



Minutes of Board Meeting

28th November 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; 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; Sheena Powe (SP) ERBID Accountant; Alison Bayliss (AB) ERBID – minutes</p> <p>Apologies: Pippa Craddock (PC) Director, Business & Marketing Solutions Ltd; Richard Cuming (RC) Owner of Bygones; Tim Godfrey (TG) Partner, Bishop Fleming</p> <p>Approval of last month’s minutes: The minutes of the October meeting were approved.</p> <p><u>Matters Arising (CC):</u></p> <p>Blue Flag Status Following concerns after changes to Blue Flag status in other areas, LT confirmed that the statuses for English Riviera beaches, as awarded in May 2024, have been retained.</p> <p>Recovery Fund partnerships Partners including Brixham Chamber of Commerce and Visit Devon have been invited to a Recovery Fund update and presentation of the proposed new 2025 Marketing Plan, to be held during the January 2025 board meeting.</p> <p>ERBID3 CC will be liaising with other BIDs such as Isle of Wight to discuss best practises ahead of possible third ERBID.</p> <p>Food Festival CC had previously circulated KW’s proposal for 2025 to the board, and it was agreed to focus on 2026 as a possible launch date. A Food Festival planning meeting has been</p>	

	<p>arranged for 16th Jan, and the organiser of Dartmouth Food Festival has been invited to attend.</p>	
<p>2</p>	<p><u>FINANCE & GOVERNANCE</u></p> <p>Management Accounts (SP) The carry-forward will go up to £50-£60k due to claiming from SWW from the Destination Marketing Recovery fund to cover cost of filming which had to place earlier this year.</p> <p>The levy total quoted by the Council at the start of this year has been amended due to properties coming on/off. The new total for 2024 is now advised as £533,932 and not £499,319 as originally indicated which makes the collection rate 89.3%, lower than the figure previously reported. There is however confusion regarding the figures being produced by the Council as the reported amount of £39k still outstanding does not reconcile with the figures advised. Action CC/SP to get final clarification of figures from the Council as of Nov month end.</p> <p>131 summonses have been issued with a court date of 2nd December 2024.</p> <p><u>ERBID Budget for 2025 (SP)</u></p> <p>CC – A key concern is that incoming tax changes for furnished holiday lets will have an impact on BID income from 2025. Many small businesses will revert to private use; it is thought that over 200 properties may come off the eligible BID list for 2025 (although final numbers are being worked on), amounting to £35k less levy income. This loss has been built into the draft budget for 2025. APN noted that it should be discussed how to raise the collection rate next year, to make up for this shortfall.</p> <p>SP presented the draft budget for 2025 which is based on a 94% collection rate.</p> <p>Marketing Budget for 2025 SP and CC presented the draft marketing budget for 2025, which TG has already seen and approved. The marketing budget includes the Marketing Recovery Fund and shows the additional marketing activities, including TV advertising, that the fund will cover. Increased PR will support and strengthen the extra activities.</p> <p>The budget for events includes seed feeding for a possible new food festival in 2026 and £10k for the new SUP championships (see note under ‘Events’). CC noted that existing events including Bay of Lights and Agatha Christie Festival continue to expand year-on-year. Events will continue to be included as a key agenda item at future board meetings.</p> <p>The draft budget was discussed and provisionally approved with a final draft to be prepared and shared, Action CC/SP.</p> <p>Levy payer comms – MB noted that levy payers need to know more about what we do and how they can benefit. CC advised that a series of free marketing workshops are being arranged for the new year. It was agreed that B2B newsletters will be monthly (Action AB).</p>	<p>CC/SP</p> <p>CC/SP</p> <p>AB</p>

3	<p><u>DESTINATION MARKETING (CC)</u></p> <p>Destination Marketing Recovery Fund We are awaiting the final agreement from SWW, detailing how and when payments will be made. This will be the first agreement of its kind that SWW have done. It was felt by the board that the agreement details should be in place by the time a new advertising agency are appointed and that the terms for payment should ensure that no issues with cashflow are likely to be created. Action CH to follow up if not received in the next week.</p> <p>Agency Recruitment Media agencies have submitted their tenders and will be shortlisted for interview, with the successful applicant to be appointed in December.</p> <p>PR Four Marketing Agency have reported that media coverage of Bay of Lights continues to be strong nationwide. Planning for 2025 is underway with the strategic objective of Four’s PR activity to be supporting the new national advertising campaigns, targeting families and the over 50’s.</p>	CH
4	<p><u>EVENTS UPDATE</u></p> <p>England’s Seafood FEAST 2024 Evaluation (KW) KW presented the Evaluation report. Business and visitor feedback was good, with both special offers and events doing well. ESF came in under budget.</p> <p>New photography assets were secured this year.</p> <p>Challenges this year: PR was delayed by, and had to be curtailed, due to the cryptosporidium issue. Also cost of living, the weather, operational issues for venues including recruitment.</p> <p>Looking ahead: Next year’s dates will be 26th September - 12th October 2025. Some sponsorship has already been pledged for 2025. An aim for next year is to grow overnight stays and accommodation sector involvement, Action CC: look at having a Seafood Breaks landing page on the website. Also to work more with influencers, perhaps with an influencer event held earlier in the year. Possibly a focus on a particular harbour each weekend. KW discussed that it would also be good to focus on underused fish species and caring for the ocean.</p> <p>CC – a strong benefit of ESF is engagement with the Food and Drink sector.</p> <p>The board discussed the promotion of seafood year-round, and the ‘branding’ of fish and seafood, with KW noting that seafood events and festivals have grown in popularity.</p> <p>SUP Funding CC proposed that funding for SUP championships should be raised from £5k to £10k in 2025 – agreed by the board.</p>	CC

<p><u>5</u></p>	<p><u>KEY EXTERNAL COMMUNICATIONS</u></p> <p>Latest Government Budget CC has had written communications with both Steve Darling and Caroline Voaden to pass on concerns from local businesses regarding negative impacts of the Autumn Budget, with changes including staffing costs, employers’ NI contributions, and business rates. Caroline Voaden has offered to meet.</p> <p>Bridge Group AB and KH represented the ERBID with a stand at the annual Bridge Group Exhibition and CC was guest speaker at the AGM on the same day. It was a positive day with the opportunity to meet levy-paying businesses.</p> <p>Regular meetings with the new Chair and Deputy Chair are continuing.</p> <p>Council Leader and Deputy Leader Monthly Meetings These continue, with frustration being expressed to the Council regarding the issue of ASB and homeless sleepers in car parks, particularly Terrace Car Park. Reviews for the nearby hotels contain negative comments.</p>	
<p><u>6</u></p>	<p><u>AOB</u></p> <p>KW expressed a need for more Council information about what is on for the Bay of Lights Illumination Trail, such as the free harbourside entertainment. Action KW, will send LT links to suggested sites to have the details posted on.</p> <p>CC reminded the board that discussions for a proposed ERBID3 need to start in earnest from early next year, once the results of the ERBID Mid Term Survey have been gathered. The next ballot will be June 2026. An important issue will be to look at ways to raise more income. Actions CC, extend deadline for survey submissions by a further week (7th December), and re-share the ERBID2 Business Plan with the board. Future steps – CC will liaise with BID consultant Mo Aswat (Mosaic) ahead of board discussions. Possibly form a Ballot Group within the board, as was done previously. Once a business plan has been drafted, focus groups to be arranged to consult with levy payers. CF highlighted the important of maintaining regular communications to levy payers.</p>	<p>KW</p> <p>CC CC</p>

Meeting closed at 5.00 pm