



**Minutes of Board Meeting**

29<sup>th</sup> August 2024 – Wollens Board Room

Meeting commenced 2pm

ITEM	ACTION	BY WHOM
<p><b><u>1</u></b></p>	<p><b><u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING</u></b></p> <p><b>Present:</b> Chris Hart (CH) ERBID Chair, Chief Executive Wollens; Anthony Payne-Neale (APN) ERBID Vice-Chair, Owner of Court Prior Boutique B&amp;B; Andy Banner-Price (ABP) Owner of 25 Boutique B&amp;B; Carolyn Custerson (CC) ERBID Chief Executive; Pippa Craddock (PC) Director, Business &amp; Marketing Solutions Ltd; Richard Cuming (RC) Owner of Bygones; Jason Garside (JG) Managing Director, TLH; Kelly Widley (KW) Food and Drink Hospitality Consultant; Alison Bayliss (AB) ERBID – minutes</p> <p><b>Guest:</b> Alison Hernandez (AH) Police and Crime Commissioner for Devon, Cornwall and Isles of Scilly</p> <p><b>Apologies:</b> Martin Brook (MB) Owner of Pilgrims Rest; Claire Flower (CF) Director, Beverley Holidays; Tim Godfrey (TG) Partner, Bishop Fleming; Lisa Tuck (LT) Divisional Director Economy, Environment, and Infrastructure for Torbay Council; Jim Parker (JP) Editor in Chief, Torbay Weekly</p> <p><b>Approval of Minutes</b> The minutes of the July board meeting were approved.</p> <p><b>Matters Arising (CC):</b></p> <p><b>Memorandum of Understanding for Events</b> The finalised MOU between ERBID and Torbay Council has been received from the council. This runs until the end of the current BID (end of 2026).</p> <p>CH – Torbay Council have increased their input for Cruise English Riviera from £5k to £10k pa.</p> <p><b>Airshow</b> CH – Airshow dates have been confirmed as 31<sup>st</sup> May – 1<sup>st</sup> June 2025.</p> <p><b>July to July Average Occupancy</b> CC had been asked by the Board for the average occupancy for July to July, year on year: the How’s Business survey reported that 13% of accommodation businesses stated that July was better than 2023, 20% the same and 66% lower than 2023.</p>	

	<p><b>SUP</b> Discussions about bringing together SUP branding have not yet taken place. Four Marketing Agency have issued a paddleboarding press release, covering the Great Big Paddle Parade and Superchamps, which has received good interest.</p> <p><b>MPs invitation</b> It had been suggested by board members at the last meeting that it would be good to invite the new MPs to a future meeting. Action CC: to make contact after SWW's decision on marketing recovery support.</p> <p><b>Brixham Board observer</b> Further to discussion at the last meeting, CC has investigated the possibility of having an observer role on the board to represent Brixham specifically. The board reiterated their support for the plan with Action CC: to pursue.</p> <p><b>Brixham business support</b> CC and KH met with invited Brixham B&amp;B businesses, which was positive.</p> <p><b>Marketing workshops</b> CC has begun discussions with Torbay Council regarding taking a joint approach to staging marketing workshops for businesses, and will update further at the next meeting.</p>	<p>CC</p> <p>CC</p> <p>CC</p>
<p><b>2</b></p>	<p><b><u>FINANCE &amp; GOVERNANCE</u></b></p> <p><b>Management Accounts - CC</b></p> <ul style="list-style-type: none"> <li>• The levy collection rate is at 92.23%, compared to 89.3% in 2023. The levy collection budget has been increased from £459k to £470k.</li> <li>• The 'final reminder' letter to be issued by Wollens is forecast to generate a further £20k.</li> <li>• Minor marketing budget amends – Business Tourism has been increased by £500 for Meet English Riviera to be represented at a new Business and Conference event in Birmingham. Plus, final payment for image licensing.</li> <li>• Reactive unspent budget now increased to £55k.</li> </ul> <p><b>Commercial Income - CC</b> There has been a slight increase due to newsletter sponsorship and Seafood FEAST 7 Chefs ticket sales being higher than budgeted for.</p> <p><b>AGM - CH</b> The AGM for 2023 is proposed to take place at 4:30pm following the next board meeting, Thursday 26<sup>th</sup> September. Agreed by the board. Action AB: issue invitation to company members w/c 9<sup>th</sup> September.</p> <p><b>Budget for new Family TV Advert - PC</b> PC presented plans for TV advertising to promote the area, including the wider Devon area, to be filmed in September, as part of marketing recovery plans post Cryptosporidium. There is an urgency for filming to take place while the weather is good. PC and CC proposed to the board to commit £40k from the £55k contingency budget, whilst awaiting a decision on compensation from SWW.</p>	<p>AB</p>

