



Minutes of Board Meeting

2.00pm on Thursday 17h January 2019, at the Riviera International Conference Centre

Present: Tim Godfrey (TG) – Partner, Bishop Fleming, Helen Brenton (HB) – Sales & Marketing Executive, Osborne Club, Pippa Craddock (PC) – Marketing & Development Director, Paignton Zoo & Living Coasts, Richard Cuming (RC) – General Manager, Bygones, Carolyn Custerson (CC) – Chief Executive, ERBID Company, Nigel Makin (NM) – Co-Owner, Beacon House B&B in Brixham, Kevin Mowat (KM) – Director of Place, Torbay Council, Tony Smyth (TS) – Joint-owner, Sonachan House Martin Brook (MB) – owner, Pilgrims Rest Cottages, Simon Jolly (SJ) – RICC, Managing Director, Riviera International Conference Centre (SJ), Clare Flower (CF) – Director Beverley Holidays

ITEM	ACTION	BY WHOM/ BY WHEN
1	<p><u>APOLOGIES, MINUTES, MATTERS ARISING:</u></p> <p>Apologies - Chris Hart (CH) – Chief Executive, Wollen Michelmore Kelly Widley (KW) – Pier Point</p> <p>Minutes Minutes from the last meeting were approved by the Board.</p> <p>Matters arising Point 2 core budget - working together to produce a new online rate card. Also looking to grow the number of Voluntary Contributors.</p> <p>CC advised she is meeting with new MD @ at DSRRR to discuss continued sponsorship of the Visitor Information Centre.</p>	
2	<p><u>Destination Marketing:</u></p> <p>Seafood Coast - CC confirmed that the current funding from DEF ends in March. There are discussions taking place now with the bigger England's Coast DEF project to see how the Seafood Coast project can continue to align to provide sustainability for both projects whilst news of DEF continuation funding is awaited. An ERBID £5000 contribution from the international marketing budget has been agreed to facilitate continuation of the Seafood Coast Project.</p> <p>UNESCO Global Geopark - CC will forward the documentation for the board to see the amount of work carried out on working to secure the destinations continued designation as an UNESCO Global Geopark.</p>	CC

National Marketing – approved plans all going ahead. CC will send through the final version of the Over 50's TV advert, ITV Central programme to start 9th March for 4 weeks. The Waterloo digital screens footage is being worked on and a budget of £3800 agreed from the Reactive Budget to allow the Creative Agency to produce the maximum impact.

Food & Drink – work has now started on producing the new ERBID Café, Restaurants and Tea Rooms Guide. This and the new Pubs and Bars Guide will be distributed to B&B's and Self-Catering businesses. Businesses feeding back that these new publications are proving very useful for both businesses and visitors.

Regional Marketing - Visit Devon are investing £10,000 on a new digital marketing campaign for the first time and as a member ERBID businesses will benefit from joint marketing.

Website - CC advised that the YOY website traffic is getting stronger with December traffic up 100% YOY. The new Train of Lights generated significant amounts of traffic following national media coverage. CC has a meeting planned with New Mind (NM) to discuss future development of the site. There are now 350 accommodation businesses with options to book online linked up on the web site via Polling and Guestlink. TS commented that there is still an issue with searching for a family room as there is currently no dedicated family room search facility. NM have confirmed that the cost to provide this would be £5k as it would be a new development that no other destination had asked for to date. CC advised she will discuss the cost of this again with NM.

Online Accommodation Booking - MB gave an update on some research he had undertaken relating to Self-Catering online search and booking for his own business and the service offered by InStyle as an alternative to working with OTA's. Representatives of the Board had met Instyle recently to explore the Instyle service as possible alternative to the NM platform. CJ highlighted the growing customer popularity of OTA's as accommodation booking channels and the need for the destination to be aware of global trends and how they are also benefitting many businesses in increasing their ability to attract new customers. Board agreed that further discussions relating to online booking should now take place at Accommodation Focus Group meetings not Board Meetings. KM highlighted the need to also consider online booking facilities for all resort related visitor services in the future.

