

**VOTE  
YES**



**ENGLISH RIVIERA**

**BID COMPANY**

# **ERBID2 FINAL BUSINESS PLAN 2022-2027**

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**ENGLISH RIVIERA**  
BUSINESS IMPROVEMENT DISTRICT



[www.englishrivierabid.co.uk](http://www.englishrivierabid.co.uk)

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## KEY TOURISM FACTS

**£600M**

Torbay's Tourism and Hospitality sector generates approximately £600m of business turnover per annum to benefit the local economy

**£120M**

is spent annually by visitors on food and drink

**12,000**

Nearly 12,000 people are employed locally in tourism

**1,000**

Visitor spend directly benefits over 1,000 businesses and many more indirectly

**20%**

Over 20% of the local population work in the tourism industry

# A LETTER FROM THE CHAIR



**TIM GODFREY, CHAIR**  
ENGLISH RIVIERA BID  
COMPANY LTD

My sincere thanks to everyone who has contributed in preparing this Final English Riviera Business Improvement District (ERBID2) Business Plan. It is this document that you are now being asked to vote for and support in the forthcoming postal ballot starting on May 27th 2021. £3 million for promoting the resort over the next 5 years is at stake.

Back in early February we produced the ERBID2 Consultation Draft Business Plan. This was sent to all eligible businesses inviting your views regarding continuing with the English Riviera Business Improvement District (ERBID) for a further 5 years. A renewal ballot is legally required to allow this to happen.

Over 250 of you kindly shared your ideas, giving up your time to join the ERBID2 Zoom Consultation Workshops. Your feedback has been invaluable and I want to assure you that we have listened to you carefully, with amendments made to the Final Plan that take on board the recommendations you shared including:

- You said that these are challenging financial times so we are keeping the **minimum Levy payment at £150 pa** for the next 5 years.
- You asked us to invest more money in introducing new **Shoulder Season Events** so we have increased the ERBID2 Events Budget to £100,000 per year from 2022.
- You said peoples' TV viewing patterns have changed through lockdown and asked that ERBID2 looks to invest more in **Digital Marketing** and Digital TV channels rather than traditional terrestrial TV.
- You told us you want to **extend the season** based around lifestyle, wellbeing, outdoors and eco-tourism. As a result, ERBID2 will invest more time and money into promoting the Great Outdoors and related activities: cycling, kayaking and swimming, aligning to the Naturally Inspiring branding more prominently.

- You told us you want to bring back **Business Tourism** and to achieve this ERBID2 will work closely with MeetEnglishRiviera and MeetDevon in a new partnership to attract both national and international business back to the resort.

All of these activities will be possible if a majority YES vote is secured in the forthcoming ballot which will generate over £500,000 per annum but, will end on December 31st 2021 if a majority YES Vote is not secured. We are at a T-Junction in terms of future plans to promote the resort.

In the wake of COVID-19, our business environments will be ever more fragile and I believe that continuing to work in partnership, supporting one another as we have throughout three very painful lockdowns remains absolutely vital. As a leading UK resort we are stronger working together, and being a Business Improvement District and retaining that status for a further 5 years with ERBID2 puts us in the strongest position.

I am very proud of all that the English Riviera BID Company has achieved to date particularly the £75:£1 ROI that we have achieved on your behalf leveraging in significant additional funding to supplement the Levy to invest in Destination Marketing. I feel strongly that we are the right organisation to continue to lead on Destination Marketing and to provide a joined-up voice for our critically important Visitor Economy.

## **Now is the Time to Vote YES.**

I thank you for your continued support and we look forward to working with you in the future.

Yours sincerely

Tim Godfrey  
Chair, English Riviera BID Company Ltd.

# WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

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A Business Improvement District or BID is an arrangement whereby businesses collaborate to decide what additional services (in addition to those already provided by your business rates) you are prepared to pay for. These additional services form a Business Plan that is voted upon by eligible businesses (Levy Payers). If the majority of Levy Payers vote YES by both number and rateable value a BID can be created. A BID exists for a maximum of 5 years before it can be renewed and must spend the money collected within the BID area and in accordance with the agreed Business Plan. There are currently over 300 BIDs in the UK including seven Tourism BIDs, one of them being ERBID1.

## **AN INVESTMENT IN YOUR BUSINESS**

This document aims to both review the success of ERBID1 and invites you to decide if you want ERBID2, an opportunity to invest a further £3 million over the next 5 years to promote the English Riviera.

## **THE FUNDING – YOUR MONEY, YOUR SAY**

Many places have decided to adopt this private sector management model called BIDs, to better implement the wishes and wants of their business community. ERBID1 is an example of this and is funded by businesses in the area that pay a Levy. That money is ring fenced and can only be spent within the BID area on the ideas agreed and voted upon in the Business Plan. The Levy has nothing to do with normal business rates (these pass straight to the government). Those services that public agencies are required to provide as part of your business rates are base-lined and BID money cannot substitute or replace these.

## **THE ENGLISH RIVIERA BID (ERBID) COMPANY**

The ERBID Company is managed by a Board of Directors drawn from local, large and small businesses from within the ERBID area. It is a private, not for profit, independent company. Any Levy Payer is eligible to become a member of the Company and can be put forward to serve as a non-executive Director.





## THE VOTE

IF YOU ARE ELIGIBLE TO PAY THE LEVY, YOU ARE ELIGIBLE TO VOTE, SO YOU DECIDE WHETHER YOU WANT ERBID2.

OF THOSE BUSINESSES THAT VOTE, IF A MAJORITY VOTE IN FAVOUR OF ERBID2 BY NUMBER AND BY TOTAL RATEABLE VALUE, THE LEVY WILL BE MANDATORY FOR ALL BUSINESSES IN THE ERBID AREA. THE PROPOSAL MAY EXEMPT SOME BUSINESSES (E.G. THOSE WITH LOW RATEABLE VALUES OR CERTAIN SECTORS) BUT THEY WILL THEN NOT HAVE A VOTE.





## WHAT HAPPENS IF IT IS A NO VOTE?

If you do not vote YES then the English Riviera BID Company will cease to exist in its current form on 31 December 2021 and all of the marketing services currently funded by the ERBID Levy will cease at that time.

### KEY WORK THAT WILL BE LOST INCLUDES...

- Over £3m of professionally coordinated Destination Marketing
- National TV Advertising
- Regional Advertising (Bristol, Exeter, Plymouth)
- Promotion of [www.englishriviera.co.uk](http://www.englishriviera.co.uk)
- Powerful Social Media Platforms (Facebook, Instagram, YouTube)
- Excellent Working Relationships with strategic partners including VisitEngland
- Attendance at International Travel Events to promote the English Riviera
- Operation of an all year round Visitor Information Service
- Production and distribution of free Visitor Maps and Guides
- Numerous PR and Media activities with national, regional, local and industry platforms, including TV, Papers, Radio, Online and Magazines

### NO PLAN B

There is NO replacement body that will deliver these services. There is NO Plan B.

Remember Torbay Council do not have any funds for a Destination Marketing function.

