

ERBID Board Meeting
Thursday 27TH JULY, Carlton Hotel

PRESENT: L Murrell T Smyth P Craddock C Hart C Custerson K Mowat
 B Cole R Cuming M Brook M Pugh C Jeavons

ITEM	ACTION	BY WHEN	BY WHOM
1.	<p>APOLOGIES</p> <ul style="list-style-type: none"> • R Sundhom , T Godfrey, M Salmon • Minutes of the meeting 29th June were approved. • Protecting English Riviera trademark. Council sent appropriate letter to Wimbledon. Events have highlighted that the trademark of the words English Riviera is distinct from the English Riviera logo. Propose that LM writes to the council, who are ultimately responsible for the English Riviera brand, to help clarify this matter. • Other matters arising covered in meetings agenda. 	Aug	LM
2.	<p>DESTINATION MARKETING</p> <p><u>2017 Last Minute Summer Advertising</u> CC updated on this campaign which is now in week three. The new Facebook ads are targeting family audiences in the midlands area. KPI's are above national average and a major improvement on 2015 when a similar campaign was last delivered.</p> <p><u>Social Media Activity</u> As a result of increased Social Media Activity (Facebook and Twitter) traffic to the web site from Social Media channels has increased by 110% compared to the same time in 2016. Work is continuing in developing a year-round 'themed' Social Media Strategy to be shared with ERBID businesses.</p> <p><u>TV advertising</u> Soundview showed rough cuts of the new TV advert. Editing is still work in progress but the filming has been completed successfully. Final edit should be completed by beginning of September.</p> <p>Meeting planned beginning of August with ITV following which proposals will be prepared on TV scheduling between Sky and ITV.</p> <p>A meeting also arranged with Global Radio on 4th August to consider 2018 radio campaigns.</p> <p><u>Branding</u> Review meeting had taken place with RH. Results had been presented to the board. Revised colour palette and a number of straplines which can be modified depending on the circumstances. Proposed using Devon's Beautiful Bay which is considered stronger than South Devon. Branding proposals agreed and will be used with all future promotions.</p> <p><u>New Website</u> Work is now progressing with the new site which is a massive project. Copy on all pages is being updated to meet Google's</p>	Aug	CC

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	<p>guidelines. Works being coordinated by CC. Copy writers have been commissioned to review all pages.</p> <p>Tom Smith has started work on new photography as new site requires use of large images. Work has also been progressing on the site map. Agreed that self-catering agencies should be included within the website, but they should only link to partners properties.</p> <p>New Mind has the responsibility to ensure new site complies with future data regulations.</p> <p>England's Seafood Coast: This project is progressing well, key activities taking place and being paid for by the project at present time include:</p> <ul style="list-style-type: none"> • 3 FAM trips are planned (16th 23rd & 30th October) with Tour Operators from Germany and Holland. • Development of 2018 England's Seafood Coast Feast/Festival is being worked on for Autumn 2018 based on the Bath Feast Format. • A number of new Seafood Coast Videos have been filmed to help promote the concept and area and will become available as shared marketing assets. • A stand at ITB Berlin has been booked for March 2018 working with VisitBritain. • Staffing: Anna Trant the Seafood Feast development coordinator is to increase her involvement in the project to cover Becky Davies's maternity cover. All Seafood Coast Project staff costs are covered by the Discover England Fund. 	Aug/Sep	CC
	<p><u>2018 Advertising Rate Card</u> Draft rate card had been circulated to board, with proposals to hold advertising rates for 2018. Rate card approved and will be circulated to industry in September. Proposed adding spa as a separate marketing channel. Agreed we should prepare guidelines for advertisers regarding copy, images, etc. The direct link to all tourism partners websites would be part of the free package for levy payers.</p>	Aug	CC
	<p><u>Online booking</u> Comprehensive proposals for how this could work had been presented to the board. There would be three options for advertisers: Guestlink, Guestlink+ Connect, linking to third party property management systems and Polling availability from OTAs.</p> <p>Online booking would be available to all partners. It is proposed that there be no costs for any of these linkages for the first year of the new site, and connection costs would be part of the BID company's website costs. This would mean there would be no additional commissions for advertisers. Aim is to keep it as simple as possible. Proposals agreed and will update industry as soon as practical. Arrangements may be changed in subsequent years.</p> <p>Agreed for those attractions and restaurants that have online booking on their websites that we would provide a direct link.</p>	Sep	CC

