



**Minutes of Board Meeting**

31<sup>st</sup> October 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; Carolyn Custerson (CC) ERBID Chief Executive; Andy Banner-Price (ABP) Owner of 25 Boutique B&amp;B; Pippa Craddock (PC) Director, Business &amp; 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; Alison Bayliss (AB) ERBID – minutes</p> <p><b>Present online:</b> Lisa Tuck (LT) Divisional Director Economy, Environment, and Infrastructure for Torbay Council</p> <p><b>Apologies:</b> Martin Brook (MB) Owner of Pilgrims Rest; Anthony Payne-Neale (APN) ERBID Vice-Chair, Owner of Court Prior Boutique B&amp;B; Jim Parker (JP) Editor in Chief, Torbay Weekly</p> <p><b>Approval of last month’s minutes:</b> The minutes of the September meeting were approved.</p> <p><b><u>Matters Arising (CC):</u></b></p> <p><b>Licensing meetings</b> KW has spoken with Alison Hernandez. AH will get back in touch with a view to restarting meetings in the spring. <b>Action LT</b> will follow up with Tara Harris at Torbay Council.</p>	<p>LT</p>
<p><b><u>2</u></b></p>	<p><b><u>FINANCE &amp; GOVERNANCE</u></b></p> <p><b>SWW Update (CH)</b> A formal offer of support letter was received from SWW yesterday, proposing a total of £1.2 million funding over 3 years until March 2027, of which £250k is for a ‘legacy project’ in Brixham, and the balance for marketing recovery work. RC proposed that the offer is accepted, which was agreed by the board. The board discussed the legacy project, agreeing that while funds will go via ERBID as the accountable body, it should be Brixham Chamber that liaises with SWW to determine the</p>	

	<p>nature of the project, and to manage it. <b>Action CH</b> to update Brixham partners and Visit Devon, then formally accept the offer to SWW. A press release has been drafted and will be finalised for release next week.</p> <p>CH thanked CC and PC for their efforts and approach in securing this funding.</p> <p><b>Management Accounts (CC)</b>  Levy collection is at 93.52% compared with 90.7% for the same time last year. Final reminder letters have been sent by Wollens and some late bills are being paid.</p> <p>CC will be meeting with Sheena to prepare a draft budget for 2025. <b>Action CC</b> to share this with TG ahead of the next meeting.</p> <p><b>AGM (CH)</b>  The minutes of the AGM for 2023, held last month, were tentatively approved ahead of final approval at next year’s AGM.  After discussion about the format of future AGMs, it was agreed that next time it should be held 2pm – 3pm, before a shortened monthly board meeting.  Company membership: CC asked for thoughts about possible actions re recruitment and terms of membership. RC asked if our membership was comparable with other BIDs and if there was any best practise we could adopt from them – <b>action CC</b> to investigate this.</p> <p><b>Government’s Autumn Budget (CH)</b>  The recently announced Budget was discussed, with the view that some measures were unhelpful to business and tourism. It was agreed that <b>Action CC</b> will feedback to the local MPs with the board’s views regarding possible negative impacts on the sector.</p> <p>LT advised that the £20 million long term plan for Torquay is going ahead. The UK Shared Prosperity Fund is continuing at a lesser level, guaranteed only for 2025/26.</p>	<p>CH</p> <p>CC</p> <p>CC</p> <p>CC</p> <p>CC</p>
<p><b><u>3</u></b></p>	<p><b><u>DESTINATION MARKETING</u></b></p> <p><b>Marketing Plan 2025</b>  CC and PC have prepared a revised draft Marketing Plan, which PC presented to the board. In view of the SWW funding, there is a focus on recovery marketing to rebuild the brands, including Brixham and Devon, and to build back staying visitors and the visitor economy.</p> <p>The draft plan was discussed with agreement that it was important that the Brixham and Devon-specific elements are clearly shown. It was agreed that <b>Action CH</b> – propose to Brixham Chamber and Visit Devon that a meeting is set up to discuss the suggested ways forward.</p> <p>CC and PC are in the process of going out for tender to recruit a new agency to carry out this work. Applicants will be shortlisted and met with in December. The full tender will be available to view on the B2B website.</p> <p>PC stepped out as CC proposed to the board that funds are allocated to provide additional marketing support time from PC. A capped budget of £15k a year was proposed and carried by the board with no objections.</p> <p>LT left the meeting at 3:35pm.</p>	<p>CH</p>

<p><b>4</b></p>	<p><b><u>EVENTS UPDATE</u></b></p> <p><b>Latest ERBID/Torbay Council (TC) Marketing Meeting (CC)</b> It has been agreed with TC that key marketing decisions have to be passed by ERBID.</p> <p>CC asked the board to what extent the company should be involved with sponsorship, or whether to focus on promotion only. This was discussed, with agreement that for ERBID/TC event partnership events, it is important that ERBID should have approval of anything with the company's logo.</p> <p><b>Future Food Festivals (CC/KW)</b> The idea of holding a spring food festival was discussed, to support the shoulder season and to promote local food and drink. Funding would need to be determined; this is not part of the existing Events MOU with TC. <b>Action CC</b> to share with the board an event proposal prepared by KW for 2025. A very quick decision will need to be made for an event in 2025 to be considered. For further discussion. Also, <b>Action CC/KW</b> to consider contacting a food event consultant such as the organiser of Dartmouth Food Festival.</p> <p><b>Riviera Connect (KW)</b> Riviera Connect took place on 17<sup>th</sup> October. There has been good feedback so far and KW asked the board to share their feedback. The organising team have a wash-up meeting scheduled for mid-November, when a date for next year will be set. Some sponsors have already signed up for next year. CC congratulated KW for all the great work undertaken.</p>	<p>CC CC/KW</p>
<p><b>7</b></p>	<p><b><u>KEY EXTERNAL COMMUNICATIONS</u></b></p> <p><b>Torbay Planning Strategy – Cita Review</b> CH, JG, JP and CC joined a walk around the current boundaries. Revised plans are to be drawn up by the Planning Team as part of the consultation process. ERBID attendees were generally supportive.</p> <p><b>MP Meetings</b> CC had the first of what is hoped to be regular meetings with MP Steve Darling. Matters discussed included an update on tourism trends locally, SWW support, and emerging legislation including statutory registration and furnished holiday let taxation policy. CC asked the board to let her know of any specific matters they would like raised at future MP meetings.</p> <p><b>Bridge Group</b> Constructive regular meetings continue. CC has been asked to speak at the Bridge Group AGM on 14<sup>th</sup> November.</p> <p><b>New Marketing Workshops</b> Progress is being made in partnership with TC to launch a new programme of fully funded (UKSPF) business support marketing workshops to commence early next year. An early Expression of Interest form has been circulated to businesses, to help inform the final content of the programme.</p> <p><b>LVEP Advisory Board Meeting</b> CC/AB attended on 1<sup>st</sup> October. ERBID lead on marketing for the time being, with a focus now on TV/film locations aligning to Visit Britain's new international campaign 'Starring GB'.</p>	

	<p><b>'A Greener Way for Our Bay'</b>  CC/AB met with Jacqui Warren (TC), the lead for this project. 'Make it Net Zero' support, funded via the UKSPF, is available. <b>Action CC/AB</b> reshare information with levy partners.</p>	CC/AB
<u>7</u>	<p><b><u>AOB</u></b>   CC and AB stepped out while the board discussed possible ERBID Exec Team salaries.</p>	

Meeting closed at 5.00 pm