

PLEASE
REVIEW



ENGLISH RIVIERA

BID COMPANY

ERBID2
CONSULTATION
DRAFT
BUSINESS PLAN
2022-2027

ENGLISH RIVIERA
BUSINESS IMPROVEMENT DISTRICT



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



TIM GODFREY, CHAIR
ENGLISH RIVIERA BID COMPANY LTD

INTRODUCTION

The English Riviera Business Improvement District (ERBID1) came into being in January 2017 for its first 5-year term. Working on behalf of the 1,000+ eligible Tourism and Hospitality Businesses, the ERBID's primary purpose is to fund ongoing, professionally coordinated, Destination Marketing activities to attract more visitors – all year round.

Operated by the English Riviera BID Company with a Board of Directors (drawn from local business representatives who work on a voluntary basis) ERBID1 has been driven by the private sector, with the belief that local businesses, working together, will have a more influential voice in shaping the future of our destination.

£500,000 per annum is currently collected in ERBID Levy and this funds the Destination Marketing activity that you have requested, including National Advertising. You can review ERBID1 Destination Marketing activity on pages 8-12 of this document.

Regrettably on December 31st 2021, ERBID1 will come to the end of its 5-year term and unless the majority of businesses want ERBID2 the English Riviera BID Company will close and all current activity, including National and Regional Advertising, the operation of the English Riviera website and English Riviera Visitor Information Service will stop.

With the investment and rejuvenation that we are all seeing around us, a joint commitment for the need for ERBID2, I believe, is vital. The fact is, the English Riviera's Tourism and Hospitality industry is a pivotal part of our economy, providing thousands of livelihoods and we are all dependent on the 4.7 million visitors we attract each year.

To secure ERBID2 we need to stage a renewal ballot in June 2021 and produce a new 5-year Business Plan on which eligible businesses will vote. This document represents the First Draft ERBID2 Business Plan and will form the basis of our consultation with you. Your feedback will then influence the content of the Final ERBID2 Business Plan, on which eligible businesses will vote.

A lot is at stake, a 'YES' vote would mean an estimated over £3.5 million for marketing the resort from 2022 – 2027. A 'NO' vote will mean that there will be no money available for Destination Marketing from January 2022. The fact is, local authority support for Destination Marketing, as a discretionary spend, has gone.

In the wake of COVID-19 and our business environments ever more fragile, I believe that continuing to work in partnership, supporting one another and promoting the English Riviera brand professionally remains absolutely vital.

As an eligible business please take the time to read this important Consultation Document.

Yours sincerely

Tim Godfrey
Chair, English Riviera BID Company Ltd.

WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

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. 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 £4 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
- Powerful Social Media Platforms (Facebook, Instagram, YouTube)
- Excellent Working Relationships with strategic partners including VisitEngland
- Attendance to 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 does 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



Over 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:



£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 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:



INCREASED MONEY AVAILABLE TO INVEST IN DESTINATION MARKETING

Over £75 generated for every marketing pound invested, 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.



ATTRACTED NEW VISITORS

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.

