



Minutes of Board Meeting

27th February 2025 – 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; Richard Cuming (RC) Owner of Bygones; Claire Flower (CF) Director, Beverley Holidays; Kelly Widley (KW) Food and Drink Hospitality Consultant; Alison Bayliss (AB) ERBID – minutes Representing Torbay Council as LT unable to attend: Becky Davies (BD) Economic Development Manager, Torbay Council</p> <p>Apologies: Martin Brook (MB) Owner of Pilgrims Rest; Pippa Craddock (PC) Director, Business & Marketing Solutions Ltd; Will Ford (WF), The Greenway Group (observer); Tim Godfrey (TG) Partner, Bishop Fleming; 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</p> <p>Approval of the previous meeting’s minutes: The minutes of the January 2025 meeting were approved.</p> <p><u>Matters Arising</u></p> <p>B2B comms Options to widen B2B comms were discussed and it was agreed that we would look at trialling a closed Facebook group.</p> <p>CC will write a monthly column for Torbay Weekly and is preparing a schedule of topics.</p> <p>BD advised that a new Media Production Studio at the EPIC Centre has been launched.</p> <p>Information sharing As per the last meeting, the following documents have been shared by CC with the board: SUP championships supporting document, CITA proposed boundary changes, ERBID Recover Marketing Plan, Chalk & Ward’s presentation to board last month.</p>	<p>AB</p>

<p><u>2</u></p>	<p><u>FINANCE & GOVERNANCE</u></p> <p>2025 Budget (CC) The management accounts and levy collection are in good shape with no concerns to report.</p> <p>South West Water Update (CC) Answers to our VAT queries were received from SWW on 18th February. Both Bishop Fleming and Sheena Powe were consulted and all happy to proceed. SWW are now preparing the final agreement. CC to update the Brixham representatives.</p> <p>Brixham legacy project – CC will liaise with WF about possible ideas.</p>	<p>CC</p> <p>CC</p>
<p><u>3</u></p>	<p><u>ERBID 3 (CH)</u></p> <p>CC advised that Vince Flower of Visit Devon is happy to support on liaison with larger ERBID coaching hotels.</p> <p>CH and CC reported on a useful meeting they had with representatives of the Isle of Wight BID, discussing comparisons and potential ways forward. The IOW BID is at the same point in the process as the ER BID. CC will share a link to IOW information.</p>	<p>CC</p>
<p><u>4</u></p>	<p><u>DESTINATION MARKETING (CC)</u></p> <p>New Campaign Launch The new multi-channel Family campaign was launched on 17th February. To date, there have been over 1 million video views across Meta, Google, and StackAdapt. This is an awareness, rather than booking conversion campaign, driving people towards consideration and purchase. The website has seen a 31% uplift in direct traffic year-over-year.</p> <p>Creative Assets The models used in the filming and photography have a two-year licensing agreement. To enable creative asset sharing with BID levy businesses, a license agreement form has been prepared that users can sign to agree use until end 2026 only. CC will send the draft agreement form to CH to be reviewed by Wollens ahead of use. CC to ask PC to check with Goya if the models' agreement could be extended beyond the two years.</p> <p>Over 50's Couples Campaign Locations and models are being finalised. Brixham is to feature heavily. Filming is scheduled to start w/c 28th April.</p> <p>CH recommended that additional images/film without models is captured, so these can be used free of licensing restrictions.</p> <p>Brixham Campaign In addition to the Couples campaign, additional Brixham coverage is being planned in the form of a Brixham-specific digital campaign. Footage to be secured at same time as Couples filming.</p> <p>CH also suggested that during the same sessions, to capture additional assets of all three</p>	<p>CC</p> <p>CC</p>

	<p>towns for future use, while CF noted that video can quickly become out of date. CC will look at the budget and consider further.</p> <p>Influencer Campaign The influencer campaign is progressing with C & W. KW recommended a particular family market influencer and will share the details with PC.</p>	<p>CC</p> <p>KW</p>
	<p><u>EVENTS</u></p> <p>Latest Requests for Funding KW shared details of a proposed Sardine Festival in Brixham, which was discussed by the board. Action KW to go back to organiser to reclarify details. Action CH/CC to arrange a meeting with Mitch Tonks.</p> <p>CC has been in touch with TIBO as there is potential for a business-led food event at Torquay harbour which could be developed for future years.</p> <p>Airshow (CC) Regular marketing meetings continue with Torbay Council and plans are progressing well.</p> <p>Riviera Connect (KW) 35 stands have been booked for 2025 to date, and planning for the workshop and speaker schedule is progressing smoothly.</p>	<p>KW CH/CC</p>
	<p><u>EXTERNAL COMMUNICATIONS</u></p> <p>Business Workshops (BD) A series of five workshop sessions, designed for BID-paying tourism and hospitality businesses, has taken place. The workshops were funded by Torbay Council through the UK Shared Prosperity Fund (UKSPF) and by the ERBID. Initial feedback is positive with a desire for future support, around digital and social media particularly. TC will undertake a full evaluation report for end March and future workshops may be considered if UKSPF funding is available.</p> <p>Meeting with Caroline Voaden (CC) CC reported on her recent meeting with Caroline Voaden (CV), the MP for South Devon, and Vince Flower, Chair of Visit Devon. CV is Vice Chair of the All Party Parliamentary Group for Hospitality & Tourism. Discussions included business concerns regarding the impact of the last budget, the new National Statutory Registration, and campaign marketing support for Brixham.</p>	
	<p><u>AOB</u></p> <p>CH noted that the potential impact of devolution should be considered in planning for ERBID3.</p>	

Meeting closed at 4:40 pm