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	<p><u>Destination Guide</u> 72,000 Guides have been requested to date – which is 5000 up on last year. The new destination promotion commenced on the 14th July. Tenders have been sent out for the preparation of the 2018 Guide.</p> <p><u>Group marketing</u> Preparation is progressing for the 2018 Showcase with 20 tour operators committed to come all ready. Steve Reed has carried out an initial visit to assess arrangements and was disappointed with the quality of some of the group accommodation. Agreed to give feedback to chairman of the Foremost Group.</p> <p><u>Pub Guide</u> Work is commencing to prepare this new publication</p> <p><u>Re-marketing</u> Results from the re-marketing campaign have been encouraging.</p> <p><u>Visitor Information Update</u> Counter enquiries increased by 63% in June compared to June 2016 as a result of increased 7-day opening. A notable increase in the number of mature couples visiting the area during June was noted. The busiest day in June saw 554 people visit the centre and the lowest 178 (a rainy day) The busiest day in August 2016 by comparison saw 487 people visit the VIC.</p> <p><u>English Riviera Monthly Monitor</u> The 2017 English Riviera Monthly Monitor survey continues to indicate that visitor numbers appear to be slightly down for 2017 compared to 2016. This is a national trend and the ERBID board will continue to monitor the situation closely. The Late Summer Social Media Campaign targeting families in the midlands was an action taken by the board in response to some concerns being reported by ERBID partners.</p> <p>Visit England Coastal Destinations Advisory Group CC reported that she has been elected as chair of the new VisitEngland Coastal Advisory Group which provides a very useful platform to learn more about other coastal resorts with meetings planned twice a year in London at which</p>		
3.	<p>GOVERNANCE & FINANCE</p> <p><u>Accounts</u> June accounts were presented to the board, showing the financial position half way through the first year. The total levy billed, after final adjustment, stands at £497,317. 95% of this levy has now been collected and the contingency sum in the budget has been reduced to £20,000. Accounts agreed.</p> <p><u>Levy collection</u> Following the court action against non-levy payers, final letters are being sent out spelling out the collection methods and costs that would now be implemented. Following this, the first set of instructions would be issued to a collecting agency. It is proposed that this would be managed in batches. Will continue to monitor collection.</p> <p><u>Articles of Association</u> Final paragraph had been reviewed. Meeting passed a special resolution approving the new articles which have now be signed</p>	Ongoing	LM

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	<p>and will be lodged at Companies House. All directors who are levy payers need to apply to become company members, and should encourage all their colleagues to do likewise. Each company can only have one membership, irrespective of how many properties they own. Need to continue to remind and encourage partners to become members.</p> <p><u>Associate Partners</u> There is now a section on our website for Associate Partners, featuring a number of businesses who have already become partners. Agreed that owing to the delay in recruiting Associate Partners the £195 partnership fee would cover up to the end of 2018. The money received would be apportioned between both years' accounts. Need to take all opportunities this Autumn to promoted Associate Partners memberships.</p> <p><u>Election of Directors</u> The election for the new board will take place in October. It is agreed that the council will run a postal ballot for ERBID at a cost of £300. Applications for Directors will be sought during September, with candidates having to demonstrate their suitability by preparing a one page resume. A booklet of resumes will be prepared in alphabetical order and sent out with the voting forms. A draft code of conduct for directors and application form will be prepared for approval at the next board meeting.</p> <p><u>Office</u> After considerable difficulties the new office arrangements are now in place on the top floor of Vaughan Parade, with phone lines and email finally being resolved.</p>	<p>Aug</p> <p>Ongoing</p> <p>Ongoing</p> <p>Aug</p>	<p>TG</p> <p>All</p> <p>Directors</p> <p>LM</p>
4.	<p>COMMUNICATIONS The printed newsletter had been distributed to all levy payers. Still working to collect email addresses for members. Company website has been updated with a Company Members page, and will also now include a page of the election of directors.</p>		
5.	<p>ANY OTHER BUSINESS and DATE OF NEXT MEETING Concerns have been received from the Bridge Group about business levels this year. Agreed that CC would visit them and update them on all the work taking place, and how our figures compare to elsewhere.</p> <p>There was concern that holidaymakers were feeding seagulls. A 'do not feed seagulls' sign has now been obtained and it was proposed that this now be circulated to businesses.</p> <p>Car parking There was a significant problem in the availability of car parking permits for visitors, particularly at weekends. The council had removed sale of these vouchers from VIS. Request that this is urgently reviewed. Date of next meeting: Thursday 31st August</p>	<p>Aug</p> <p>Aug</p>	<p>CC</p> <p>KM</p>