### Competitors

Remember our competitors will continue to invest and move forward. Key ones include:

- **Bournemouth Coastal BID investing over £3.5m**
- **Greater Yarmouth BID investing over £2m**
- **Isle of Wight BID investing over £1.5m**
- **Yorkshire Coast BID investing over £4m**

### Let's not return to the 'bad old days'

Before the English Riviera Tourism Company (ERTC) and the ERBID, Torbay's Tourism Industry had been in decline. In the 5 years to 2010 we saw:



Domestic trips  
down by over  
**35%**



Accommodation  
spend down  
by over  
**£30m**



Staying visitors  
down by  
**30%**



Food and Drink  
visitor spend  
down by  
**£20m**



Attractions and  
Entertainment  
spend down by  
**£10m**





# WHAT HAPPENS IF IT IS A YES VOTE?

A renewal of ERBID1 for a further 5 years (2022-2027) will mean:

£3m

Over  
£3 million  
of investment  
to promote The  
English Riviera



1,200  
Tourism and  
Hospitality  
Businesses will  
continue to be  
supported



Continuation of key  
activities including:  
Destination Marketing,  
National Advertising,  
Event Sponsorship and  
Visitor Information will  
continue (see page 14).



# ERBID1 HAS DELIVERED



## STABILITY, FINANCIAL SECURITY, UNITY AND CONTINUITY

Since January 2017, a significant 'step change' has taken place with stability, financial security, unity and continuity secured for our industry as a direct result of establishing the first English Riviera Business Improvement District (ERBID1) resulting in:

£3m

£3 million

of sustainable BID Levy to invest in promoting the English Riviera



£300,000

of additional funding to support the delivery of the Business Plan



A stable and experienced Board, made up of enthusiastic individuals from local businesses, who volunteer their time to meet monthly to look after your ERBID interests.

## STRONG PARTNERSHIPS

Since January 2017 we have:

- Retained a cost effective year-round English Riviera **Visitor Information Service**, distributing over 300,000 free Visitor Maps and Guides
- Established the ERBID1 **Event Development Fund** and financially supported a number of local events
- Supported the revalidation process for the English Riviera UNESCO Global **Geopark**
- Introduced a new **Image Library**, available free of charge for Levy Payers to use for their own marketing
- Worked with Torbay Council to support Resort Communications, Blue Flag Beach Award and launch of Film Torbay
- Worked with Torbay Development Agency (TDA) to support the Destination Management, Economic Development and COVID-19 Recovery Plans
- Worked with **Visit England** on major National Marketing Campaigns and supported the England for Excellence Awards
- Worked with **VisitDevon** to maximize Marketing opportunities for the English Riviera with ERBID representation on the VisitDevon Board
- Worked with local pubs and bars to promote the **Best Bar None Awards**
- Worked with the **Riviera International Conference Centre** to support the development of Business Tourism and Conferences
- Worked with partners to support the development of the **Groups Coach Market**
- Worked with partners to stage the Annual ERBID **Tourism Exhibition**



# POWERFUL DATA

ERBID1 has seen the introduction of a robust collection of English Riviera visitor data through the monthly How's Business Survey and collection of Annual Tourism Statistics. These have provided advance trends and insights and a unique opportunity to benchmark the performance of the resort.

The following evidence highlights the positive results achieved so far in relation to the key objectives for the first ERBID1 term:



## FOR EVERY MARKETING POUND INVESTED

Increased money available to invest in Destination Marketing, demonstrating a strong return on investment for Levy Payers.



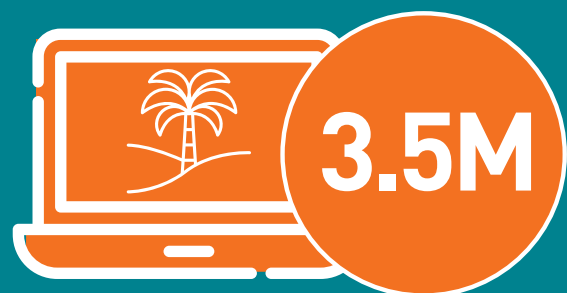
## INCREASE IN VISITOR NUMBERS AND SPEND

Holiday visits to the English Riviera have increased by 4% for staying trips and 3% for spend in 2018 compared to the ERBID baseline year of 2016. Overseas study nights were also 4% higher.



## EXTENSION OF THE TRADITIONAL SUMMER SEASON

Shoulder season occupancy has increased for every recorded year since ERBID1 was launched in 2017.



## NEW VISITORS ATTRACTED

A key objective of the ERBID1 Business Plan was to attract new visitors and this has been achieved and is evidenced by the fact that 3.5 million new users have visited the English Riviera website since the ERBID Company was launched.

# ERBID1 HAS DELIVERED

## Volume and value since the inception of ERBID1 in 2017

This section looks at key figures and evidence in relation to the performance of the English Riviera since the inception of ERBID Company in 2017. Wherever possible comparisons are made to 2016 data, the base year. We are all making good progress:

- UK staying holiday trips to the English Riviera were **3% higher in 2019 than in 2016**
- UK staying holiday nights were **5% higher in 2019 than in 2016**
- UK staying holiday spend was **6% higher in 2019 than in 2016\***
- Average length of stay has increased to **3.98 nights in 2019\*\***

\* The marked increase in holiday spend equates to approximately **£14 million, five times more than the Levy collected by the ERBID**. There is no doubt that the ERBID is providing a strong Return on Investment.

\*\* This increase in duration represents nearly an extra day compared to 2016. By way of comparison the average length of stay for UK holiday visitors in Devon increased by 0.07 days over the same period. Good promotion of the area and the wide range of things to see and do could be a key factor in this increase of holiday length.

## Increases in shoulder season occupancy

Increasing shoulder season occupancy and footfall has been a key objective of the ERBID with repeated off peak Marketing Campaigns invested in. We are seeing some encouraging results:

- **9% increase** in serviced room occupancy in the first quarter of the year (Jan to Mar) between 2017 and 2019
- **2% increase** in serviced room occupancy in the fourth quarter of the year (Oct to Dec) between 2017 and 2019

When attempting to analyse tourism performance the larger context always needs to be considered. Considering all factors, the relative stability and progress being made in terms of Visitor Values and Volume could indeed be viewed as a success. It is likely that our continued progress is linked to local investment through the ERBID, in supporting the continued promotion of our diverse tourism product.

**WITHOUT THE ERBID, WE BELIEVE RESORT PERFORMANCE COULD BE VERY DIFFERENT.**

**OBVIOUSLY, THE CORONAVIRUS PANDEMIC WILL HAVE A HUGE IMPACT ON TOURISM LEVELS FOR 2020.**

TRIPS  
UP

SPEND  
UP

OCCUPANCY  
UP





## ERBID MARKETING HAS REACHED MILLIONS OF POTENTIAL NEW VISITORS

ERBID1 Destination Marketing activity has to date reached 14.3 million people, through ongoing investment across a range of effective online and offline promotional activities including:

- **Production of new national TV Adverts** in 2018 and 2019
- Introduced a dedicated English Riviera **YouTube channel** promoting many quality Videos including 'Naturally Inspiring' that have reached over 500,000 people available to share with Levy Payers
- **Outdoor Regional Advertising** in 2017, 2018, 2019 and 2020
- Production of two new **English Riviera Regional Radio Adverts** in 2018 and 2020
- Investment in a new **fully mobile world-class English Riviera Destination Website**
- Repeated delivery of targeted Digital Marketing Campaigns including: **Springtime Escapes, Summer Fun, Autumn Adventures and Christmastime on the Riviera**
- Launched a new English Riviera YouTube channel that has seen **4 million views** and includes a number of new **Promotional Films** produced by the ERBID Company
- Worked with strategic marketing partners to secure additional financial support to launch **England's Seafood COAST and England's Seafood FEAST**
- Attended international Travel Events to promote the English Riviera including **Explore GB and ITB Berlin**
- Designed and distributed **300,000 Visitor Publications** including **Free Maps** and new **Visitor Guides** promoting Where to Stay, Where to Eat and Things to Do



NIGHTS UP

DURATION UP

## COVID-19 SUPPORT

Alongside the achievements identified we have, since March 2020, faced the unprecedented challenges brought by the Coronavirus pandemic. The ERBID Company made a quick decision to adjust its normal programme of work and has been at the forefront of providing support and information to Levy Payers, recognising how hard our sector was being hit.

