



Minutes of Board Meeting

28th March 2024 – Wollens Board Room

Meeting commenced 2pm

ITEM	ACTION	BY WHOM
<p><u>1</u></p>	<p><u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING</u></p> <p>Present: Chris Hart (CH) ERBID Chair, Chief Executive Wollens; Anthony Payne-Neale (APN) ERBID Vice-Chair, Owner of Court Prior Boutique B&B; Andy Banner-Price (ABP) Owner of 25 Boutique B&B; Carolyn Custerson (CC) ERBID Chief Executive; Martin Brook (MB) Owner of Pilgrims Rest; Pippa Craddock (PC) Director, Business & Marketing Solutions Ltd; Richard Cuming (RC) Owner of Bygones; Claire Flower (CF) Director, Beverley Holidays; Tim Godfrey (TG) Partner, Bishop Fleming; Jim Parker (JP) Editor in Chief, Torbay Weekly; Kelly Widley (KW) Food and Drink Hospitality Consultant; Alison Bayliss (AB) ERBID - minutes</p> <p>Also present, until 3pm: Alan Denby (AD), Director of Pride in Place, Torbay Council (TC)</p> <p>There was a change to the order of Agenda items, to accommodate Alan Denby’s availability.</p> <p>Apologies: Jason Garside (JG) Managing Director, TLH; Lisa Tuck (LT) Divisional Director Economy, Environment, and Infrastructure for Torbay Council.</p> <p>Approval of Minutes February 2024 meeting minutes – approved.</p> <p>Matters Arising – No matters arising.</p>	
<p><u>2</u></p>	<p><u>FINANCE & GOVERNANCE - CC</u></p> <p>2024 Levy Collection Update The collection rate is at 70.65% compared to 53.7% at the same time last year. The higher rate may be explained by the removal of the payment by installment option.</p> <p>A collection schedule has been put in place and agreed by ERBID, TC, and Wollens Solicitors.</p> <p>2024 Management Accounts had previously been circulated.</p> <p>Commercial Income is ahead of last year but starting to slow. The board agreed to put</p>	

	<p>Commercial Income on the Agenda for each month's board meeting.</p> <p>2023 Enforcement CC, CH and TG had met since the last board meeting to discuss enforcement and had identified those biggest debtors, since the start of ERBID2, that the company intends to pursue. The board agreed CC's proposal of a £5k budget for enforcement for this year, via the council's enforcement process. CC feels that any possible ERBID3 should have Enforcement written into the levy agreement, as other BIDs have done.</p> <p>ERBID3 Feasibility Study – CH CC is obtaining costs from Mosaic for a feasibility study to gain businesses views to help form an ERBID3 Business Plan. It was proposed to AD that the council may wish to co-fund such a study. AD advised that he will have a more detailed conversation with LT to look into this, and will need to know the cost involved.</p>	
<p><u>3</u></p>	<p><u>REGENERATION UPDATE - AD</u></p> <p>Alan Denby attended to give the board an update on local regeneration projects. His overall message is that exciting progress can be expected in the Bay over the next 3 – 4 years.</p> <p>AD discussed options regarding work on the Paignton/Preston sea defences scheme, regarding timings over summer 2025, weighing possible disruption against the extra cost of breaking works during the peak season. The board felt that more information was needed and advised they would like Torbay Council to explore the various options, looking into the cost difference and consulting with local businesses.</p>	
<p><u>4</u></p>	<p><u>EVENTS UPDATE</u></p> <p>Events Funding: MOU - CC CC advised AD that the current Event Partnership Memo of Understanding (MOU), between ERBID and Torbay Council, runs until the end of 2024 and needs to be updated to take us to the end of ERBID2 and to re-confirm the financial commitments of both parties. CC to work with Phil Black (Torbay Council), MB and LT. AD intends to discuss with LT. MB advised that it had already been agreed by the council, it just needs to be confirmed in writing.</p> <p>On request from LT previously, CC had confirmed that the ERBID 2024 annual funding commitment is:</p> <ul style="list-style-type: none"> • Air Show - £25k (includes £5k designated marketing budget) • Bay of Lights - £20k • Walking Festival - £10k (match funded by TC) • Seafood FEAST - £10k (match funded by TC) • Agatha Christie Festival - £5k • Torbay Pride - £2.5k <p>Airshow – PC The £25k sponsorship by ERBID includes a £5k designated marketing budget.</p>	