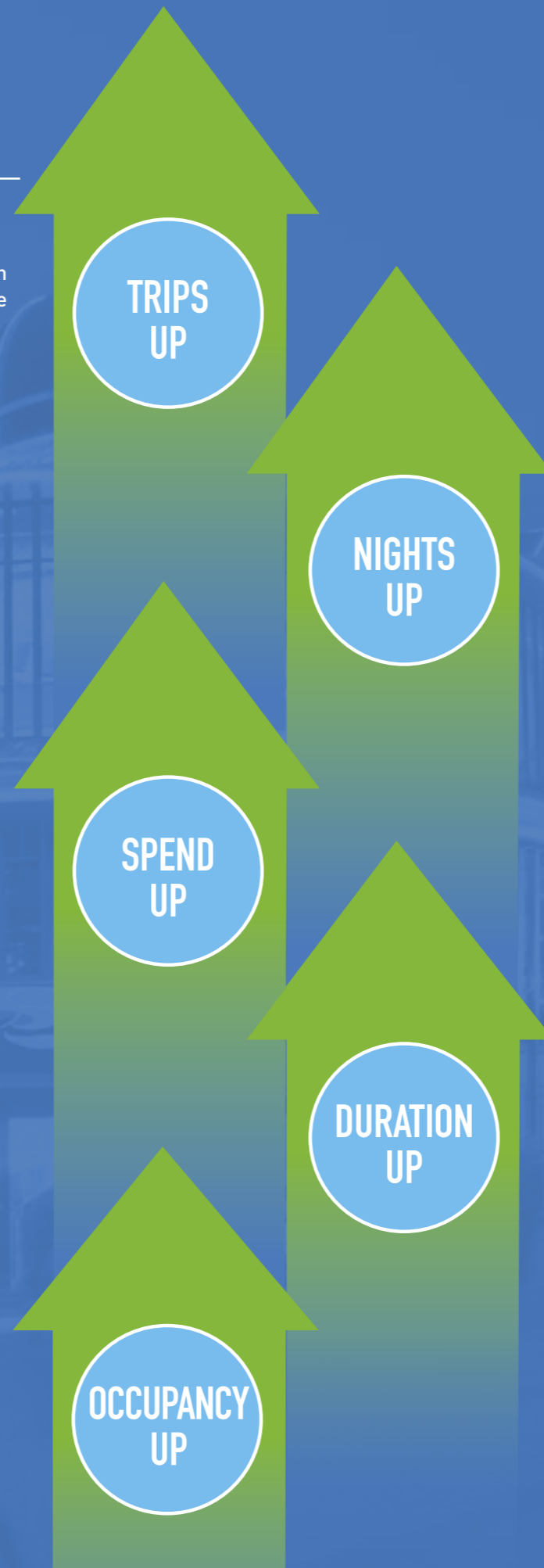
Increases in shoulder season occupancy

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.



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 three new English Riviera TV Commercials in 2018, 2019 and 2020
- London Mainline Train Station Advertising in 2019 and 2020
- 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



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

- COVID-19 Impact Surveys were invested in immediately 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

