



ENGLISH RIVIERA BID COMPANY

Minutes of Board Meeting

held at 2.30pm on Thursday 22nd February 2018

at the Riviera International Conference Centre

Present: Tim Godfrey (TG) – Partner, Bishop Fleming, Martin Brook (MB) – Owner, Pilgrims Rest Cottages, Helen Brenton (HB) – Sales & Marketing Executive, The Osborne Club, Richard Cuming (RC) – General Manager, Bygones, Carolyn Custerson (CC) – Chief Executive, Claire Flower (CF) – Director, Beverley Holidays, Simon Jolly (SJ) – Managing Director, RICC, Nigel Makin (NM) - Beacon House B&B, Brixham, Kevin Mowat (KM) – Executive Head of Business Services, Torbay Council, Tony Smyth (TS) –Sonachan House B&B, Paignton, Kelly Widley (KW) – Pier Point

ITEM	ACTION	BY WHOM/ BY WHEN
1	<p><u>APOLOGIES, MINUTES, MATTERS ARISING:</u></p> <p>Apologies Apologies received from Pippa Craddock and Chris Hart.</p> <p>Minutes Minutes from the last meeting were recorded as attached and approved by the Board.</p> <p>Matters Arising Any Matters Arising were covered in meeting agenda.</p>	
2	<p><u>COMMUNICATIONS:</u></p> <p>2.1 March Exhibition 8th March</p> <p>CC confirmed all costs have been covered and stands fully booked. Group Leisure Magazine along with 500 delegates, including 100 Group Travel Organisers are to attend the event as part of a 2-day FAM visit, as part of the ERID 2018 Groups Campaign. CC to provide an estimate of the value of any forward bookings made. The Board congratulated Angie Wright for coordinating the Exhibition and CC for organising the first Groups visit.</p>	

	<p>2.2 Update from Chairs of Focus Groups</p> <p>Communications Focus Group – Minutes from the first meeting were attached.</p> <p>Destination Marketing Focus Group (DMFG) – meeting dates for the year have been set and invitations will be sent out encouraging sector members to join.</p> <p>Attractions and Activities Focus Group (A&AFG) dates for the year are being finalised.</p> <p>Accommodation Focus Group (AFG) – first meeting arranged for March, followed by meetings in June, September and December.</p> <p>Food and Drink Focus Group (F&DFG) – KW notified the ERBID Board of her resignation as General Manager from Pier Point but confirmed she will continue to work within the Tourism sector in the Bay. Governance Committee to review how this affects KW’s Board Role.</p> <p>Finance and Governance Committee (F&GC) – Due to the confidential nature of some areas covered, TG confirmed the Governance and Finance Focus Group will not be an open group and operate as the “Finance and Governance Committee” with separate Terms of Reference.</p>	<p>TG/CH/KM</p> <p>Focus Grp Chairs</p>
	<p>2.3 Digital Marketing Manager Applications</p> <p>CC confirmed that 12 applications have been received for this vacancy, with 6 candidates shortlisted. Interviews will be carried out by CC, PC and CF. An announcement on the appointment will be made by the end of March.</p>	<p>CC, CF, PC</p>
	<p>2.4 Torbay Together</p> <p>This is a group of bay wide stakeholders coming together to develop a brand for the Bay, with a strapline of “Naturally Inspiring”. The group is Chaired by Jim Parker from the Herald Express and its purpose is to promote Torbay as a Place seeking support for specific projects. MB has been attending the meetings and TG, MB and CC have been contributing to the development of a new lobbying document to present to government.</p>	<p>MB</p>
<p>3</p>	<p><u>DESTINATION MARKETING UPDATE:</u></p> <p>3.1 Website developments</p> <p>CC reported on a recent issue concerning toxic back links that had been identified by New Mind that had resulted in decreased traffic during January. These are being removed as a matter of urgency. Overall the new site has been received positively by ERBID partners and continues to be monitored closely. A number of further enhancements have been requested including an adult and child search via the online booking platform and an enhanced businesses web site link to encourage traffic to businesses own web sites.</p>	<p>CC</p>

