



Minutes of Board Meeting

25th July 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; Claire Flower (CF) Director, Beverley Holidays; Jason Garside (JG) Managing Director, TLH; Jim Parker (JP) Editor in Chief, Torbay Weekly; Lisa Tuck (LT) Divisional Director Economy, Environment, and Infrastructure for Torbay Council; Kelly Widley (KW) Food and Drink Hospitality Consultant; Alison Bayliss (AB) ERBID - minutes</p> <p>Apologies: Richard Cuming (RC) Owner of Bygones; Tim Godfrey (TG) Partner, Bishop Fleming</p> <p>Approval of Minutes The minutes of the June board meeting were approved.</p> <p>Matters Arising CH – after requests to the council, access to Harbour Car Park has now been opened from the Museum Road end, although signage has yet to be updated. CC – Beacon Quay Car Park is now open for 24 hours.</p> <p>CC – Council funding of £10k for Cruise English Riviera has been approved. This matches ERBID’s contribution of £10k. Action: MB/LT to chase progress of the updated Memorandum of Understanding for Events, between Torbay Council and ERBID.</p> <p>LT advised that it is likely the Airshow 2025 will be held weekend of 31st May and will advise once confirmed.</p> <p>CC updated on cruise ships: The MS Deutschland visited in June. The visit went well, however as it was on a Sunday there were fewer harbour staff available and some businesses were closed. The next visit is from MS Amera on Tues 13th August and German-speaking assistance has been recruited for the VIC Meet and Greet team. Interest is being shown by cruise ship operators for next year with four visits confirmed so far.</p>	<p>MB/LT</p> <p>LT</p>

	<p>PC updated on the marketing agency tender. This has not yet been sent out as awaiting the outcome of cryptosporidium recovery plan discussions to determine the budget.</p> <p>APN – the organisers of the backgammon championship have been sent the ERBID Event Development Fund application form.</p>	
<u>2</u>	<p><u>FINANCE & GOVERNANCE - CC</u></p> <p>Management Accounts The collection rate is at 90.75% which is just 1.25% off the budget target and ahead of last year's collection rate. A 'final reminder' letter will be sent by Wollens in the next few weeks.</p> <p>Commercial Income Commercial income is moving in the right direction. Unspent reactive budget is currently £48k. Finances are sound overall.</p>	
<u>3</u>	<p><u>DESTINATION MARKETING</u></p> <p>Cryptosporidium Recovery Marketing Plan</p> <p>CH and CC met with Brixham Chamber of Commerce and Vince Flower of Visit Devon to plan an approach ahead of a meeting with South West Water (30th July) to discuss recovery funding proposals.</p> <p>Four Marketing Agency have provided a detailed Media Analysis and the South West Research Co have undertaken a Devon-wide Business Impact survey, all as evidence of damage caused by widespread negative media coverage.</p> <p>PC has put together a budgeted recovery plan which CC and PC presented to the board. The board discussed and some amendments were agreed to streamline the presentation. CC/PC to amend ahead of SWW meeting.</p> <p>Action CC - add impact on VIC visitor numbers to the presentation.</p> <p>The board agreed that the impact on forward bookings is substantial. The need for urgency to provide some immediate funds to put plans in place for Autumn 2024 will be made clear at the meeting with SWW. The recovery plan also covers 2025 and 2026.</p> <p>Action CC – to get the average occupancy for July-to-July year on year.</p> <p>CC advised that recouping reputational damage of the Devon brand is even more important than previously thought as it seems that businesses outside of the Boil Notice have not been able to successfully claim for their losses.</p>	<p>CC/PC</p> <p>CC</p> <p>CC</p>
<u>5</u>	<p><u>EVENTS UPDATE</u></p> <p>England's Seafood FEAST – KW Four Marketing Agency have issued two press releases so far and some press visits have</p>	