### What was done to support businesses through COVID-19:

#### ADVANCE COMMUNICATIONS

- Providing early information ahead of formal guidelines, which helped businesses 'get ahead' of preparing for the 4th July re-opening in respect of putting in place COVID-19 secure measures including the adoption of the 'We're Good to Go' National Accreditation by over 350 Levy Payers. The ERBID COVID-19 Task Force was established with Zoom call meetings quickly set up

#### LOBBYING AND COVID IMPACT DATA

- We immediately invested in COVID-19 Impact Surveys, to evaluate the extent of the impact of the lockdown and to provide essential evidence to lobby for financial support. Extending Furlough, 5% VAT, extension of Business Rates relief and maximizing Discretionary Grants were all lobbied for by the ERBID Company

#### ADDITIONAL FINANCE SECURED

- The ERBID Company was successful in securing additional funds through lockdown, which meant operational costs including salaries were all covered and your Levy was protected for Reactive Marketing and launch of the WELCOME BACK campaign

#### MEDIA ACTIVITY

- The ERBID Company acted as the Media Spokesperson for the resort in respect of COVID-19 and invested in the 'Responsible Riviera' media campaign to help assure residents of the COVID-19 secure measures that were being put in place



## PRAISE FROM SOME LEVY PAYERS...

"I think you have been amazing during COVID-19. Thank you."

"Good work guys, thank you. It's great to know that you continue to promote the bay around the country and that interest is picking up."

"Thank you for all of the brilliant update emails recently, we have been reading and appreciating all of the support you have been giving us."

"Thank you for the regular updates. They have been very helpful over the last few months."

"Thank you for keeping us so well informed throughout this very difficult year, it has been very much appreciated."

"Thanks for always keeping up with all the news and sharing them with us. I tremendously appreciate the big effort put into your work."

"Thank you for the continuing Lobbying on behalf of hospitality."



# LISTENING TO YOU

We have kept our ear to the ground, listened and considered carefully your thoughts regarding a second term and how ERBID2 might operate. In addition to our usual newsletters and daily contact with businesses, we have undertaken specific consultation and engagement with regard to renewing ERBID1 which has included:



## WHAT WILL ERBID2 DO?



Through the consultation surveys you kindly shared with us how you would like to see the ERBID2 Destination Marketing Strategy developing over the next 5-years, to include:

- Upgrading the English Riviera website to provide a fantastic user experience for smartphone and tablet users
- Increase the use of digital media and streaming channels to reach new visitors rather than continued investment in high-cost terrestrial TV
- Maximise all Social Media Channels to reach and inspire new audiences
- Increase the investment in events to help attract more shoulder season visitors
- Increase the emphasis on eco-tourism and outdoor lifestyle to support the 'Naturally Inspiring' brand
- Introduce targeted 'Drive Time' Radio Advertising to reach new national audiences



### THE ENGLISH RIVIERA BRAND

The ERBID Company as the official 'caretaker' of the globally renowned English Riviera brand will continue to promote the refreshed 'Naturally Inspiring' branding and logo in all Destination Marketing activities with an increased emphasis on eco-tourism and the Great Outdoors. The official destination logo can be used by all Levy Payers in their own marketing activities.



## MARKETING CHANNELS

### DIGITAL MARKETING

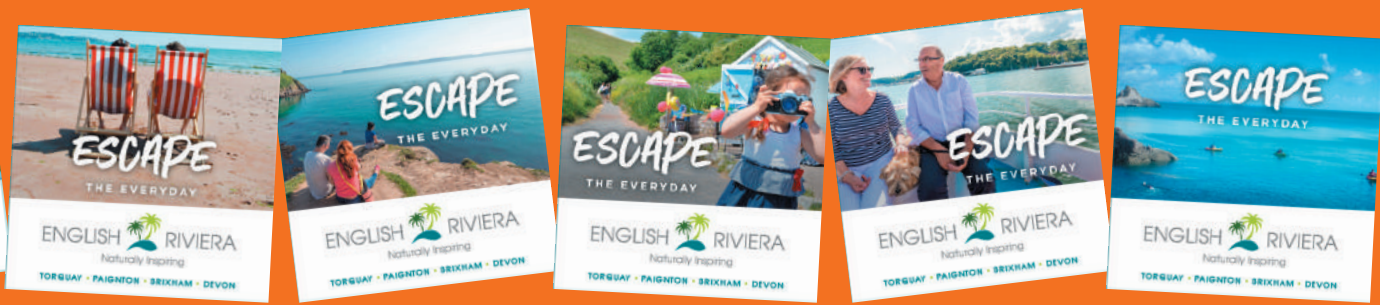
Working with digital experts ERBID2 will continue to invest heavily in a carefully selected mix of digital platforms to promote all that the resort offers. These will include: the English Riviera website, Google, Facebook, Instagram and emerging platforms such as WhatsApp and Tiktok. We will continue to deliver tactical seasonal digital campaigns targeting different age groups and demographics with the objective to drive increased staying and day visitor numbers into the destination, particularly the shoulder months.

### THE OFFICIAL ENGLISH RIVIERA WEBSITE

[www.englishriviera.co.uk](http://www.englishriviera.co.uk)

The English Riviera website is one of the ERBID's most important digital assets and at the heart of everything we do online. Attracting over one million people a year the site is used by visitors to learn more about the English Riviera and to book accommodation. It is our intention to upgrade the site to improve its mobile functionality further and provide expanded accommodation and ticketing options. **Every Levy Payer has a full page on the website to advertise their business worth £250 per annum.**

# DESTINATION MARKETING



## SOCIAL MEDIA

Linking to the official website, Social Media will continue to play a major part in ERBID2's Destination Marketing strategy providing an increasingly popular space for visitors to communicate and share travel experiences through the shared use of inspiring user generated content. ERBID2 will continue to invest in promoting the official English Riviera Facebook page and promoting the resort through Instagram, YouTube and emerging platforms such as TikTok and What's App to inspire prospective visitors.

## RADIO ADVERTISING

You asked through the ERBID2 consultation for ERBID2 to consider introducing Radio Advertising into the 'Marketing Mix.' We will explore this and get costings to produce an advert for major national and regional 'drive time' stations.

## TV/CINEMA ADVERTISING

The ERBID2 consultation highlighted that viewing patterns had changed through lockdown and TV advertising needed reviewing. Working with specialist media agencies we will explore Digital TV and Streaming opportunities further. Cinema Advertising will also be explored as this can be regionally targeted and reach significant audiences at relatively low cost.

## OUTDOOR MEDIA

The ERBID Company will continue to invest in high profile Outdoor Media Poster Advertising in key market areas as part of the national marketing strategy to raise the profile of the destination and drive direct traffic to the English Riviera website.