	<p>Deliverables</p> <ul style="list-style-type: none"> <li>• 3 x 30 second adverts (to run on the Sky AdSmart platform, which shows viewers each ad in turn during difference commercial breaks)</li> <li>• 3 x 45 second adverts</li> <li>• 1 x 60-90 second extended film</li> <li>• Social media shorts</li> </ul> <p>The board agreed to the proposal. Action PC: to inform film-maker to proceed and Action CC: to sign the contract.</p>	PC / CC
<u>3</u>	<p><b>Visit from Alison Hernandez</b></p> <p>AH joined the meeting. She gave an overview of the issues and challenges relating to ASB in our area and emphasised her commitment to creating improvement, particularly in the Castle Circus area of Torquay.</p> <p>AH highlighted the importance of businesses reporting crime, every time an issue occurs, as proactive policing is based on intelligence. Key reporting methods are via Crimestoppers (free and anonymous) or via the police app.</p> <p>Board members raised tourism-related issues including: business frustrations at perceived lack of police response, visitor perception, lack of Council CCTV response, issues with adapted car engine ‘racers’, shoplifting, and travellers.</p> <p>KW raised that the licensing meetings, which had been organised by the council, no longer take place. They used to be attended by 60 – 100 people and were a good means for businesses to communicate with the police and to share information. It was agreed that the ERBID might lead on organising a meeting, with KW offering her assistance. Action AH/CC to liaise and progress. Action CC: share best practise for reporting Crime with Levy Payers.</p> <p>AH left the meeting.</p>	CC
<u>4</u>	<p><b><u>DESTINATION MARKETING - CC</u></b></p> <p><b>Cryptosporidium Marketing Recovery Plan</b> A meeting took place on 30th July with Pennon Group (SWW) representatives, for ERBID (CH, CC, PC) to present evidence of reputational damage and business impact, on behalf of Brixham, the English Riviera, and Devon as a whole. Also present were representatives of Brixham Chamber of Commerce, Visit Devon, Brixham Council, and Torbay Council. The meeting was felt to be constructive but to date a proposal has yet to been received. Action CC/CH to follow up.</p> <p><b>2025 Budget</b> To be carried over until the next meeting.</p>	CC/CH
<u>5</u>	<p><b><u>PR/MEDIA - CC</u></b></p>	

	<p><b>Bank Holiday</b> CC gave an interview to BBC Spotlight regarding positive bank holiday business.</p> <p><b>Four Marketing Agency activity</b> The following national press releases have been released, or are currently being prepared: England’s Seafood FEAST, SUP – Great Big Paddle Parade and Superchamps, Halloween and Half Term, Bay of Lights. Media alerts have been prepared for: Autumn Breaks, Walking Breaks/Festival.</p> <p>National travel editors are being specifically targeted for FAM visits.</p>	
<p><b><u>6</u></b></p>	<p><b><u>EVENTS UPDATE</u></b></p> <p><b>England’s Seafood FEAST – KW</b> There has been national press coverage via Four Marketing Agency, with another press release due to go out next week. A pdf programme is now online to view or download.</p> <p>7 Chefs Paignton - there are some venues that remain unconfirmed, so with less interest in tickets than the other 7 Chefs events in Brixham and Torquay, the board decided not to proceed with launching the Paignton event the year.</p> <p>KW reported that business feedback regarding Seafood FEAST has been supportive, and there is an ask for another food event earlier in the year. The board discussed, with encouragement for the idea.</p>	
<p><b><u>7</u></b></p>	<p><b><u>KEY EXTERNAL COMMUNICATIONS - CC</u></b></p> <p><b>Devon and Partners LVEP</b> Work associated with operating the LVEP is increasing in pace. The ERBID team are currently supporting the International Marketing strand by identifying top products within Devon to market to international audiences by Visit Britain.</p> <p><b>Great South West Tourism Partnership Meetings</b> Taking place fortnightly (Zoom).</p> <p><b>Pitch and Putt Torquay</b> CC has spoken to Torbay Council in response to business concern at closure news. A formal consultation process has yet to take place so no final decision has yet been made.</p> <p><b>Torbay Council</b> CH and CC had their monthly catch-up call with the council. The discussion was around the ongoing regeneration projects and the council’s new ‘My Bay’ residents card.</p> <p><b>External Meetings with New Personnel</b> CC met with Torbay Council’s new Culture and Heritage Officer, and also with the Heritage Lottery Consultant who has been newly brought in to assist Torquay Museum with planning for a sustainable future.</p> <p><b>Torquay Town Centre Partnership</b> CC was invited to give an update on tourism numbers/trends. The main concern is low footfall in Torquay town centre and continued ASB.</p>	

<u>7</u>	<b><u>AOB</u></b>  CC – to discuss at the next meeting – the result of the Bournemouth BID appeal, which will have been published by then.	
----------	--	--

Meeting closed at 5:10pm