday in the month @ 2pm to continue. 	

Meeting closed @ 4.30pm