## PHOTOGRAPHY AND VIDEOGRAPHY

ERBID2 will continue to invest in top quality professional destination photography and videography to share free of charge with Levy Payers. The Riviera Photos website which is currently one of the ERBID's most valuable creative assets will be upgraded and regularly updated working with local photographers and videographers whenever possible. **Access to the Riviera Photos website is free of charge to all Levy Payers.**

## VISITOR INFORMATION SERVICE

ERBID2 will continue to provide a quality year-round online and offline Visitor Information Service providing a 'one stop shop' with free maps for visitors. Increased attendance at major events and the provision of a mobile service is aspired to.

This service will continue to offer additional promotional opportunities for Levy Payers through poster sites, leaflet display, ticket sales and free What's On listings for events.

ERBID2 will review the introduction of a high quality online/offline English Riviera Visitor Magazine supported by the ERBID Company, providing additional promotional opportunities for Levy Payers and an additional information source and 'keep sake' for Visitors.

# NEW AND EXPANDED EVENTS PLANNED

**STOP PRESS!**  
**NEW £600K**  
**JOINT FUND ANNOUNCED**

The English Riviera is uniquely placed to become the UK's Premier Resort with so many 'hooks' on which to attract new visitors to grow the Shoulder Months, the time of year you have told us you want ERBID2 to focus on. Presented on this page are what we consider are significant opportunities for us all, which working in partnership will help us increase our competitiveness and attract new visitors to the resort.

Through the consultation you have told us that you want ERBID2 to invest more in the development of new Events, particularly events held in the shoulder months. So we are delighted to announce that the ERBID Company and Torbay Council have agreed and committed a new joint fund upwards of £600k for the first 3 years of ERBID2 (2022, 2023 and 2024), to support the development of new year-round events.

## THE ERBID COMPANY PLAN TO CONTINUE INVESTING IN:

### **NEW** SPRING WALKING FESTIVAL

Springtime Walking Festival to be introduced



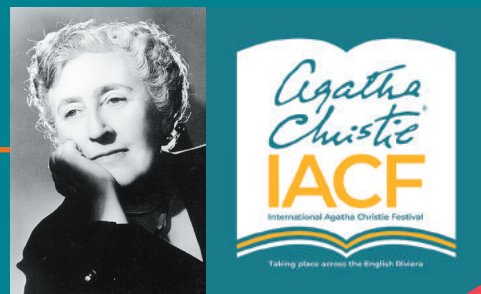
### ENGLISH RIVIERA AIR SHOW

English Riviera Air Show – ERBID2 to continue as sponsor



### AGATHA CHRISTIE FESTIVAL

International Agatha Christie Festival – ERBID to continue as sponsor



### SEAFOOD FEAST

Seafood FEAST – to be expanded as a larger Autumn food festival



**England's Seafood FEAST**



### **NEW** CHRISTMAS FESTIVAL

Christmas Event/Festival to be introduced





# THEMES AND INSPIRATION



## NEW THE GREAT OUTDOORS

As a result of COVID-19 outdoor activities have grown hugely in popularity with an increased desire to improve fitness and well-being. The English Riviera is perfectly placed to meet this demand for: sailing, running, walking, kayaking, wild swimming, paddle boarding, coasteering, fishing, scuba diving and leisure boating. With the popularity of the 'Great Outdoors' predicted to continue ERBID2 will increase the profile of these activities as part of its Destination Marketing Activities.

Building on the branding 'Naturally Inspiring' ERBID2 will be focusing much more on promoting our very special natural environment and the special things visitors can experience, including Dolphin and Seal Watching without harming the natural environment. We will work with local operators to develop and promote our Eco-Tourism visitor experiences including Wildlife Cruises. Our status as an UNESCO Global Geopark strengthens our proposition regarding eco-tourism.



## NEW ECO-TOURISM



## OUR UNIQUE LOCAL FOOD AND DRINK

Named England's Seafood COAST for good reason, the English Riviera is home to the UK's finest seafood and fresh fish landed at the world-famous Brixham Fish Market. Access to such a fresh catch benefits many local restaurants and provides the basis for a new annual Food Festival called England's Seafood FEAST introduced by the ERBID after securing government funding. ERBID2 will continue to focus heavily on the promotion of Local Food & Drink and related visitor experiences.

Our cultural and literary heritage is a distinctive part of the attraction of the English Riviera. ERBID2, in collaboration with the Council and Torbay Culture at the TDA, will support the continued development of the Cultural Tourism offer across the English Riviera including the Agatha Christie legacy and using the new Heritage Strategy as a basis for building new and inspiring website content with some truly great stories to share with visitors.



## OUR UNIQUE LITERARY & CULTURAL HERITAGE



## OUR UNIQUE GEOLOGICAL HERITAGE

ERBID2 will continue to work closely with the Global Geopark Management Group and continue to strongly promote the internationally recognised UNESCO accreditation awarded to the English Riviera Global Geopark in 2007 as a key message in all of our Destination Marketing activities. The geological tale behind the English Riviera Geopark is spectacular and attracts a diverse range of visitors from all over the world, all year-round.

ERBID2 will play its part in helping address climate change locally, encouraging Tourism and Hospitality businesses to help protect Torbay's natural environment, including our marine environments, and support Torbay Council and try and create a carbon neutral Torbay by 2030. We will identify ways we can all help reduce the impact our businesses have on our local environment and support one another to adopt more low carbon practices to achieve 'clean growth.'



## NEW CARBON NEUTRAL ENGLISH RIVIERA





ERBID Company meeting with the Tourism Minister

## PARTNERSHIP WORKING, COLLABORATION AND LEVY PAYER COMMUNICATIONS

ERBID2 represents a very exciting opportunity with 1,200 Tourism and Hospitality businesses working together to promote the English Riviera as one of the UK's Premier Resorts.

Continued partnership working and collaboration will continue to be critical moving forwards and a positive vote in support of ERBID2 will mean that we keep our official status as a DMO (Destination Management Organisation) and our continued association with:

- Department of Culture Media Sport – regular contact throughout COVID-19
- VisitEngland/VisitBritain (National Tourist Board) – regular national updates
- National Tourism Alliance (our leading national lobbying body)
- South West Tourism Alliance (our regional lobbying body)
- VisitDevon (our county DMO) – linking us to VisitEngland and VisitBritain
- Great South West Tourism Partnership (COVID-19 crisis partnership)
- Our local MP – for lobbying support directly into Government
- English Riviera Destination Management Group – overseeing the resort's development
- Torbay Council – including Tourism Cabinet Briefings
- TDA (Torbay Development Agency) – COVID-19 Recovery and Business Support
- Local Media – helping raise the profile of the resort and promote good news
- Torbay Business Forum including: Working Together and Torbay Together Forums

## TARGET MARKETS

Based on research the following target markets are being proposed as the focus for the ERBID2 Marketing Plan:

- STAYCATIONERS
- DAY VISITORS
- INTERNATIONAL VISITORS
- BUSINESS VISITORS
- GROUPS MARKET
- CRUISE MARKET



## RESEARCH, MONITORING AND EVALUATION

ERBID2 will build on the research, monitoring and evaluation that has been undertaken over the last 10 years to provide a vital continuation in monitoring tourism trends including:

### THE MONTHLY ENGLISH RIVIERA MONITOR

Undertaken by an independent Tourism Research Company, the monthly data that this confidential survey provides helps the ERBID Company to react quickly to trends and provide vital information relating to COVID-19.