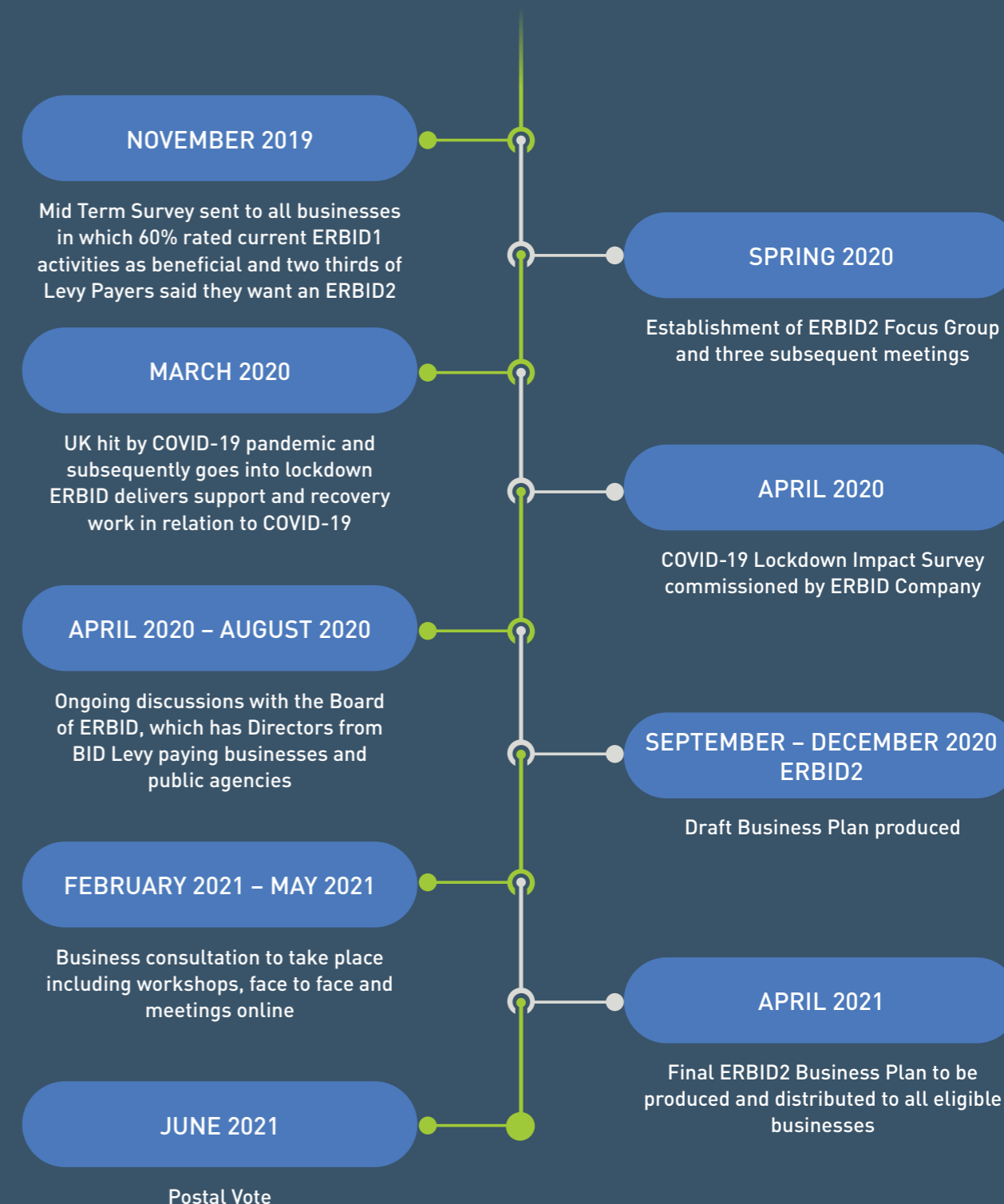
MEDIA ACTIVITY

- 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



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?



YOU HAVE TOLD US SO FAR THAT YOU WANT ERBID2 TO CONTINUE TO FOCUS ON DESTINATION MARKETING AND IN PARTICULAR TO INVEST IN NATIONAL ADVERTISING.

IN RESPONSE WE ARE PROPOSING THAT THE ERBID2 BUSINESS PLAN SHOULD INCLUDE MANY OF THE MARKETING ACTIVITIES THAT WE HAVE SUCCESSFULLY DELIVERED IN THE FIRST TERM, BUT TO CONSIDER NEW MARKETING OPPORTUNITIES TOO.

Please note that with the ongoing uncertainty of COVID-19 and its longer-term effects, some projects may need to be reviewed and adjusted accordingly.

A FOCUS ON DESTINATION MARKETING

ERBID2 will take responsibility for promoting everything that a visitor can experience on the English Riviera, including Where to Stay, Where to Eat and What to Do to maximize the exposure of the 1,200 Levy Payers that ERBID2 will represent.

In this section we highlight our provisional Destination Marketing plans for the second term which are dependent on a 'YES' vote in the 2021 ballot.



1. THE ENGLISH RIVIERA BRAND

Operating as the official Destination Marketing Organisation (DMO) for Torbay, the ERBID Company is the 'caretaker' of the powerful and globally recognised English Riviera Brand.

Consumer Research is continuing to highlight a growing interest in the Great Outdoors and it was with this in mind that a new logo carrying the caption '**Naturally Inspiring**' was introduced by the ERBID Company. This new logo will be available for all Levy Payers to use in their own marketing, as well as being promoted by the ERBID company.



2. MARKETING CHANNELS

We have available to us a large choice of online and offline Marketing Channels through which we can target prospective visitors. These are the main Marketing Channels that we propose the ERBID2 Business Plan should focus on:

A. ENGLISH RIVIERA WEBSITE

- With over 2,000 pages and attracting over one million users per annum ERBID2 will continue to invest in the development and promotion of the official English Riviera Website as our global 'shop window.' All ERBID promotional activity drives traffic to the home page
- Every Levy Payer will continue to be allocated a Full-Page Advertisement on the official English Riviera website to promote their own business and including a direct link to their own website
- ERBID2 will continue to offer an integrated online Accommodation Booking System on the official website and a free facility to promote Events

B. NATIONAL TV ADVERTISING

With the ability to reach very large audiences the ERBID Company is planning to continue to invest in TV Advertising as part of the ERBID2 Destination Marketing Plan.

