



Minutes of Board Meeting

2.00pm on Tuesday 5th June 2018, at the Riviera International Conference Centre

Present:, Martin Brook(MB), Chris Hart (CH) – Chief Executive, Wollen Michelmore, Kevin Mowat (KM) – Executive Head of Business Services, Torbay Council, Helen Brenton (HB) – Sales & Marketing Executive, Osborne Club, Richard Cuming (RC) – General Manager, Bygones, Carolyn Custerson (CC) – Chief Executive, ERBID Company, Claire Flower (CF) – Director, Beverley Holidays, Nigel Makin (NM) – Co-Owner, Beacon House B&B in Brixham, Tony Smyth (TS) – Joint-owner, Sonachan House, Simon Jolly – Managing Director, Riviera International Conference Centre (SJ)

ITEM	ACTION	BY WHOM/ BY WHEN
1	<p><u>APOLOGIES, MINUTES, MATTERS ARISING:</u></p> <p>Apologies</p> <p>Tim Godfrey (TG) – Partner, Bishop Fleming, Pippa Craddock (PC) – Marketing & Development Director, Paignton Zoo & Living Coasts, Kelly Widley (KW) – Pier Point</p> <p>Minutes</p> <p>Minutes from the last meeting were recorded as attached and approved by the Board. Matters Arising - No matters arising to discuss</p> <p>Martin Brook – chaired the meeting</p>	
2	<p><u>COMMUNICATIONS – UPDATE FROM FOCUS GROUPS:</u></p> <p>Accommodation focus group – TS advised that larger hotel representation has been secured with representatives from the Imperial Hotel and Duchy Hotels group. Round robin update regarding bookings for 2018 highlighted that self-catering businesses and the larger hotels were ahead of this time last year but the smaller B&B’s were not seeing the same upward trend. 2018 TV advertising discussed and consensus that national TV advertising should continue. Next date for the Accommodation Focus Group is 18th September. NM passed on his thanks to TS for getting more business involved to attend the meetings</p> <p>NM raised the issue of Airbnb and unfair competition and how it is negatively impacting B&B businesses in particular. CC highlighted the approach that Barcelona is taking moderating the number of Airbnb licensed properties allowed to operate in the city. KM suggested that in the first instance the chairman should contact Tara Harris at Torbay Council with regards to concerns around the growing number of Airbnb properties across the Bay. CC recommended that our local MP’s should be asked for their views and highlighted that regionally and nationally thorough the Tourism Industry there was growing concern and support for the need for a fair playing field for all accommodation operators.</p>	<p align="center">MB/CC</p> <p align="center">TG</p> <p align="center">CC/NH</p>

	<p>NM is forecasting B&B business to be down by 15% for this year. CC commented that the ERBID Company could consider running a specific digital Bed & Breakfast campaign. NM commented that the feedback that he receives from guests is that they chose Bed & Breakfasts because of exceptional personal service and believes campaign should be focused on this aspect.</p> <p>TS asked if it would be possible to have group training on how to use the English Riviera website. CC reported that a new 'How to Use the English riviera Website Guide' was being prepared by NH. CC also commented that there is going to be up to 12 hours free training available to businesses via the TDA and that this programme would be launched in September.</p>	
3	<p>DESTINATION MARKETING UPDATE:</p> <p>TV advertising evaluation - CC reported that the TV Advertising Campaign had been evaluated as much as possible using google analytics. It was found that the one-month campaign did have a positive impact including more visits to the website and more guides requested. CC advised that the advert was shown during high profile spots on ITV and asked the board for a decision regarding future ERBID investment in national TV advertising?</p> <p>SJ commented that he is concerned that if no further TV campaign takes place that no other marketing campaign will have as good a positive outcome. CF commented that she believes the results were very good considering the time of year and fact that the advertising was shown during periods of severe weather. CH commented that he feels that it was a good promotion to increase awareness and this needs to keep happening to keep the English Riviera in the minds of prospective customers. The board agreed that English Riviera was to remain as the central messaging. MB suggested that it could be a good idea to run a radio campaign next year and then the TV campaign the year after. RC commented that he believes that the ERBID Co should be targeting other areas like London as well as the areas previously targeted.</p> <p>CC highlighted that an increased budget for national TV advertising could be ring fenced by moving across other budget lines to support an expanded national TV campaign. All agreed that national TV campaign should be repeated annually but the quality of the 2018 adverts could be improved on.</p> <p>CC advised that the tender process for new family filming/TV advert had taken place and 2 companies shortlisted. Based on the board's decision to take a fresh approach the decision was to award the contract to Original Concept based in Torquay.</p> <p>Marketing update - CC presented highlights of her monthly report including the completion of the Evaluation Report regarding the effectiveness of the 2017 Guide and Website. This highlighted an increased ROI return since 2014 confirming the economic value of the official English Riviera Guide. CC asked for a view on the 2019 advertising rate card and if the existing format should be kept combining online and offline advertising benefits for ERBID partners or whether these should be presented separately. Board requested that the current format be kept for 2019 as this maximises opportunities for income generation to support both the production of the guide and the operation of the website. CC reminded the board that the biggest cost for the guide is the postage costs to send out. TS commented that he feels that the requests by post should be continued as this is much more targeted approach.</p>	CC