### NEW – ANNUAL VISITOR SURVEYS

Recognising that COVID-19 has had a major impact on the marketplace and consumer behaviour, a new annual Visitor Survey is proposed to monitor consumer sentiments about taking UK Staycations and their expectations regarding products and services.

**ERBID prides itself on being an inclusive organisation that makes every Levy Payer and Partner feel involved and valued, and enables them to have the opportunity to share their experience and knowledge to support the successful delivery of the ERBID 5-year Business Plan.**

#### ERBID2 WILL:

- Continue the ERBID Focus Groups to ensure that all Levy Payers can share their views and experience
- Continue the operation of the ERBID Business Website
- Provide ongoing ERBID Business Updates
- Continue the ERBID Annual Tourism Exhibition and Conference

## WHAT IF YOU VOTE NO?

A 'No' vote will mean English Riviera Tourism and Hospitality Businesses will lose a great many benefits that ERBID1 currently provides. Here are just a few examples:

### LOST INVESTMENT

Over £3million in BID Levy would be lost to spend on Destination Marketing from 2022-2027.

### A LOSS OF MOMENTUM AND SUCCESS

The English Riviera would lose ground with other competitor BID destinations such as Blackpool, Great Yarmouth, Yorkshire Coast, Lincolnshire Coast and the Isle of Wight.

### LOSS OF ENGLISH RIVIERA WEBSITE AND SOCIAL MEDIA

The loss of a world-class website that attracts over one million users annually and extensive and targeted social media campaigns that currently reach millions of prospective visitors.

### DESTINATION MARKETING, EVENTS AND PROMOTION WILL CEASE

A 'No' vote would mean that this would all cease from January 2022 with the loss of our profile as a leading UK resort along with reduced footfall and visitor spend.

### BUSINESS SUPPORT WILL DWINDLE

The loss of a powerful and active body that works in the best interests of businesses. Particularly in post COVID-19 times, the loss of a powerful voice in support and recovery work. Research and monitoring will cease, impacting on our ability to compete and bring in additional funding.

## NO PLAN B

**There is NO replacement body that will deliver these services. There is NO Plan B.**

**Remember Torbay Council do not have any funds for a Destination Marketing function.**



# ERBID2 AREA AND ELIGIBLE BUSINESSES

## ELIGIBLE BUSINESSES TO WHICH THE



- ACTIVITY CENTRE
- AMUSEMENT ARCADE
- AQUARIUM
- BEACH HUT
- BINGO HALL
- BOTANICAL GARDEN
- BUS STATION
- CAFÉ
- CAMPING SITE
- CAR PARK
- CARAVAN PARK
- CASINO
- CHALET PARK
- CINEMA
- COACH PARK
- CRAZY GOLF SITE
- EXHIBITION HALL
- FARM PARK
- FESTIVAL SITE
- GARDEN CENTRE
- GO KART TRACK
- GUEST ACCOMMODATION
- GUEST HOUSE
- HARBOUR
- HISTORIC MONUMENT
- HISTORIC PROPERTY
- HOLIDAY PARK/CENTRE
- HOSTEL
- HOTEL



# ERBID LEVY WOULD APPLY

- INN
- KIOSK
- LANGUAGE SCHOOL
- LEISURE CENTRE
- LICENSED RESTAURANT
- MARINA
- MODEL VILLAGE
- MUSEUM
- NATURE RESERVE
- NIGHTCLUB
- PLEASURE PIER
- PUBLIC BOAT OPERATOR
- PUBLIC CONVENIENCE
- PUBLIC FOOTBALL CLUB
- PUBLIC GOLF COURSE
- PUBLIC HOUSE
- PUBLIC HOUSE HOTEL
- PUBLIC TENNIS CLUB
- RAILWAY STATION
- RESTAURANT
- TAKE AWAY
- SELF-CATERING HOLIDAY UNIT
- STEAM RAILWAY
- THEATRE
- TOURIST ATTRACTION
- WATER SPORT
- WINE BAR
- YACHT CLUB
- ZOO

## MARK SALMON

### BAYS BREWERY, PAIGNTON



Having worked closely with the ERBID Company for a number of years I have witnessed first-hand the enormous amount of work that has been done by them in promoting the English Riviera. Given the huge impact of Covid-19 the role of the ERBID Company will be even more vital in our recovery and we cannot afford to lose this. Collectively we all need to stand together and support ERBID2 to enable the excellent work to continue in shaping a positive future for us all.



## ANDY & JULIAN BANNER-PRICE

### OWNERS, THE 25 BOUTIQUE B&B TORQUAY



It's hard to conceive how the English Riviera would attract visitors without having the ERBID. As a small business, we feel the annual investment is one of the lowest we make in terms of advertising, much lower than booking platform commission charges yet delivers so much more.

Following the pandemic there's a huge opportunity for our destination marketing to attract new visitors to the Bay looking for a staycation. The TV adverts, professional website and high presence on social media alone project us above other tourist hotspots. We have no hesitation in voting YES to ERBID2.



# THE ERBID2 LEVY

If there is a YES vote all eligible businesses will contribute to the projects and activities outlined in this plan.

**Every eligible business in the BID area will pay the BID Levy, which is calculated as 1.95% of its premises rateable value. The rate will not change throughout the duration of the 5-year ERBID2 term. In order to raise more money for Destination Marketing and Events there will be a minimum Levy contribution of £150 per Eligible Business per annum.**

**For those paying the minimum Levy of £150 per annum, you will get the following benefits as a minimum:**

- **A POWERFUL INDUSTRY BODY ACTING ON YOUR BEHALF, LOBBYING AS REQUIRED**
- **ONGOING NATIONAL ADVERTISING INCLUDING: TV, RADIO AND ONLINE CAMPAIGNS**
- **MORE INVESTMENT IN EVENTS**
- **CONTINUATION OF THE VISITOR INFORMATION SERVICE, FREE VISITOR GUIDES AND MAPS**
- **FULL-PAGE ADVERT ON THE ENGLISH RIVIERA WEBSITE WITH A DIRECT LINK TO YOUR WEBSITE OR SOCIAL MEDIA PLATFORM WORTH £250 PER ANNUM**
- **CONTINUED FREE USE OF THE RIVIERA PHOTOS IN OUR IMAGE LIBRARY**
- **CONTINUED INVESTMENT INTO SHARED RESEARCH & MARKET INTELLIGENCE**

## VOLUNTARY CONTRIBUTORS

A business with a rateable value of under £3,000 will be formally exempt from paying the ERBID2 Levy but can join voluntarily. A voluntary contribution will entitle a business to the benefits listed as well as full rights as a company member. A minimum voluntary contribution of £150 per annum will apply.

## ERBID2 BID COMPANY MEMBERSHIP

Any ERBID2 Levy Payer or equivalent financial contributor can become a member of the English Riviera BID Company. This enables them to take part in the decision-making process and after a period of 12 months can stand for and vote during Board of Director elections.