C. RADIO ADVERTISING

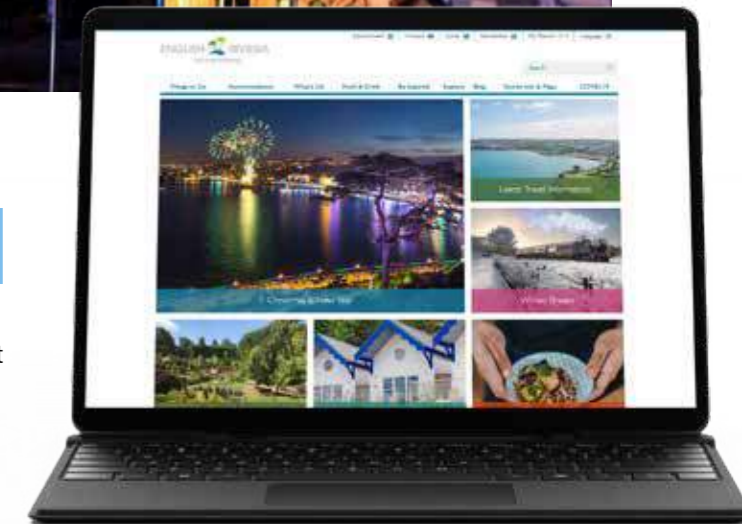
Regional and National Radio Advertising will also be considered as part of the Marketing Mix for the 2022-2027 Marketing Plan.

D. SOCIAL MEDIA

Building on 50,000 followers ERBID2 will continue to invest in promoting the official English Riviera Facebook, Instagram and YouTube platforms to inspire visitors.

E. OUTDOOR MEDIA

Outdoor Media including strategic Poster Sites can be very useful in raising awareness of the English Riviera and driving traffic to the official website to find out more.



TARGET MARKETS

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

A. STAYCATIONERS

With continuing market challenges being forecast (including COVID-19 and Brexit) ERBID2 will continue to focus on the Domestic Holiday Market targeting: Millennials, Couples and Families to visit all year round.

B. DAY VISITORS

The English Riviera is one of the South West's top day visitor destinations attracting 3.5 million Day Visitors every year. ERBID2's priority will be to continue to increase Day Visitors in the Shoulder Season targeting Bristol, Taunton, Exeter and Plymouth.

C. INTERNATIONAL VISITORS

ERBID2 will target International Markets that offer the greatest opportunity post-Brexit, working with our Language Schools, VisitBritain and associations with Agatha Christie.



D. BUSINESS VISITORS

ERBID2 will continue to work in partnership with local businesses and partners to generate new conferences and business events.

E. GROUPS MARKET

The Groups Market is estimated to be worth £20 million per annum. ERBID2 will continue to invest in promoting and supporting the Groups Market, including staging the annual English Riviera Group Operators Showcase and attending national exhibitions.

F. CRUISE MARKET

Torquay is an established cruise port that offers operators an excellent choice of excursions. ERBID2 will support the promotion of the port and the Visitor Information Service will continue to encourage Cruise Ship passengers to spend time in the resort.



ERBID2 would see the investment of over £500,000 per annum in a range of professionally coordinated offline and online Destination Marketing activities to target the above markets including:

- NATIONAL ADVERTISING (TV, RADIO, EXHIBITIONS, OUTDOOR MEDIA)
- REGIONAL ADVERTISING (RADIO, POSTER SITES, BUS SIDES)
- DIGITAL SEASONAL CAMPAIGNS (SPRING, AUTUMN, CHRISTMAS, WINTER)
- INTERNATIONAL ADVERTISING (ATTENDANCE TO INTERNATIONAL EXHIBITIONS)

3. INVESTING IN EVENTS AND KEY VISITOR SERVICES

You have told us that you want ERBID2 to invest more in the development of Events, particularly events held in the shoulder months, specifically at Christmas and including some Key Visitor Services.

ERBID2 WILL:

- Increase the value of the ERBID Event Development Fund to support the development and promotion of more events
- Provide financial support for the English Riviera Air Show
- Provide financial support for England's Seafood FEAST
- Provide financial support for the International Agatha Christie Festival (IACF)
- Provide financial support for the Blue Flag Beach Awards and Seafront and Harbour Illuminations



4. THEMES AND INSPIRATION

The English Riviera has a great History and Heritage, with many compelling and unique stories to captivate and inspire visitors to travel here. It is proposed that ERBID2 will build on these unique themes as part of the Destination Marketing messages, supporting the development of more world-class Visitor Experiences including new walks and trails.