	<p>England's Seafood Coast CC advised that the ERBID Company had been successful in its bid for further Discover England Funds via VisitEngland. £125,000 has been awarded to continue the England's Seafood Coast Project and to develop a new national trail. VisitEngland had however asked for a State Aid report to be prepared before funds could be drawn down and Torbay Council had offered to help with this.</p> <p>Digital Marketing Nathan Hoare (NH) the new Digital Marketing Manger attended the meeting and gave a presentation to the board updating on progress regarding the web site, Facebook and the new summer beach campaign plus plans for additional themed seasonal campaigns in the future. This was well received.</p> <p>CC asked for board approval for NH's contract to increase to 4 days per week. Board agreed in principal. CC to check contract before finalising.</p>	<p>CC</p>
<p>4</p>	<p><u>GOVERNANCE & FINANCE:</u></p> <p>Management of accounts - CC advised that she had met with Sheena Powe to carry out a budget review and make any adjustments necessary. With the board's decision to continue with national TV advertising she highlighted the need for the company to once again, to carry over necessary funds to pay for an early New Year 2019 TV campaign. CC advised that from moving digital marketing activity in-house with the appointment of NH, significant savings had already been made.</p> <p>Levy Collection CC updated the board regarding levy collection. Some more work is needed to collect outstanding debt and this is now to be discussed by the Governance and Finance Committee. Frustration over repeated debtors was expressed.</p> <p>Filing of 2017 accounts - CC advised that TG will be filing of the annual accounts.</p> <p>Support for Events: MB advised that he had been discussing with TG & CC to see what the ERBID CO could do to help provide support for key destination events and had undertaken benchmarking research including the IOW BID Company, who ring fence £45k pa as part of their Destination Marketing Plan.</p> <p>MB recommended that the ERBID Co considers adopting a similar strategy from 2019. This new strategy would also need to highlight the marketing opportunities available to all ERBID Partners with the operation of the Free What's on Calendar and revisit the need for a dedicated annual Events Leaflet. CH highlighted the importance of professional Event Management particularly in respect of toilets and bins being emptied. KM commented that the ERBID, Torbay Council and event organisers should be working together more closely to ensure that the key events do still continue to happen and a new strategic approach agreed commented that it would be a good idea for the Torbay Council Events team to meet with the event organisers to conduct post 'wash up' meetings post key events and identify any further improvements for future years. KM commented that he agrees with this and has asked for this to be improved with his team.</p> <p>Decision taken by board to request that the newly formed Events Focus Group prepares a new 2019 draft ERBID Events Strategy to present to the Board.</p>	<p>KM/TG/CH/CC</p> <p>TG</p> <p>MB/CC</p> <p>KM</p> <p>MB/CC</p>

6	<p><u>AOB:</u> Torbay Air show - CH commented that he felt that the Air show was very successful this year and would like to pass on his thanks to all involved. KM commented that the feedback he has received so far has been positive for the event. TS commented that there was lack of communication regarding highway access for parking for B&B's. He has been advised that the communication to delivery companies was very poor and that there were some issues over deliveries not being able to take place over the weekend. There was some issues over drop off for coach passengers as there was no arrangements made. CH commented that the stewards who were on duty were not local as when visitors were asking the stewards questions they were unable to provide the answers. TS advised that the Air show website crashed on the Saturday as there was too many visitors to the site so this needs to be looked into for future event. TS advised that the event village was a lot better organised this year than in previous.</p>	ALL

Meeting closed at 5.10 pm.