**ELIGIBLE  
BUSINESSES WILL  
PAY 1.95% OF THEIR  
RATEABLE VALUE**

**HOWEVER,  
A MINIMUM  
PAYMENT OF £150  
WILL APPLY.**

## EXAMPLES OF ANNUAL LEVY CONTRIBUTIONS THAT WOULD APPLY:



**Café**

RV\* £3,000 @ 1.95%  
= £150



**Small Guest House**

RV £7,500 @ 1.95%  
= £150



**Restaurant**

RV £10,000 @ 1.95%  
= £195



**Entertainment and Leisure**

RV £15,000 @ 1.95%  
= £293



**Public House**

RV £25,000 @ 1.95%  
= £488



**Tourist Attraction**

RV £50,000 @ 1.95%  
= £975



**Caravan Park**

RV £100,000 @ 1.95%  
= £1,950



**Large Hotel**

RV £200,000 @ 1.95%  
= £3,900



**Self Catering Unit**

RV £8,700 @ 1.95%  
= £170



**Takeaway Kiosks and Premises**

RV £8,700 @ 1.95%  
= £170

\* RV = Rateable Value

# ERBID2 BUDGET FORECAST 2022 – 2027

## ERBID2 BUDGET

	2022/23	2023/24	2024/25	2025/26	2026/27	5 Year Totals
<b>Income</b>						
BID Levy	£532,000	£532,000	£532,000	£532,000	£532,000	£2,660,000
Additional Income	£70,000	£70,000	£70,000	£70,000	£70,000	£350,000
<b>Total Income</b>	<b>£602,000</b>	<b>£602,000</b>	<b>£602,000</b>	<b>£602,000</b>	<b>£602,000</b>	<b>£3,010,000</b>
<b>Expenditure</b>						
Projects and Services						
Destination Marketing	£376,300	£376,300	£376,300	£376,300	£376,300	£1,881,500
Events*	£100,000	£100,000	£100,000	£100,000	£100,000	£500,000
<b>Core Expenses</b>						
Staff	£100,000	£100,000	£100,000	£100,000	£100,000	£500,000
Office and IT Support	£12,000	£12,000	£12,000	£12,000	£12,000	£60,000
Insurance	£2,900	£2,900	£2,900	£2,900	£2,900	£14,500
Levy Collection Costs	£8,000	£8,000	£8,000	£8,000	£8,000	£40,000
Professional Fees	£2,500	£2,500	£2,500	£2,500	£2,500	£12,500
Bank Charges	£300	£300	£300	£300	£300	£1,500
<b>Total Expenditure</b>	<b>£602,000</b>	<b>£602,000</b>	<b>£602,000</b>	<b>£602,000</b>	<b>£602,000</b>	<b>£3,010,000</b>

\* To be match funded by Torbay Council for 2022, 2023 and 2024 generating a new joint £600,000 Event Development Fund.

## ADDITIONAL INCOME – DID YOU KNOW?

The English Riviera BID Company has raised over £550,000 in additional income over the past 4 years which has meant that all core staff costs have been covered, meaning that your Levy has all been spent on Destination Marketing.

For ERBID2 we will continue raising Commercial Income and seeking additional income through the following means, to maximise the funds for Destination Marketing:

- APPLYING FOR TOURISM GRANTS
- ENCOURAGING VOLUNTARY CONTRIBUTORS
- SEEKING SPONSORSHIP

# ERBID GOVERNANCE AND MANAGEMENT

## THE ENGLISH RIVIERA BID COMPANY AND BOARD

The English Riviera BID Company is a private sector led, not-for-profit company and has been governed by a board comprising of BID Levy Payers or equivalent voluntary financial contributors, together with other key stakeholders. All BID Levy Payers and equivalent financial contributors are eligible to become members of the Company and consequently vote on Company matters and seek office.

Board Director positions are unpaid and voluntary and include a mix of all sectors of business that operate within the BID area, as well as the necessary skills and experience required to deliver the Business Plan.

Seven of the Board positions (over 50% of the Board) are elected. Invitations will go out to all BID businesses and voluntary financial contributors to become members of the Company (a legal requirement).

Board Directors will be known to all businesses. There will be regular updates via newsletters and e-bulletins. The annual reports and accounts will be produced at the end of each year and available to members as well as Torbay Council's Overview and Scrutiny Board. The agenda, budget papers and minutes of each ERBID board meeting will also be displayed on the ERBID website.

One director will be appointed as the Chair of the ERBID Board through election by the Board members and can take a small stipend (up to £5,000 per annum) in recognition of the time required to undertake this role.

It will be a requirement that board members have all the necessary skills and knowledge to successfully drive the operational side of the Company. Levy funds will be strictly monitored by the board with all expenditure in line with the Business Plan.

The English Riviera BID Company will continue to work in partnership with Torbay Council, Business and Tourism Groups, to harness the best from each organisation involved in the BID and make the most of their existing resources. ERBID2 will not replace the existence or services of any of these organisations.

If successful at the renewal ballot the new term will commence on 1 January 2022. It will run for five years and then be required to seek renewal through a new ballot.

## BOARD STRUCTURE AND RECRUITMENT

There will be the opportunity for new Directors to be appointed during the ERBID2 5 year term.

There will be 13 Company Directors, 7 elected, 4 co-opted and 2 fixed positions (Chief Executive of the English Riviera BID Company and the Council Officer responsible for Tourism).

## THE ROLE OF TORBAY COUNCIL

Torbay Council has voted unanimously to support the proposed English Riviera Business Improvement District (ERBID), this means that:

1. Torbay Council will be responsible for overseeing the ballot, Levy collection and payment of the ERBID Levy to the English Riviera BID Company.
2. Torbay Council will vote YES on all their own eligible properties/sites in the ballot, subject to this final Business Plan.
3. Torbay Council will license free of charge the official use of the English Riviera brand and URL: [www.englishriviera.co.uk](http://www.englishriviera.co.uk)
4. Torbay Council will recognise that the ERBID Company will take over responsibility for operating as the official Destination Marketing Organisation (DMO) for Torbay and partner to Visit England/Britain.
5. Torbay Council is required to provide a baseline statement giving the details of the baseline services it provides and an operating agreement for the collection, enforcement and payment of the ERBID Levy. These agreements will be available to Levy Payers on request.





# WELCOME BACK

[Plan your visit now >](#)

## FAQS

### **ERBID1 HAS BEEN RUNNING FOR 5 YEARS, WHY CAN'T IT JUST CONTINUE?**

BIDs last for a maximum of 5 years, once that term is over the BID is legally required to review its projects, produce a new Business Plan stating its objectives for the next 5 years and this new plan is then voted on by BID businesses that will be required to pay the Levy. This is known as a renewal ballot.

### **IS THIS JUST ANOTHER TAX AND WILL IT SUBSTITUTE THOSE SERVICES THAT TORBAY COUNCIL IS RESPONSIBLE FOR PROVIDING?**

A BID cannot replace or substitute local authority services i.e. those covered by your business rates. Torbay Council has provided baseline statements as part of the BID renewal for both its statutory and discretionary services. This can be viewed on request and are:

- Cleansing and Maintenance, Beach Cleaning, Car Parking, CCTV, Tourism, Markets
- Festivals and Events, Street Furniture, Street Lighting, Planting and Landscaping, Public Conveniences, Highways and Roads, Policing

ERBID can choose to enhance and add to these services using BID Levy income.

### **HOW MUCH WILL I PAY?**

On behalf of the English Riviera BID Company, the Council will collect a Levy from each eligible business which is transferred to the BID Company and used to implement the projects laid out in this plan. Eligible businesses will pay 1.95% of their rateable value. This is collected annually. There will be a minimum Levy of £150 for ERBID2. Those below £3,000 in rateable value will be formally exempt.