A. OUR UNIQUE LITERARY AND CULTURAL HERITAGE

As Agatha Christie's Birthplace ERBID2 will look to support the enhancement and promotion of associated Literary and Cultural Visitor Experiences building on partnership projects such as 'Writers on the Riviera'.



B. OUR UNIQUE GEOLOGICAL HERITAGE

ERBID2 will continue to strongly promote the internationally recognised UNESCO accreditation awarded to the English Riviera Global Geopark to attract new visitors.



C. 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 the world-famous Brixham Fish Market. ERBID2 will continue to work closely with and promote all our Local Food and Drink businesses.



D. MEDIA, TV AND FILM

We are a film-friendly destination and ERBID2 will continue to support and work with Torbay Council and Media Companies in maximizing filming opportunities for the resort. We will also build on our local, regional, national and international media contacts and activity that has been achieved to date to help maintain a positive profile.



5. ENGLISH RIVIERA VISITOR INFORMATION SERVICE

You have told us that you really value the English Riviera Visitor Information Service and that you want ERBID2 to continue operating this Award-Winning Service, which we are planning to do. ERBID2 will continue to reply to all Visitor Enquiries and produce free maps and visitor guides.

6. 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.

7. PARTNERSHIP WORKING AND COLLABORATION

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
- Torbay Business Forum including: Working Together and Torbay Together Forums

8. LEVY PAYER COMMUNICATIONS

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

ERBID2 WILL:

1. **Continue the ERBID Focus Groups** including open invitation discussion groups for Destination Marketing, Accommodation, Attractions, Events, Food and Drink Businesses.
2. **Continue the operation of the ERBID Business Website** posting industry information, regular updates and ERBID company news.
3. **Provide ongoing ERBID Business Updates.** During the COVID-19 crisis ERBID distributed information on a daily basis relating to both Lockdowns, the July 4th opening, grants and business support available, utilising the up to date ERBID Database, to ensure tourism businesses received vital and valuable information.
4. **Continue the ERBID Annual Tourism Exhibition and Conference.** This well-established annual tourism event has been staged by the ERBID Company for the past 4 years and it is proposed that this annual event would continue to be staged.
5. **Continue the ERBID Tourism Awards** to showcase our very best businesses encouraging participation in Regional and National Awards.

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 does not have any funds for a Destination Marketing function.

ERBID2 AREA AND ELIGIBLE BUSINESSES

ELIGIBLE BUSINESSES TO WHICH THE ERBID LEVY WOULD APPLY



- ACTIVITY CENTRE
- AMUSEMENT ARCADE
- AQUARIUM
- BEACH HUT
- BINGO HALL
- BOTANICAL GARDEN
- BUS STATION
- CAFÉ
- CAMPING SITE
- COACH PARK
- CAR PARK
- CARAVAN PARK
- CHALET PARK
- CINEMA
- 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
- INN
- 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



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 £250 per Eligible Business per annum.

For those paying the minimum Levy of £250 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 PHOTO 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 benefit from the benefits listed as well as full rights as a company member. A minimum voluntary contribution of £250 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 £250 WILL APPLY.

EXAMPLES OF ANNUAL LEVY CONTRIBUTIONS THAT WOULD APPLY:



Café
RV* £3,000 @ 1.95%
= £250



Small Guest House
RV £7,500 @ 1.95%
= £250



Restaurant
RV £10,000 @ 1.95%
= £250



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%
= £250



Takeaway Kiosks and Premises
RV £8,700 @ 1.95%
= £250

* RV = Rateable Value

ERBID2 BUDGET FORECAST 2022 – 2027

The proposed budget for the new ERBID2 5-year term which is FORECAST TO GENERATE OVER HALF A MILLION POUND MORE IN BID LEVY THAN ERBID 1

is set out below:

