

ENGLISH RIVIERA BID COMPANY

Minutes of Board Meetingheld at 2.30pm on Thursday 25th January 2017

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
 Pippa Craddock (PC) – Marketing & Development Director, Paignton Zoo & Living Coasts
 Richard Cuming (RC) – General Manager, Bygones
 Claire Flower (CF) – Director, Beverley Holidays
 Chris Hart (CH) – Chief Executive, Wollen Michelmore
 Simon Jolly (SJ) – Managing Director, Riviera International Conference Centre
 Nigel Makin (NM) – Co-Owner, Beacon House B&B in Brixham
 Kevin Mowat (KM) – Executive Head of Business Services, Torbay Council
 Tony Smyth (TS) – Joint-owner, Sonachan House

ITEM	ACTION	BY WHOM/ BY WHEN
1	<p><u>APOLOGIES, MINUTES, MATTERS ARISING:</u></p> <p>Apologies Apologies received from Carolyn Custerson and Kelly Widley.</p> <p>Minutes Minutes from the last meeting were amended and will be circulated to the Board once approved by the Chairman.</p> <p>Matters Arising</p> <p><i>March Board Meeting and AGM</i> – SJ confirmed that RICC is able to accommodate the ERBID Meeting on 29 March. The Chairman notified the Board members that the AGM will take place on 26 April 2018 at 4.30pm, following on from the Board Meeting.</p> <p><i>Update on Brixham Pirate Festival</i> – NM confirmed the festival is still going ahead, with crowdfunding taking place to cover individual elements of the event, eg funding for the main stage. An overall main sponsor for the event is still to be found and NM asked Board members to make him aware of any potential sponsors.</p> <p>Other Matters Arising were covered in meeting agenda.</p>	
2	<p><u>COMMUNICATIONS:</u></p> <p>2.1 New ERBID Focus Groups & Terms of Reference</p> <p>Focus Groups to go live as soon as possible. Meeting dates for the year to be set and fixed in diaries. It was agreed that Focus Group Meetings will be held quarterly as a minimum, with ad hoc meetings held as required. Meetings will be arranged by the Chair of each group. Action points to be produced after each Focus Group Meeting and circulated to the</p>	Focus Group Chairs

	ERBID Board for information. TG will construct a paragraph on Meetings to be included in the ERBID Terms of Reference and will circulate this to the Board.	TG
	<p>2.2 Events Update & 2018 Events Calendar</p> <p>The Board agreed the Events List for 2018 is useful for both tourists and locals. The fact it covers so many events and activities over a 9 month period needs to be promoted and it was suggested that a copy be sent to all levy payers. CF was keen to stress that the list is constantly evolving and it is important for any information publicised via the ERBID to be correct as any inaccurate information could be damaging. The Board agreed that an accurate consolidated list of events for the Bay is something the ERBID could get involved in and MB will consider ways to promote the Events List on the new website. The matter was c/fwd. for discussion with CC upon her return, to include consideration of whether this could be part of the new Digital Marketing Manager's duties.</p> <p>It was agreed that CC to continue to attend the Mayors Events Forums. SJ reported that the Agenda at the last Forum was lighter than usual and not a true reflection of the usual meeting.</p>	MB/CC CC
	<p>2.3 Coastal Enterprise Zones</p> <p>Alan Denby, Director of Economic Strategy at the TDA, joined the meeting to present the pilot of a Coastal Resort Growth Programme following research carried out by the TDA over 6-7 months. AD was keen to seek the ERBID Board's support in principle for this project and for their help in making a case for the pilot to local MPs to secure its inclusion in the Productivity Plan. The ERBID Board discussed and recognised the importance of unity within the Bay in promoting Torbay as a great investment opportunity, and also working more closely with Plymouth and Exeter in order to secure Government funding for the region which would encourage the economy to thrive. The ERBID Board agreed to give their support to this TDA campaign and TG will follow up with AD on this.</p>	TG
3	<p><u>DESTINATION MARKETING UPDATE:</u></p> <p>3.1 CEO's monthly report</p> <p><i>New website</i> – the new website is in the process of being fine-tuned. The Board noted that Trago Mills appears on the website and detailed discussion is required at the next Board meeting to agree on whether there should be a Torbay-only policy. The Board accepted that accommodation and attractions may need to be treated differently in these discussions.</p> <p><i>Guestlink & online booking platform</i> – NM reported that, in carrying out live availability searches, limited providers were coming through. CF reported that, to date, there had been a decrease in click throughs to their website. Further feedback had been received concerning certain family search requirements.</p> <p>Part of the click-through issue is a result of poor quality images supplied by some accommodation providers and it was necessary to temporarily remove 100 providers from the system in order to resolve the problem. This is being addressed by MB as a matter of urgency to reinstate the accommodation providers' profiles as soon as possible. To do so, MB will consider using a generic ER photo until the accommodation provider is able to supply the correct photo format required.</p> <p>The ERBID Board recognised the importance of live availability as well as quality photos and write ups. Within this discussions PC suggested communications to partners along the lines 'How to get the most out of...'. As such, in order to support our partners, communications focus group to look at designing a suit of effective, topical</p>	c/fwd. to Feb mtg MB MB PC CFG/CC