### **I AM NOT AN ELIGIBLE BUSINESS – CAN I STILL TAKE PART?**

Yes, businesses that are formally exempt from paying the BID Levy can contribute voluntarily. If you join the BID in this way you have exactly the same rights to the governance and management of the company as any other business.

### **WHEN WILL THE SECOND MANDATE PROJECTS BEGIN TO BE DELIVERED?**

ERBID1 is due to end on 31 December 2021. The new term will then start from 1 January 2022. If the renewal ballot is unsuccessful all ERBID1 services will cease immediately on 31st December 2021.

# POSITIVE PRAISE FOR ERBID

**IAN D SOLKIN MIH**  
MANAGING  
DIRECTOR,  
CARY ARMS,  
BABBACOMBE



We believe in proactive marketing and promotion of Torbay and the wider area. The ERBID Company is essential in driving a clear and targeted message and an overall strategy for tourism. With its expertise it helps bring many different types of businesses together as one, and promote the Bay as a whole. In 2020 the ERBID has helped more than ever giving clear direction in an ever-changing landscape and sending vital information to government in its fight against COVID-19 and how the hospitality sector can go forward.

**MAUREEN  
MCALLISTER**  
OPERATIONS  
DIRECTOR,  
PALACE THEATRE,  
PAIGNTON



It's important to have a one stop shop for tourism in the English Riviera, a platform to promote our offer and events, and a physical space selling our tickets to visitors and residents alike. The ERBID company provides this, as well as maintaining the highest profile for the destination, through digital and social channels. We look forward to enhancing working relationships across all businesses in the sector, there is so much we can all do by working together to build a successful future for tourism and culture.

**MIKE RHODES**  
MD, BABBACOMBE  
MODEL VILLAGE,  
BABBACOMBE



In an age where Digital Marketing is so important and, in a year, where the move online has been monumental, we would certainly not want to be without the ERBID Company. Their national and regional marketing campaigns are very well targeted and a yes vote will be essential for the Bay as we move forwards and continue to compete effectively with other leading UK Seaside destinations.

**NICK POWE**  
DIRECTOR OF  
KENTS CAVERN  
AND CHAIR OF  
THE ENGLISH  
RIVIERA UNESCO  
GLOBAL GEOPARK



The ERBID Company has been successful in positioning the resort above many other UK destinations and I want to see a second 5-year term. The Company has demonstrated great skill in tactical marketing, using the latest digital assets to attract visitors from across the UK and from overseas. The ERBID Levy provides us with the highest return of all our promotional activity, reaching audiences otherwise unobtainable to us. Their role includes promoting the Bay's outstanding natural and coastal environment alongside its UNESCO Global Geopark status.





**RICHARD HANBURY**  
DIRECTOR,  
REACH OUTDOORS,  
GOODRINGTON



Since its inception, the ERBID company has developed a professional brand for the English Riviera that we can all be proud of. The collaboration of resources from Levy Payers allows the English Riviera to reach audiences through targeted Destination Marketing campaigns that are continually reacting to latest industry trends. It listens to its members and invites Levy Payers to take an active role in its future direction. As a small business we feel our Levy contribution provides an excellent return on investment.

**ALEX FOLEY**  
OWNER OF  
GUARDHOUSE  
CAFÉ, BERRY  
HEAD, BRIXHAM



The ERBID Company has a proven track record of increasing visitor numbers and spend in our local tourist economy – in contrast to a 30% fall in visitor numbers between 2005-10. Visitors are essential to our local economy and we all need to be investing in Destination Marketing so that our region can compete with other UK and international holiday destinations. No business alone can deliver this – we need an experienced team and a good budget to invest strategically, year after year. I believe it's absolutely vital to back the ERBID2 with a YES vote.

**RAY AND PAULA  
DUFFY**  
OWNERS OF  
GROSVENOR HOUSE,  
TORQUAY



Small business marketing budgets will never be enough to reach national/international audiences, but our money combined has, and can continue to make a big difference.

The strength of the ERBID is delivering a co-ordinated strategy, that promotes all aspects of the English Riviera. Now, more than ever, as we emerge from COVID-19, it is vital the English Riviera is kept in people's minds. By supporting the 5-year renewal we can all help shape a positive future for the Bay, and by extension, our own businesses.

**EDWARD BENCE**  
OWNER, BERRY  
HEAD HOTEL,  
BRIXHAM



There has probably NEVER been a more important time for ERBID2. Once we begin to emerge from COVID-19 which has decimated our tourism economy, you may be sure, that many of our competitors will be investing to regain as much market share as they possibly can! Competition will be fierce and we need to ensure that we are in Poll position. We need to keep Tor Bay at the forefront of everyone's mind as the Destination of Choice in the years ahead. Working together has never been more important.

# BID LEVY RULES AND BALLOT

## LEVY RULES

- The BID Regulations of 2004, approved by the Government, sets out the legal framework within which BIDs have to operate, including the way in which the Levy is charged and collected, and how the ballot is conducted
- The term of the ERBID will be for a period of 5 years
- The Levy rate is fixed and will not be subject to variation by the annual rate of inflation
- VAT will not be charged on the BID Levy
- The BID Levy will be applied to all eligible business ratepayers within the defined area
- The following exemptions to the BID Levy apply
  - Those with a rateable value of less than £3,000
  - Public Houses with a rateable value of less than £12,000
  - Businesses whose primary function does not fall into the categories identified on Pages 20-21
  - Non-retail charities with no paid staff, trading income, arm or facilities and entirely voluntary or subscription based organisations
- The Levy will be a fixed rate of 1.95% based on the rateable value per hereditament as at 1st April each year using the most current Non-Domestic Ratings list. It will be updated for any changes in ratepayer appeals, additions, or removals
- The minimum ERBID2 Levy payable will be £150 per annum
- The BID Levy will be paid by any new ratepayer occupying any existing hereditaments (a business rated property) within the BID area
- New hereditaments will be charged from the point of occupation based on the rateable value at the time it enters the rating list, even though they did not vote on the initial proposal
- If a business ratepayer occupies premises for less than one year, the amount of BID Levy payable will be calculated on a daily basis
- Empty properties, those undergoing refurbishment or being demolished will be liable for the BID Levy via the registered business ratepayer with no void period
- The BID Levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemptions, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988
- Under the BID regulations 2004, Torbay Council is the only organisation that can collect the Levy on behalf of the BID Company
- The Levy income will be kept in a separate ring-fenced account and transferred to the BID on a monthly basis
- Collection and enforcement arrangements will be similar to those for the collection and enforcement of non-domestic business rates with the BID Company responsible for any debt write off. The BID area and the Levy rate cannot be altered without a further ballot
- The BID projects, costs and timescales can be altered subject to board approval providing the changes fall within the income and overall objectives of the BID
- The Levy rate or boundary area cannot be increased without a full alteration ballot. However, if the BID company wishes to decrease the Levy rate during the period, it will do so through a consultation, which will, as a minimum, require it to write to all existing BID Levy Payers. If more than 25% object in writing, then this course of action will not proceed
- The English Riviera BID Company will meet at least six times a year. Every Levy paying business will be eligible to be a member of the BID Company and vote at Annual General Meetings
- The Board will produce a set of annual accounts available to all members





## ERBID2 BALLOT

- All eligible businesses have the opportunity to vote
- The ballot will be conducted through an independent, confidential postal vote by the Returning Officer at Torbay Council, which is the responsible body as determined by the BID legislation
- Each eligible business ratepayer will have one vote in respect of each hereditament within the BID area, provided they are listed on the National Non-Domestic Rates List for the defined area as provided by Torbay Council. Organisations occupying more than one hereditament will have more than one vote
- A proxy vote is available, and details will be sent out by the Returning Officer at Torbay Council
- Ballot papers will be sent out to the appropriate organisation from 27 May 2021, to be returned no later than 5pm on 24 June 2021
- For ERBID2 to go ahead, two conditions must be met:
  - More than 50% of businesses that vote must vote in favour
  - Of the businesses that vote, the 'yes' votes must represent more than 50% of the total rateable value of all votes cast





# INTRODUCING THE ERBID BOARD OF DIRECTORS



## **Kelly Widley – Food and Drink Hospitality Consultant**

Kelly supports hospitality venues across the Bay and was actively involved with the 'Purple Flag' scheme to ensure that our night time economy operates safely.