5 YEAR BUDGET – INCOME AND EXPENDITURE

	2021/22	2022/23	2023/24	2024/25	2025/26	5 Year Totals
Income						
BID Levy	£620,000	£620,000	£620,000	£620,000	£620,000	£3,100,000
Additional Income	£60,000	£60,000	£60,000	£60,000	£60,000	£300,000
Total Income	£680,000	£680,000	£680,000	£680,000	£680,000	£3,400,000
Expenditure						
Projects and Services						
Marketing, Promotions & Events	£511,000	£511,000	£511,000	£511,000	£511,000	£2,555,000
Research, Monitoring & Evaluation	£20,000	£20,000	£20,000	£20,000	£20,000	£100,000
Staff	£100,000	£100,000	£100,000	£100,000	£100,000	£500,000
Training	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
Office and IT Support	£15,000	£15,000	£15,000	£15,000	£15,000	£75,000
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	£1,500	£1,500	£1,500	£1,500	£1,500	£7,500
Bank Charges	£600	£600	£600	£600	£600	£3,000
Contingency	£20,000	£20,000	£20,000	£20,000	£20,000	£100,000
Total Expenditure	£680,000	£680,000	£680,000	£680,000	£680,000	£3,400,000
Surplus/Deficit	0	0	0	0	0	0

ADDITIONAL INCOME

The ERBID Company has raised additional income in the first term and will of course continue to pursue income in addition to the ERBID Levy. This additional income could be generated through the following means:

- GRANT OPPORTUNITIES
- VOLUNTARY CONTRIBUTIONS
- SPONSORSHIP OPPORTUNITIES
- COMMERCIAL INCOME GENERATING ACTIVITIES

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.

All Board positions are voted on through an election process. 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 of the Directors will be voted in as Chair. The Chair of the ERBID Board will be voted for by the 13 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

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
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.



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 £250 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.

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
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.

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.

