



Minutes of Board Meeting

30th May 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; Jason Garside (JG) Managing Director, TLH; Tim Godfrey (TG) Partner, Bishop Fleming; Kelly Widley (KW) Food and Drink Hospitality Consultant; Sheena Powe (SP), ERBID Accountant; Alison Bayliss (AB) ERBID - minutes</p> <p>Apologies: Jim Parker (JP) Editor in Chief, Torbay Weekly; Lisa Tuck (LT) Divisional Director Economy, Environment, and Infrastructure for Torbay Council</p> <p>Approval of Minutes March 2024 meeting minutes – approved. April 2024 meeting minutes – approved.</p> <p>Matters Arising Paignton Sea Defence - Action CC to follow up with LT re obtaining Torbay Council’s costings for timings re continuing vs closing during holiday periods, as discussed at previous meetings.</p> <p>CC advised she had requested a meeting with Kevin Foster MP, as per last meeting, but pre-election restrictions will now prevent this happening. However, ahead of the restrictions, KF liaised directly with CC to discuss the cryptosporidium crisis.</p>	<p>CC</p>
<p><u>2</u></p>	<p><u>FINANCE & GOVERNANCE - CC</u></p> <p>Levy collection is at 86.7%, which is just under £27k off the budget target.</p> <p>Debt collection schedule:</p> <ul style="list-style-type: none"> • Mid-June – chasing letter from Wollens • Enforcement process via Torbay Council 	

	<ul style="list-style-type: none"> • First court process TBC <p>2024 Commercial Income We are ahead of last year with ongoing sponsorship and an increased number of partnership marketing opportunities being secured.</p> <p>The company has received event sponsorship payment from Torbay Council for the Walking Festival and England’s Seafood FEAST.</p> <p>Action TG – to continue liaising with Partners& about possible sponsorship.</p> <p>Cruise English Riviera: The company is awaiting £5k for sponsorship of Cruise English Riviera. Action CC to contact Alan Denby, and to email Jackie Thomas and MB, to determine whether Council responsibility lies with Torbay Harbour Authority or TC Events. The board felt that it should be positioned under TC’s Events budget and that it should be added to the MOU (see below). The next step is then for CC to send a detailed budget to the responsible party to get a PO raised.</p> <p>ERBID/TC Events MOU (Memorandum of Understanding): CC advised that the company has not yet received the Events MOU from the Council, Action CC to pursue with LT (cc MB).</p> <p>ERBID3: CC has accepted Mosaic’s quote for a feasibility study and it is scheduled to take place in spring 2025 – exact date TBC.</p> <p>Regarding BIDs elsewhere, it was noted that Bournemouth’s ABID was voted through, although it was by one vote only.</p> <p>Council Meetings CH raised the issue of the previous council meetings with DT and CL no longer being scheduled and asked CC to reconvene.</p>	<p>TG</p> <p>CC</p> <p>CC</p> <p>CC</p>
<p>3</p>	<p><u>DESTINATION MARKETING - CC</u></p> <p>The ERBID Destination Marketing Update held on 15th May went well with approx. 70 BID partners attending. The presentation has since been shared with all businesses. At the last board meeting, the board discussed holding marketing workshops for businesses, and feedback from the Update was that some businesses would indeed like more support in this area. Action CC – plan to hold a workshop around end June, possibly recorded and themed ‘How to make the most of the summer’.</p> <p>Last Minute Summer Campaign After discussions at the last meeting, £10k from the reactive budget has been invested in a last-minute family summer campaign to run in central Birmingham for the last 2 weeks of June. Action AB – include images in the next B2B newsletter. A figure of £10 - £20k had been discussed last time, however £10k has been urgently required to tackle the cryptosporidium crisis, see below.</p> <p>Cryptosporidium Recovery Campaign In response to the negative impact being felt by BID businesses due to the cryptosporidium outbreak, there was an emergency online meeting of the board, ad/PR</p>	<p>CC</p> <p>AB</p>

