



Minutes of Board Meeting

26th September 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; Carolyn Custerson (CC) ERBID Chief Executive; Andy Banner-Price (ABP) Owner of 25 Boutique B&B; 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; Sheena Powe (SP) ERBID Account; Kelly Widley (KW) Food and Drink Hospitality Consultant; Alison Bayliss (AB) ERBID – minutes</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: The minutes of the August meeting were approved.</p> <p>Matters Arising (CC):</p> <p>Brixham board observer Will Ford of the Greenway Group has been approached and, should SWW agree funding, is happy to attend board meetings in an observer role as a representative of Brixham. The board agreed, ACTION CC to accept and arrange with Will.</p> <p>Marketing workshops CC has a meeting planned with Becky Davies of Torbay Council to discuss, and will have a proposal soon.</p> <p>Licensing meetings At the discussion with Alison Hernandez at the last board meeting, KW raised that licensing meetings, which were beneficial to business owners, were no longer being held by Torbay Council. After discussion, ACTION KW to send MB the details to see if the meetings can be reinstated.</p> <p>Crime reporting ACTION CC to share best practise with levy payers.</p>	<p></p> <p>CC</p> <p>KW</p> <p>CC</p>

	<p>SUP branding unification CC/KW to look into after this weekend's SUPERchamps event, which has over 200 competitors expected to take part.</p> <p>Pirate Festival KW to arrange to meet with the organisers.</p>	<p>CC/KW</p> <p>KW</p>
<u>2</u>	<p><u>FINANCE & GOVERNANCE (SP)</u></p> <p>Management Accounts</p> <p>Levy collection is at 92.7%, exceeding the target budget of 90%, however it should be noted that the overall amount for collection is smaller than last year. Collection has slowed over the last few months. A final chaser letter is to be sent by Wollens in the next few weeks – action CH to follow this up.</p> <p>£40k has been added into expenditure for national advertising, as agreed at last month's meeting, which affects the potential carry forward. Any funds received from SWW will counter balance that. SWW have been invoiced £12k for the cost of the Impact Survey.</p> <p>£145k commercial income has been generated which is ahead of budget, so very positive.</p>	<p>CH</p>
<u>4</u>	<p><u>DESTINATION MARKETING</u></p> <p>SWW (CC) Following the meeting with SWW on 30th July to present evidence of reputational damage and business impact, CH and CC have made several attempts to contact SWW and are awaiting an update. Action CH/CC to continue to pursue.</p> <p>The board discussed the possible further damage to the Devon brand caused by water issues at Exmouth. It was raised whether another Impact Survey may be needed, CC felt a decision needed to be received from SWW before looking into this.</p> <p>TV Commercial (PC) Filming took place w/c 16th September. The weather was mainly good and many locations across Devon were visited. Professional actors were used. Should funding not be forthcoming from SWW, it was felt to be positive that good assets have been created and the project has opened good dialogue with other partners and businesses.</p> <p>CC felt that if SWW funding is not forthcoming then next year's national advertising budget could be allocated to paying for broadcast of the ads, edited for the English Riviera, as it would be a waste of assets otherwise.</p> <p>Film Tourism CH mentioned recent filming taking place locally for new TV series Bergerac, and the value of film tourism. Action CC to speak to Jackie Thomas about improved comms re any filming which have PR potential. CC advised that there is new emphasis on film tourism by Visit England, as TV/film locations are increasingly popular destinations. We are working with the LVEP to put together a list of Devon locations.</p>	<p>CC</p>

	<p>Four PR (CC) CC has challenged Four to produce quality press fam trips. Four are arranging a press trip for the Travel Editor of the Sun to visit the English Riviera this weekend.</p> <p>Cruise English Riviera (CC) The visit of the MS Marina on 9th Sept went well with local attractions included in the excursion programme and excellent coverage in Torbay Weekly. RC gave feedback that Bygones were given last minute notification of excursion visitors. Also, that more should be done to encourage independent passengers to visit attractions. Action CC will ask Glen Gardner to pass on to the organisers.</p> <p>CC circulated the new Cruise English Riviera brochure. Cruise ships help raise the profile of the destination as an international port. New drone footage has been captured to assist Glen Gardner to promote the area at Seatrade Cruise Med recently, at which there was good interest for 2026 and 2027.</p> <p>Business Tourism (CC) Business tourism represents 9% of our visitor volume, which is down from pre-Covid. The spend of a business visitor is double that of a leisure visitor. A new steering group led by Becky Davies met for the second time with key business venue leaders joining the group.</p> <p>There is a need for creative assets to help business tourism. CC asked the board to consider allocating £3k to create a new business tourism video. Approved from 2025 Business Tourism Budget.</p> <p>The board discussed business tourism agreeing that the area’s USP is the coastal setting with opportunities for unique and sometimes quirky locations, such as holding a meeting in the caves. It is felt there is a need for some renovation at larger facilities. CC advised that Goya Productions will be filming at Riviera Connect, at the RIC, and some of that footage can be used in the film.</p>	CC
5	<p><u>RESEARCH</u></p> <p>ERBID2 Mid Term Survey A draft of the survey had been circulated to the board and was discussed. Action CC, the board’s feedback will be incorporated into a new draft and recirculated.</p> <p>CC reported receiving interest from some Torquay town centre businesses regarding BIDs as they are interested in finding funding for improvements.</p>	CC
6	<p><u>EVENTS UPDATE</u></p> <p>England’s Seafood FEAST (KW) the event starts tomorrow. There has been a good social media boost and more press and PR still going out. Nine events have sold out. An influencer event hosted by Olive was held in Brixham. It was a positive event and KW sees the benefit of doing influencer-led events again.</p> <p>Riviera Connect (KW)</p>	

	<p>Around 100 exhibitors have booked. Further comms will be sent to levy payers. Pam Badham of Four Marketing Agency will be a speaker, introduced by CC. Action CC to arrange a networking opportunity after Riviera Connect for English Riviera spokespeople and ERBID team to meet Pam.</p> <p>Events partnership CC had a partner meeting with Torbay Council recently, re Bay of Lights and the Airshow. It was felt that more consultation was required going forward, for example sponsorship packages should be discussed with ERBID before publication.</p> <p>Planning for both events is going well. The Bay of Lights Illumination Trail will include a Christmas Market at Torre Abbey but CC would have liked there to be more for Paignton and Brixham, apart from the pixel trees as last year.</p>	
<p><u>7</u></p>	<p><u>KEY EXTERNAL COMMUNICATIONS</u></p> <p>The Strand redevelopment The Strand will be closed both ways to traffic for a during of 6 ½ weeks. While this means it will be during October half term, this should be the completion of the project in time for Bay of Lights.</p> <p>South West Visitor Economy Data Hub APN, ABP, CC, KH and AB attended a briefing/training session by Acorn Stats, which was very useful. AB and KH will have further training on registering users.</p>	
<p><u>7</u></p>	<p><u>AOB</u></p> <p>MB advised that the council has a dictate from government to deliver a high number of new homes, which will be challenging.</p> <p>MB advised that the council have plans for a cycling and walking infrastructure. MB is interested in looking at ways to deliver these plans and would like the board to consider if ERBID could be involved in helping to deliver walking.</p> <p>CC had previously shared slides on Torbay Climate Partnership’s ‘Greener Way for our Bay’ framework. RC noted that he is unable to support without a more in-depth report covering how the proposals would be delivered.</p>	

Meeting closed at 4:15 pm