RAY AND PAULA DUFFY
GROSVENOR HOUSE, LICENCED GUEST 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

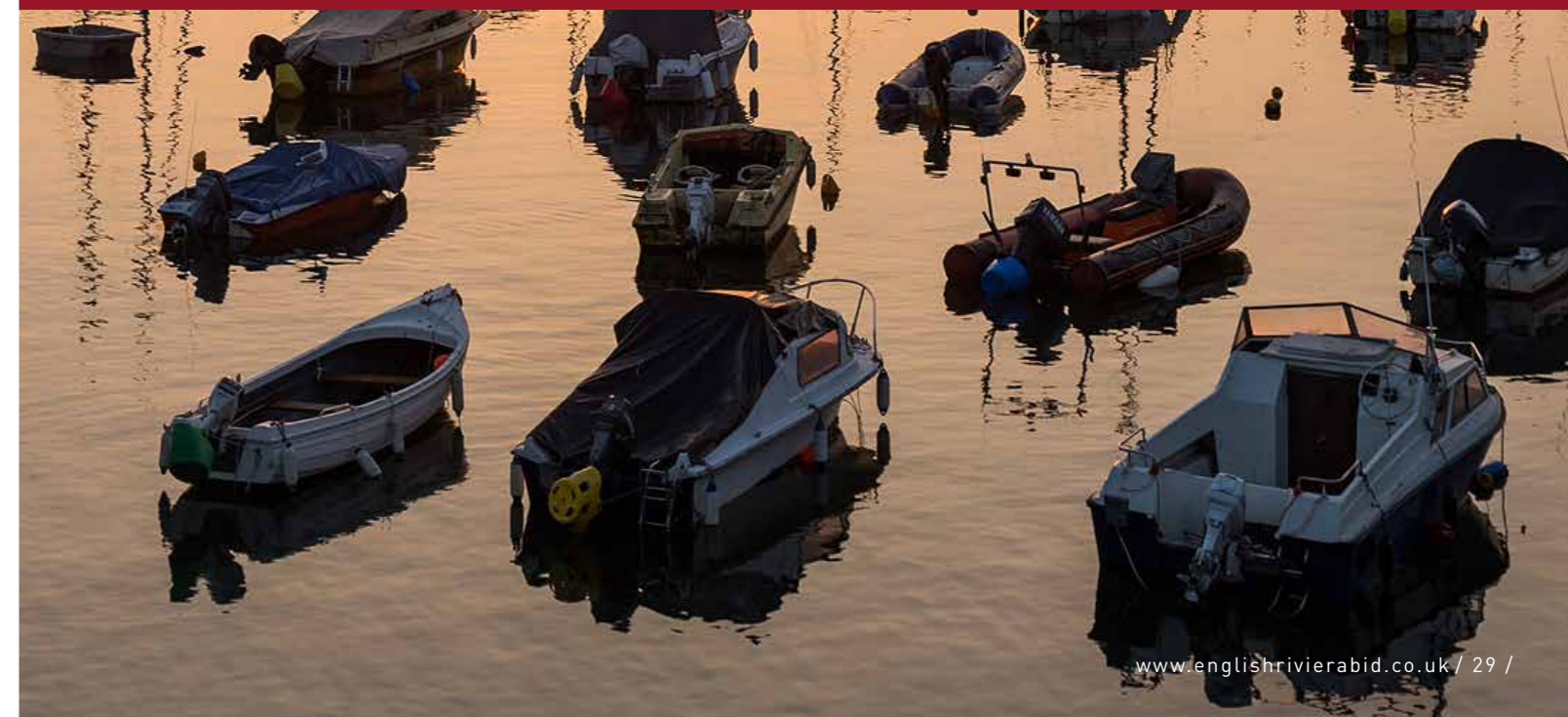
LEVY RULES

- 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
 - o Those with a rateable value of less than £3,000
 - o Public Houses with a rateable value of less than £12,000
 - o Businesses whose primary function does not fall into the categories identified on Pages 20-21
 - o 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 £250 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 conducted 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

Chairman – Tim Godfrey

As a senior partner of Bishop Fleming, Tim was appointed the new Chair of the ERBID Company and is responsible for overseeing the Company's finances working alongside the ERBID Finance and Governance Committee. Previous roles include Chairman of the Torbay Business Forum (TBF).

Contact: TGodfrey@bishopfleming.co.uk

Anthony Payne-Neale – Court Prior Boutique B&B and Apartment

Anthony is a Chartered Marketeer with extensive experience in the professional services sector having worked for a number of major international companies. Anthony is owner of Court Prior Boutique B&B and Chair of the ERBID Accommodation Focus Group representing accommodation businesses from across the Resort.

Contact: anthonypayne_neale@hotmail.com

Chris Hart – Chief Executive, Wollens Solicitors

Passionate about the success of Tourism in the Bay, Chris is former Chair of the English Riviera Tourism Company and currently sits as a co-opted Director providing legal support. Chris is a keen supporter of the English Riviera Tourism Awards with Wollens the headline sponsor.

Contact: chris.hart@wollens.co.uk

Claire Flower – Director, Beverley Holidays

Director of Beverley Holidays in Paignton, Claire has worked in her family's successful awarding winning holiday park from an early age. She has been involved in the tourism sector all her life and specialises in marketing. Claire is vice-chair of the ERBID Marketing Focus Group and supporting Media Spokesperson.

Contact: claire@beverley-holidays.co.uk

Helen Brenton – Osborne Apartments

For the past 27 years Helen has worked within the local tourism industry, from hotels to holiday parks and more recently with vacation ownership and serviced apartments. Currently Helen's role is in Sales and Marketing and Helen is an active member of the ERBID's Marketing Focus Group.

Contact: helen.brenton@osborneapartments.co.uk

Jason Garside – Managing Director 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 division. In 2018 he led a successful MBO and is now MD and CEO of TLH Resort employing over 300 people and one of the ERBID's biggest Levy Payers.

Contact: jgarside@tlh.co.uk

Kelly Widley – Food and Drink Hospitality Consultant

Kelly is passionate about the Food and Drink sector, working with many hospitality venues throughout the bay. Kelly was actively involved in the launch and Chair of the Best Bar None awards, 'Ask for Angela' campaign and the 'Purple Flag' award to ensure that our night time economy operates as safely as possible. Kelly helped set up and chairs the ERBID Food and Drink Focus Group.

Contact: kwidley@outlook.com

Kevin Mowat – Director of Place, Torbay Council

Kevin is Director of Place for Torbay Council and sits on the Council's Senior Leadership Team. Kevin has a very wide range of responsibilities managing multiple service areas across the resort related to Visitor Services and including Event Management. Kevin was previously Executive Director of Tor Bay Harbour Authority.