<p>3.2 018 Guide</p> <p>CC confirmed that 17,834 English Riviera Guides were sent out in January 2018 and there are currently no outstanding requests for guides. An additional media investment (within budget) for the Saturday/Sunday Mail Travel Sections. Costs of fulfilment have increased by 2p per guide to 59p by the PO. Some of the guide copies arrived creased and Bigwave Media have offered a £200 rebate as compensation. An on-line version of the guide is being created.</p>	CC
<p>3.3 2018 Spring Great Days Out Campaign</p> <p>CC confirmed that everything is now in place for this offline and online campaign and has been finalised within budget. This includes:</p> <ul style="list-style-type: none"> • <i>bus side advertising</i> in Taunton, Plymouth and Exeter; • <i>a (global) radio advert</i> which will use the same phrases as the TV advert, i.e. “capture the moment, cease the fun”, with the same voiceover; • <i>online</i> via Facebook, Instagram, Gmail and YouTube. <p>The call to action will be to visit the ER the website.</p> <p>3.31</p> <p>Agreed to support Great Days Out Herald Express publication with £500 advert and sharing copy and images for content.</p>	CC
<p>3.4 2018 TV Advertising Campaign</p> <p>Everything is in place for the 4-week ITV campaign which will run from the 19th March to the 15th April. A preview of the adverts will take place at the exhibition on 8th March. The two adverts will be shown across a wide selection of high profile programmes including Coronation Street (over 55’s advert) and The Voice (under 35’s advert) targeting 3.5 million adults in the midlands. One showing of the over 55’s advert on ITV SW will be shown on the 19th March so that businesses and partners can view the advert locally.</p> <p>The call to action for both adverts is to visit the official ER destination web site.</p>	CC
<p>3.5 England’s Seafood Coast</p> <p>The application for interim SFC continuation funds of £40,500 has been successful and includes money to prepare a new BID for a national SFC project which starts on 1st April with a possibility of £500k being awarded over 2 years. Assistance from the Culture Board is being sought to help prepare the new BID which needs to be submitted by 29th March. This is a very exciting opportunity for the English Riviera, with Brixham remaining at the heart of the project. If any levy payers wish to promote the Seafood Coast brand s on their website, the logo, images and videos will be available on the image library.</p>	CC
<p>3.6 Groups FAM Visit</p> <p>The Group Domestic Travel Operators’ two-day FAM visit was covered under item 2.1 above. CC recommended that the ERBID review exhibiting at the Groups Leisure NEC in October 2018 and focus instead on organising future Group Operator FAM visits.</p>	CC

	<p>3.7 Events Promotion</p> <p>An exhibition table has been allocated free-of-charge for display of relevant Events Information – all Event Organisers have been advised of this opportunity. An up-to-date Events and Theatre listing (in chronological order) will be circulated to partners as a Word document. What's On is the most visited page on the ERBID website. The opportunity to submit and upload events FOC on the ER web site will be emphasised on the 8th March.</p>	
	<p>3.8 How's Business Survey</p> <p>The revised 'sector specific' monthly How's Business Survey is on target for delivery from April, with a personalised introduction to be included from each of the Focus Group Chairman's. December and January How's Business statistics show that visitor numbers were up on the same time last year.</p>	
4	<p><u>GOVERNANCE:</u></p> <p>TG confirmed the AGM will take place at 4pm on the 26th April. Company Members will be invited to attend and vote subject to them having paid their levy by 31st March. CH to confirm criteria for businesses eligible to attend and vote at the AGM.</p>	CH
5	<p><u>FINANCE:</u></p> <p>The 2017 annual Company Accounts are being prepared for review by TG. It was agreed that a Chairman's Statement should be included with both the documents presented at the AGM.</p>	TG
	<p>5.1 Update on Management Accounts</p> <p>A positive start to the year. Levy collection is ahead of the same period last year. The Digital & Social Media forecast has been adjusted as the new Marketing Manager is unlikely to start until the beginning of May. A new ERBID Pubs & Bars Guide is expected to be published in May. A question was raised regarding potential investment in a new family film and further discussion will need to take place and a decision on this made as soon as possible by the Destination Marketing Focus Group.</p>	DM Focus Group
	<p>5.2 Update on Levy payments and associated communications</p> <p>Last month it was noted that the two local community pools (Admiral in Brixham and Plainmoor in Torquay) had questioned whether they should pay the full levy. The board referred this to the Finance & Governance Committee and it was agreed that a 50% rebate for 2018 should be applied as a gesture of goodwill.</p>	
6	<p><u>AOB:</u></p> <p>6.1 Torbay Air Show</p> <p>The ERBID has taken a stand at the Torbay Air Show and the logo for this event will be sent out to all partners for use on their websites.</p>	

<p>6.2 Regional Railway Update</p> <p>RC attended a meeting in January covering Cornwall, Devon, Somerset and Wiltshire, with no attendance by any MPs and remains concerned about the lack of commitment from Central Government regarding mainline train services. Local MPs need lobbying on this important issue and the Board suggested RC meets with Kevin Foster to discuss.</p>	RC
<p>6.3 Half Term Performance</p> <p>Majority of accommodation providers that were open reported a busy half term with anecdotally an increase in visitor numbers versus last year, which was helped by schools in Wales having a 2-week half term breaks this year.</p>	
<p>6.4 Visit Devon</p> <p>CC has been asked to join the Board of Visit Devon as a Non-Executive Director which involves four meetings a year. The Board agreed that CC should accept this invitation which will provide an important link for the English Riviera.</p>	CC
<p>6.5 Grosvenor Hotel</p> <p>Keith Richardson has asked for the ERBID's support (by way of a letter of support) to remove the historic reviews on Trip Advisor relating to the former owner's involvement in the TV programme "The Hotel".</p>	TG/CC
<p>6.6 Car-park signage/branding</p> <p>NM suggested adding ER branding to the car-park signage. KM was happy to look into putting welcome signage at the entrance to car-parks but did not recommend the branding was placed alongside the tariffs. A suggestion was made for flags along the seafront displaying "Welcome to the English Riviera". These suggestions to be investigated for future consideration.</p>	

Meeting closed at 4.40pm.