	<p>communications. At the same time, the system will be rectified to enable family booking searches to be made.</p> <p>Google Analytics – work is needed on this to reduce bounce rate which is an area the new marketing person will be able to look at on an ongoing basis. In the meantime, PC will ask RH Partners to look at this as soon as possible. The Board agreed that, in order to assess the performance of the new website, certain data needs to be collected from the website on a rolling monthly basis.</p> <p>2018 Destination Guide – PC informed the Board there appears to be a current backlog in sending out the guides. The Board agreed that this needs to be investigated and resolved as an urgent priority. TG to follow up with CC.</p> <p>Future ESFC Funding – TG confirmed that there is funding available from the English Seafood Coast Project which the ERBID will need to apply for. The ERBID must ensure that Brixham remains at the heart of this project. CC is also being asked to become more involved in Visit Devon which will be strategically important going forward.</p> <p>Recruitment of Digital Marketing Manager – discussion on the job description was not able to take place during the meeting so was carried forward to the February meeting.</p>	<p>TB/CC</p> <p>TG/CC</p> <p>C/fwd Feb mtg</p>
	<p>3.2 Business Tourism Proposal: Funding for the Conference English Riviera Bureau covered under Finance.</p>	
4	<p>FINANCE: Sheena Powell (SP) joined the meeting to provide a financial update. SP confirmed a surplus figure of £62k is expected to be c/fwd. this year as there is more clarity on overheads. SP reported no balance sheet/cash flow issues. SP updated on outstanding advertising/levy payments owed by local hotel chains and will continue to keep the Board informed. SP also reported additional overheads for which no accruals had been made.</p>	
	<p>4.1 Finalisation of 2018 Budget TG confirmed that all levy payers have had a copy of the proposed budget activities and anticipated costs as part of the BID requirements when receiving their 2018 Levy Invoice. TG reaffirmed the need to ensure the budget is continually reviewed as we enter the second year. TG, SP, MB and CC will review the presentation format of the budget going forward by the next Board Meeting, as the position for the 2017 year will by then have been finalised. SP confirmed that the budget for Business Tourism/Conference English Riviera Bureau has been increased from 7k to 10k.</p>	<p>TG/SP/ MB/CC</p>
	<p>4.2 Update on meeting with Torbay Council regarding Levy Payments SP updated on levy payments still owed by two local hotels. Torbay Council are proposing an increase in their levy collection charge from £6,000 to £8,000. This was not budgeted for but recognising the work and time commitment TG has proposed a small increase to £6,500 for the year ended 31st December 2018, rising to £7,000 from 1st January 2019. The Governance Focus Group will take this matter forward.</p>	<p>Gov Focus Group</p>
	<p>4.3 Eligibility of Community Swimming Pools – Board decision Two local community pools (Admiral in Brixham and Plainmoor in Torquay) are questioning whether they should pay a levy. The Board referred this to the Finance sub-group for further discussion with a request for a recommendation to the ERBID Board.</p>	<p>Finance sub-group</p>

5	<p><u>GOVERNANCE & FINANCE:</u></p> <p>All points have been covered in the course of the meeting.</p>	
6	<p><u>AOB:</u></p> <p>6.1 Brand profile within the Bay Discussion took place on the importance of seizing opportunities to promote and enhance the “English Riviera” brand both nationally and whilst holiday-makers are here in the Bay. According to research, tourists search online for “English Riviera”, rather than “Torbay”. It would be useful for official bodies within the Bay to support this trend by the use English Riviera in their name rather than Torbay. This matter was delegated to the ERBID Communications Focus Group for further consideration.</p> <p>6.1 Regional Railway Update (RC) This update from RC was c/fwd. to the February Meeting.</p> <p>6.2 National Media Campaign - Mail on Sunday (NM) NM enquired as to whether this item was finished or ongoing. It was referred to the sub-group for discussion and recommendation to the Board.</p> <p>6.3 South West Tourism Event (TG) Following Board discussion, it was agreed that a table will be taken for this event, with two places paid for by the ERBID with the remaining places paid for by individuals.</p> <p>6.4 Members (TS) On the list there are four people who did not pay – two should not be members as they did not pay by the deadline. And therefore are not entitled to vote at the AGM this year. This matter was passed to the Governance sub-group for discussion/action.</p> <p>6.5 Monitoring (MB) Statistics are very important to the Board going forward, with full sector-specific data required via the How’s Business Survey. MB clarified the desire for these monitors to come from focus group chairs to introduce appropriate communication with our different sectors. Attractions focus group asked for a list of email addresses currently being used to ensure new style goes to correct recipient Email lists will need to be updated as appropriate. CC to cover in March.</p>	<p>Comms Focus Group c/fwd. Feb mtg</p> <p>Marketing Focus Group</p> <p>TG</p> <p>Gov Focus Group</p> <p>Comms Focus Group/ CC</p>

Meeting closed at 5.20pm.