Contact: Kevin.Mowat@torbay.gov.uk

Martin Brook – Pilgrim's Rest Cottages

Martin has over 30 years' experience in financial management and owns Pilgrim's Rest Cottages. Martin has a particular interest in the development of local Events and chairs the ERBID Events Focus Group. Martin was a founder of Torbay 'Street Pastors' and is currently Director of Torbay Holiday Helpers Network (THNN).

Contact: mbrook@btconnect.com

Pippa Craddock – Marketing Director, South West Environmental Parks

Pippa has over 20 years of marketing experience in the leisure and tourism sector. She is currently Director of Marketing and Development at South West Environmental Parks Ltd., operators of Paignton Zoo and Newquay Zoo. Pippa currently chairs the ERBID Marketing Focus Group.

Contact: Pippa.Craddock@paigntonzoo.org.uk

Richard Cuming – Bygones

Born and brought up in the Bay, Richard is a partner at Bygones, managing the day to day running of the business. Richard is the former Chairman of the English Riviera Attractions Partnership (ERAP) and current Chair of the ERBID Attractions Focus Group.

Contact: Richard.bygones@googlemail.com

Simon Jolly – Managing Director, Riviera International Conference Centre

Simon has a wealth of experience and knowledge across the Leisure and Business Tourism sector having worked closely with the Events Team and Conference English Riviera at the Riviera International Conference Centre to attract large conferences and corporate events across the UK.

Contact: sjolly@ricc.co.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

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

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 an excellent local knowledge and enjoys helping visitors get the most out of their visit answering many enquiries every day.

Contact: katrine@englishrivierabid.co.uk

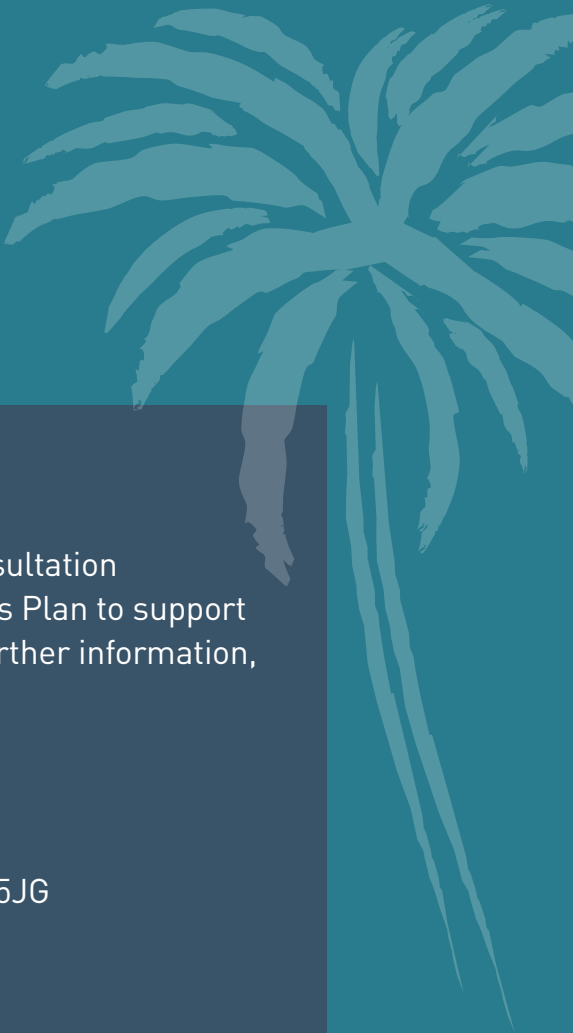


A POWERFUL VOICE

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.





GET IN TOUCH

Please note that this document is a Consultation Document and is the First Draft Business Plan to support the proposal to establish ERBID2. For further information, please contact:

Carolyn Custerson
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Mobile: 07968 261845
carolyn@englishrivierabid.co.uk
www.englishrivierabid.co.uk

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NEXT STEPS

- Please look out for the following:
- February to May 2021 – Formal Consultation Process**
 - Early May 2021 – Final Business Plan**
to be mailed to all eligible ERBID2 Businesses
 - 27 May 2021 – Date Postal Ballot Opens**
 - 24 June 2021 – Date Postal Ballot Closes**
 - 25 June 2021 – Renewal Ballot Declaration Date**