	<p>agencies, local business, council and regional partner representatives. As a first response, the ERBID Co committed £10k to a campaign to start before the bank holiday.</p> <p>The campaign was across Google Display and Meta, giving a strong reach and ad frequency within the target audience for 10 days. The advertising targeted day visitors and last-minute over-nighters. Summary notes indicate 1.66m ads served across the networks and generally positive interactions across the Meta campaigns, however with some concerns raised in comments.</p>	
<u>4</u>	<p><u>PR - CC</u></p> <p>Media Alert PR agency Four have supported as needed throughout the cryptosporidium crisis. They are preparing a national Media Alert for when the final water restrictions are lifted, to help rebuild confidence.</p> <p>Cryptosporidium Media Analysis Report Four have been asked to prepare a Media Analysis to summarise media reach, clicks and narrative, as evidence of reputational damage. It was noted that many media outlets referred generally to 'Devon', thus impacting on a much wider area.</p>	
<u>5</u>	<p><u>RESEARCH UPDATE</u></p> <p>Cryptosporidium Impact Survey The South West Research Company have quoted in the region of £3k to undertake a Devon-wide Impact Survey, to enable us to assess how much has been lost, with a view to claiming against South West Water for reputational damage.</p> <p>Latest Trends Recent reports indicate that visitor numbers are 20% down for the South West as a whole. MB observed that regional stats show we are further down since the cryptosporidium crisis.</p>	
<u>5</u>	<p><u>EVENTS UPDATE</u></p> <p>Airshow - PC Marketing plans are going well. There will be an evaluation after the event and a question relating to business impact will be added into the How's Business (June) survey. MB noted there had been a good level of social media shares this year. KW's feedback from food and drink businesses is that bookings are higher for the Saturday than Sunday. PC shared some concerns around how the ERBID Company are currently treated as the main event partner and will raise this with PB.</p> <p>Walking Festival - CC The event concluded on 19th May. 313 tickets were sold and the overall objective of sales covering the costs of the guides was met. A survey to participants is underway and a wash-up meeting has been scheduled. The board discussed in terms of next year with Action CC to have a postcode analysis undertaken and ask Four for ideas how they would approach the event for next year, before returning with recommendations at the next meeting.</p>	CC

	<p>England’s Seafood FEAST – KW Many new events and some new venues have been added since last year. The press release has been postponed for a week due to the impact of cryptosporidium. ‘Save the Date’ leaflets and A4 posters have been distributed to the venues.</p>	
<u>5</u>	<p><u>KEY EXTERNAL COMMUNICATIONS</u></p> <p>Cryptosporidium Comms and Proposed Actions CC has initiated communications with Pennon Group, the parent company of South West Water, regarding compensation for reputational damage. In the first instance, this will be to compensate for the cost of the ‘first response’ activities: the bank holiday/half term campaign, the Media Analysis (Four) and the Impact Survey (SWRC). A long-term recovery plan will then be put together in liaison with local and regional partners. The board discussed and feel strongly that the best possible outcome in terms of compensation will be achieved through one unified approach rather than splitting across various groups. Action CC to liaise with Brixham Chamber to discuss and to invite a representative to join future board meeting discussions on this topic. Action CC to ask Four if they have a contact for an expert on damage repair.</p> <p>CC thanked CF for the interviews she participated in during the early stages of the crypto crisis.</p>	<p>CC CC</p>
<u>7</u>	<p><u>AOB</u></p> <p>Anti-social Behaviour Following ASB issues with rough sleepers at the Visitor Information Centre, CC took the decision to reduce opening hours over the Bank Holiday weekend to minimise lone working. CC pursued the matter with various parties including the council and police. The board discussed with the feeling that ASB and rough sleepers, while being nationwide issues, do have a negative impact on tourism. MB advised that £500k funding is being put into additional police officers and for a council system regarding rough sleepers. MB has asked the Devon & Cornwall Police Commissioner to have a meeting with ERBID.</p> <p>JG asked for the subject to be kept on the agenda.</p> <p>Riviera Connect – KW 22 stands have been booked so far, so ahead of this time last year. Requested the board to like and share to help get the word out.</p>	

Meeting closed at 4:40pm