	<p>A PPC campaign starts 1st April. Steve (for ERBID) has planned social media to run alongside the council’s plan. CC advised AD that this joined-up approach is working well, aligning residential and visitor marketing.</p> <p>Creative assets have been agreed and will be shared with media, sponsors, and levy payers.</p> <p>Professional photography will be engaged, match funded by the council.</p> <p>Event plans are progressing well. Key sponsors have been secured, flight teams are being secured and music/events/stalls are planned throughout both days. Aeroview TV will stream live coverage on YouTube, hooked into the official commentary.</p> <p>Other events – CC had shared an update on the other ERBID sponsored events, ahead of the meeting. These were not discussed due to time constraints but key points are as follows:</p> <p>Walking Festival – Bookings have been stimulated by a range of marketing activity, with an Early Bird ticketing offer that ended mid-March.</p> <p>Pirate Festival – Written acceptance of our sponsorship conditions has been received, including the use of dedicated photography.</p> <p>Torbay Pride – Written acceptance of our sponsorship conditions has been received.</p> <p>Agatha Christie Festival – 2024 ticket sales are very strong. UNESCO Literary status has been confirmed, which will add to its credentials as the official festival.</p> <p>England’s Seafood FEAST – KW is putting together a strong 10-day programme, building on the success of last year’s event.</p> <p>SUP Championships Funding – CC There is a growing interest in building our reputation as a leading SUP destination. Various meetings have been taking place in the community about funding specific championships. CC recommended to the board that rather than funding one-off events, ERBID together with Torbay Council looks to invest seed funding into the establishment of an annual English Riviera SUP Festival, in partnership with local businesses.</p> <p>Post-meeting note – CC has met with organiser Brendon Prince and the board have agreed to sponsor the 2024 SUP Championships for £5k, to be called the English Riviera SUP Championships.</p> <p>AD left the meeting.</p>	
<p><u>5</u></p>	<p><u>DESTINATION MARKETING – CC</u></p> <p>Three Destination Marketing campaigns are live: a Google Search/Display national awareness campaign, Walking Festival campaign, and Ready for the Riviera family summer campaign.</p>	

	<p>Other digital marketing campaigns have been briefed into the advertising agencies for delivery over the year, including: What's On, Air Show, new Nature, New Food & Drink, new Relax, new On the Water.</p> <p>2024 Brand Testing A £40k OOH campaign is planned for Bristol, targeting Cultural Explorers and Young Actives. It is first being brand tested digitally, with the 'Naturally Inspiring' branding being tested against the UNESCO Geopark's 'One of Earth's Extraordinary Places' branding. Tests are ongoing and the results will be shared with the board, before posters are designed based on the results.</p> <p>Meeting with Four Marketing Agency - PC CC and PC had a good meeting with Four, who have been engaged to provide PR services. Four are a PR agency who work with Destination Plymouth on their national visitor PR campaign.</p> <p>Following the meeting, Four will produce a draft Communications Strategy, including Social Media. This will be concentrated on Autumn 2024: Seafood FEAST, Agatha Christie Festival, Bay of Lights. Then once ERBID marketing activity has been agreed for 2025, we will work with them on next year's strategy.</p> <p>CC advised that one of the first actions is to identify 12 English Riviera Ambassadors, from across all sectors. Four will provide them with a toolkit to ensure information and tone is consistent; this worked well for Plymouth.</p> <p>PC advised that Four will also look at providing some crisis comms.</p>	
<p>6</p>	<p><u>KEY EXTERNAL COMMUNICATIONS</u></p> <p>Strand Regeneration CC has been attending meetings with Torquay harbourside businesses, along with senior representation from TC, pressing to minimise road closures through the main school holidays. TC will put in place two-way traffic during Easter and July/August, decision on May half term/bank holidays awaited.</p> <p>SW Tourism Awards The ERBID Co. won silver for Visitor Information Service of the Year 2023/24 at the South West Tourism Excellence Awards.</p> <p>Reach plc Reach are a commercial news publisher with titles including DevonLive. CC and PC met with their Regional Directory to discuss how ERBID and Reach can work together positively, and plan to meet again next month. CC invited them to register for the ERBID Image Library.</p> <p>Great South West Tourism Partnership (GSWTP) Inclusion into the GSWTP had previously been managed by the TDA. CC recommended to the board that ERBID continue to play a key part in the operation of the GSWTP, which has a part-funding request of £1320. This means it can continue and retain direct links to DCMS. The proposal was carried.</p>	

<u>7</u>	<u>AOB</u> None	
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Meeting closed at 4:30 pm