Digital activity - CC advised that the new Social Media Family Fun (#rivieramoments) campaign begins on 21st February which is aimed at targeting families in cities to visit the English Riviera. A budget of £10k has been assigned to this campaign which will run for 3 months.

Autumn Campaign - CC advised that the resorts autumn performance for October and November 2018 was down on 2017. The new 2/3-week October Half Term is thought to have diluted visitor numbers. CC to look into options for a new Autumn marketing campaign for 2019.

Destination Guide - CC advised that 14,000 copies have been sent out to date. Still receiving requests by telephone and mail. The Guide can be viewed online.

	<p>Visitor Information Centre (VIC) - CC advised the changes to the new office facility on the ground floor adjacent to the VIC to maximise flexible working and reduce lone working, had cost less than originally planned. CC is currently reviewing all third-party VIC commission rates to try and increase income to support the VIC service. Meetings have been arranged with DSRR and Stagecoach to request sponsorship as both of these services currently dominate visitor enquiries' using the VIC.</p> <p>Events Update & Discussion - CC has been asked to join the Air show commercial group with the aim to maximise income to support the 2019 Air Show. KM advised that the latest update he is aware of is that the Air show may be a shorter event for this year. CC commented that the group are exploring various options on how the Air Show can be best funded and operated.</p> <p>MB commented that the new ERBID Event Funding forms have been sent out to those events that had expressed an EOI including: Air show/BMAD/Pirate Festival/BrixFest/Brixham Harbour of Lights. Deadline for applications is 31st March 2019.</p>	<p>MB</p> <p>CC/MB</p>
<p>3</p>	<p><u>Governance and Finance:</u></p> <p>Management Accounts Update - TG advised that a copy has been sent round for all of the Board and ran through the highlights of the report. TG thanked CC and her team for their hard work on achieving the budget and ensuring a surplus balance to support 2019 Destination Marketing activity.</p> <p>Levy Update - CC advised that she has not yet received an updated levy report from Ian Westwood at Torbay Council. There have been less than 5 calls from businesses contesting their invoice this year.</p> <p>Staff Appraisal Update - TG advised that appraisals were carried out by CC and SJ for Angie and Katrine prior to Christmas. Further to this CC, SJ & TG have been discussing the existing salaries and packages for Angie, Katrine and SJ, TG & KM to look at CC salary. TG would like to get the salaries approved in February to be backdated to 1st January.</p>	<p>TG</p>
<p>4</p>	<p><u>Communications:</u></p> <p>ERBID Development Meeting - TG advised that on 29th January a working lunch with Mo Aswat is taking place to explore options for future ERBID development and options would be reported back to the Board for wider discussion.</p> <p>Google Garage event - HB advised that there are nearly 90 businesses booked for the event. Programme to include an ERBID digital update NH.</p> <p>Tourism Exhibition/Conference/AGM - There are already 30 exhibition stands booked. CC advised that VisitEngland will be attending as a guest speaker.</p>	

KM advised that it would be a good idea to invite the candidates standing in the local election to attend and LS can assist with providing the details from Torbay Council. CC will take some advice on national speakers to see if could invite anyone to attend which might attract more delegates to attend.

B2B website update - CC advised that there has been a lot of work on the B2B website and would like this to be a joint responsibility for all Board members for reviewing the website.

Tourism Awards - TG advised that the Reach PLC owners of the Herald have contacted CC to discuss the future of the awards. TG believes that they would like to link the Business awards with the Tourism awards. CC and TG have discussed the idea of an English Riviera Tourism awards. CC will provide further details and budget cost for the next Board Meeting.

5. AOB:

CC advised that there will be a local's event held prior to Easter for locals to attend to hear from local operators of what is going on within the Bay and be given incentives to attend local attractions. This is part of National Week through Visit England.

TG advised the Board that TS is leaving the board as of today as his business is up for sale. TG thanked TS for all his help and wished him well for the future. CC asked TS to email those within the Accommodation Focus Group to enquire who would like to join the Board and attend the meetings. Those interested should send their CV and interest to TG.

Next Meeting Thursday 21st February – RICC – 2pm