	<p>been arranged. Around 42 events are scheduled with events on every day of the festival. GF/AB to work on a printable pdf programme once all events are confirmed. A photoshoot is planned for later this week in Brixham. Tickets for the 7 Chefs events will go on sale from Monday. There will be an Influencer Night on 12th September with 40+ influencers invited, hosted by Olive restaurant in Brixham.</p> <p>Stand Up Paddleboarding (SUP) KW - The organiser of Great Big Paddle Parade (31st August) has secured further sponsors and has advised that ticket sales are ahead of last year, with many purchasers from outside of the South West.</p> <p>CC – there are two strands of work going on with the aim of developing the English Riviera as the Home of Stand Up Paddleboarding. 1) Lyn from Treat Marketing is working on the leisure side to grow the SUP ‘vibe’ in the area and 2) Brendan Prince is delivering the new Superchamps English Riviera SUP Championships (27th – 29th September 2024) and is working to bring international level championships to the area. From a marketing perspective, the brand needs to be unified. Action: PC/CC to discuss with Lyn and Brendan.</p> <p>LT advised that the council are behind the aims to become the Home of SUP and are looking to provide support and facilitate routes into helping the community deliver it.</p> <p>The board discussed the potential of water sports with CC suggesting that the council could submit funding for a review to evaluate the worth of the ‘blue economy’ including cruise ships, to the Bay. JP advised there is need to bring together the 40 water sports clubs in the area.</p> <p>Walking Festival – CC A final report of this year’s festival had been shared with the board and CC’s recommendation, based on the evidence, is that the event returns for 10 days in June 2025, and then returns in 2026. New ‘exceptional walking experiences’ are to be developed to increase income and national PR value. Going forward, part of the ERBID3 business plan would be to assess whether to continue the event after 2026. The board agreed to this approach.</p>	PC/CC
5	<p><u>KEY EXTERNAL COMMUNICATIONS</u></p> <p>Paignton Zoo CC met with the chair of the trustees, following the recent announcement of staff redundancies.</p> <p>MPs Update CC met with new Torquay MP Steve Darling and briefed him on national and regional tourism projects to help him with his communications with DCMS. The desire for government to complete work on introducing the National Registration Scheme was highlighted as a priority along with government funding for the successful operation of the new Devon and partners LVEP as recommended in the Be Bois Government Review, regarding the future national structure of approved tourism structures. CC has also been introduced online to new Brixham MP Caroline Voaden who is particularly interested in cultural tourism. Both MPs support the cryptosporidium recovery campaign efforts and are supportive of the visitor economy.</p>	

	<p>Board members suggested that it would be beneficial to invite the MPs to a future board meeting.</p> <p>ASB – CC The Devon and Cornwall Police and Crime Commissioner has been signalling intent to improve challenging ASB issues in Torquay. Significant extra funds for policing have been secured and the new dispersal and public drinking legislation is in place and having some positive impact. However, ASB issues are causing some negative publicity which Four advises needs to be neutralised by continued positive coverage to ‘drown out’ the negative noise.</p> <p>The board discussed ASB issues, recognising the concerns that businesses have concerning it, including mentions in business reviews.</p> <p>APN highlighted the need to keep ASB on the agenda. Action CC to invite the Devon and Cornwall Commissioner to a future board meeting.</p> <p>Brixham Chamber of Commerce CC was invited to speak at the Chamber meeting last week, which was constructive overall. Some levy payers would like more on what the ERBID does for them, so they will be contacted with information including about their pages on the website.</p> <p>The board discussed support for Brixham with action KW to arrange to meet with the organisers of the Pirate Festival. There is a feeling that it would be positive to have more representation from Brixham on the ERBID board. Action CC to investigate whether there is a vacancy for a co-opted member or possibly an observer.</p>	<p>CC</p> <p>CC/KH</p> <p>KW</p> <p>CC</p>
<p><u>7</u></p>	<p><u>AOB</u></p> <p>Riviera Connect – KW 78 stands have been booked so far. The Mercure Paignton are hosting an event the night before. There will be a creative hub in addition to the innovations centre. The MD of Four will be a speaker, talking about the power of the English Riviera brand.</p> <p>LT update: Advised there will be a new Residents Discount Scheme offering savings on parking and toilets. There will be a form for businesses to use if they would like to offer residents’ discounts/offers via the scheme. The Pitch and Putt at Torre Abbey will be closing later this year, which may have an impact on local businesses.</p> <p>APN queried what else can be done regarding negative press and social media. CC advised that Four have social media influencers on their radar and that they suggest investing more in YouTube content to counterbalance the negative with positive items.</p>	

Meeting closed at 5:15pm