Contact: [kwidley@outlook.com](mailto:kwidley@outlook.com)



## **Tim Godfrey Chairman**

As a senior partner of Bishop Fleming Tim was appointed the new chair of the ERBID Company and is responsible for leading and overseeing the Company's finances.

Contact: [TGodfrey@bishopfleming.co.uk](mailto:TGodfrey@bishopfleming.co.uk)



## **Kevin Mowat Director of Place, Torbay Council**

Kevin sits on the Council's Senior Leadership Team and has a very wide range of responsibilities managing multiple visitor service areas across the resort.

Contact: [Kevin.Mowat@torbay.gov.uk](mailto:Kevin.Mowat@torbay.gov.uk)



## **Anthony Payne-Neale Court Prior Boutique B&B**

Anthony is owner of Court Prior Boutique B&B and a Chartered Marketeer with extensive experience in the professional services sector and chairs the Accommodation Focus Group.

Contact: [anthonypayne\\_neale@hotmail.com](mailto:anthonypayne_neale@hotmail.com)



## **Martin Brook Pilgrims Rest Cottages**

Martin has over 30 years' experience in financial management and owns Pilgrim's Rest Cottages. Martin has a particular interest in Events and chairs the Events Focus Group.

Contact: [mbrook@btconnect.com](mailto:mbrook@btconnect.com)



## **Chris Hart – Chief Executive, Wollens Solicitors**

Chris is former Chair of the English Riviera Tourism Company and currently sits as a co-opted Director providing legal and governance support.

Contact: [chris.hart@wollens.co.uk](mailto:chris.hart@wollens.co.uk)



## **Pippa Craddock – Marketing Director, South West Environmental Parks**

Pippa has over 20 years of marketing experience in the leisure and tourism sector and currently chairs the ERBID Destination Marketing Focus Group.

Contact: [Pippa.Craddock@paigntonzoo.org.uk](mailto:Pippa.Craddock@paigntonzoo.org.uk)



## **Claire Flower Director, Beverley Holidays**

Director of Beverley Holidays in Paignton, Claire specialises in marketing and is vice-chair of the ERBID Marketing Focus Group and supporting Media Spokesperson.

Contact: [claire@beverley-holidays.co.uk](mailto:claire@beverley-holidays.co.uk)



## **Richard Cuming Bygones**

Richard is a partner at Bygones a family run business in Babbacombe and former chairman of the English Riviera Attractions Partnership.

Contact: [Richard.bygones@googlemail.com](mailto:Richard.bygones@googlemail.com)



## **Jason Garside – MD and CEO, TLH Leisure Resort**

Jason has been in the hospitality industry for 25 years and started his career with the Rank Organisation working for the Butlins Hotels.

Contact: [jgarside@tlh.co.uk](mailto:jgarside@tlh.co.uk)



## **Simon Jolly – MD, Riviera International Conference Centre**

With a wealth of experience Simon is General Manager of the Riviera International Conference and Leisure Centre.

Contact: [simon.jolly@kexleisure.org.uk](mailto:simon.jolly@kexleisure.org.uk)



## INTRODUCING THE ERBID EXECUTIVE TEAM

### **Carolyn Custerson – Chief Executive Officer (CEO)**

Carolyn has 35 years' experience working in the UK Tourism Industry and led on the establishment of ERBID1. Previous roles include CEO of the ERTC and Director of UK Holidays for SAGA. Carolyn is a Director of the ERBID Company, Director of VisitDevon and member of the VisitEngland Destinations Forum.

Contact: [carolyn@englishrivierabid.co.uk](mailto:carolyn@englishrivierabid.co.uk)

### **Angie Wright – Operations Executive**

Angie has lived in Torquay all her life and knows the resort well. As Operations Executive Angie leads on the day to day contact with Levy Payers including updating Levy Payers details on the website and answering questions. One of Angie's favourite projects is staging the Annual Tourism Exhibition.

Contact: [angela@englishrivierabid.co.uk](mailto:angela@englishrivierabid.co.uk)

### **Katrine Harrington – Visitor Information Executive**

Katrine has over 10 years' experience working in and running the Visitor Information Centre on Torquay Harbour and its associated Visitor Information Points. Having always lived locally Katrine has excellent local knowledge and enjoys helping visitors get the most out of their visit, answering many enquiries every day.

Contact: [katrine@englishrivierabid.co.uk](mailto:katrine@englishrivierabid.co.uk)



## A POWERFUL VOICE

The ERBID Company continues to respond to numerous press, PR and media enquiries assisting researchers with images, quotes and interviews. These have included:

**THE BBC, SPOTLIGHT AND NATIONAL NEWS • CHANNEL 5 – HOLIDAYING WITH JANE MCDONALD • BBC RADIO DEVON • ITV WEST COUNTRY • RDF TV BRISTOL • BBC RADIO 4 • TELEGRAPH • OBSERVER • SUNDAY TIMES • MAIL ON SUNDAY • GUARDIAN, TIME OUT • LONELY PLANET • TRIPADVISOR • SATURDAY KITCHEN • THE GADGETSHOW • WESTERN MORNING NEWS • TORBAY WEEKLY • TORBAY COUNCIL COMMUNICATIONS TEAM • AND A NUMBER OF INTERNATIONAL FREELANCE JOURNALISTS REPORTING FROM THE UNITED STATES, GERMANY, HOLLAND AND BELGIUM.**



# ERBID2

Please note this document has been produced by the English Riviera BID Company and is the ERBID2 Final Business Plan on which Eligible Businesses will have the opportunity to vote in the forthcoming Renewal Ballot.

## KEY DATES

- **Week Commencing 10th May**  
Summary Business Plan posted to all Eligible Levy Payers
- **Week Commencing 10th May**  
Final Business Plan posted online
- **27th May 2021** – **Postal Ballot Opens**
- **24th June 2021** – **Postal Ballot closes**
- **25th June 2021** – **Ballot Declaration**

## CONTACT DETAILS

Should you require any further information please contact:  
Carolyn Custerson, Chief Executive Officer, English Riviera BID  
Company Ltd, 5 Vaughan Parade, Torquay, Devon, TQ2 5JG

E: [carolyn@englishrivierabid.co.uk](mailto:carolyn@englishrivierabid.co.uk)

M: 07968 261845

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[www.englishrivierabid.co.uk](http://www.englishrivierabid.co.uk)