

ERBID Board Meeting
Thursday 23rd February, Toorak Hotel

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

ITEM	ACTION	BY WHEN	BY WHOM
1.	<p>APOLOGIES</p> <ul style="list-style-type: none"> • C Jeavons, M Salmon and R Cuming. • Minutes of the meeting 26th January were approved. • Matters arising covered in meeting agenda. 		
2.	<p>DESTINATION MARKETING</p> <ul style="list-style-type: none"> • Draft destination marketing budget circulated showing total expenditure of £487k with net cost to ERBID of £334k. CC thanked the marketing sub group. • <u>TV Advertising</u> This is a significant element for destination marketing in the business plan centred on Sky Ad TV Advertising. It is proposed to film this advert during the summer to take best advantage of the weather. Rather than one main advert discussion centred on looking at producing a number of mini ads – more advantageous and cost effective to cover different age groups, party makeup and reason for potential visit. Considered advert should not be shown on TV until new website has gone live as part of an integrated campaign. Want advert to have a long shelf life of several years. When advert is produced it can be used on social media. The more it is seen the better. Scheduling of advert on Sky TV is still to be finalised. Earliest date is probably October, but this may not be the right period to invest too much money and a delay to Xmas/January may be better. Important not to spread advertising too thinly and lose any impact. Looking at probable timetable for year one and setup arrangements. There should be no production costs in 2018. CC has started communication with film producer to obtain detail costing to produce quality adverts prior to going out to tender. • <u>Photography and Videography</u> Whilst the new company has received the rights to the ERTC photo library, it is now old, looking tired and missing certain important shots i.e. seasonal. 	March	CC

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	<p>In addition Videos are now becoming more important – see Cornwall destination site.</p> <p>Proposed to increase total spend from £5k to £20k. £10k of this spend will come from seafood coast if bid is successful. Also aim is to use a new image library which would allow access to high resolution shots online. Cost about £5k.</p> <p>Agreed extra £10k subject to outcome of Seafood Coast bid and possible further £5k subject to available budget.</p> <ul style="list-style-type: none"> <p><u>Group Marketing</u></p> <p>This is an important part of our business plan. Already this year will have attended 6 events by end of March, promoting to the international market.</p> <p>Planning to organise a meeting of group operators to get their input into proposals.</p> <p>Propose taking a 4x2 stand at Group Leisure Show this autumn in Birmingham. Stand to be located next to Majestic Holidays who are already committed. Would then invite trade operators to attend. Estimated cost £5k</p> <p>Proposal is to hold a showcase group event in spring 2018 working with a specialist Group organiser. Event would include overnight stay for delegates. Cost £10k in 2018 budget. Agreed.</p> <p><u>Research</u></p> <p>Two research projects have been developed on over the last month - website industry survey and newly formatted E.R performance Monitor (How's Business).</p> <p>The current email database stands at 165k addresses. With fulfilment of guide this may increase by another 80k There is a need to undertake consumer profiling of email Data</p> <p>Most recent email only had an opening rate of 13.8%. Propose budget increase from £4.5k to £7.5k. Agreed.</p> <p><u>Exeter campaign</u> is now all confirmed. The value of radio Exe was questioned. Considered that it was right for this campaign where it is only part of an integrated promotion, which includes 22 poster sites and 39 bus displays. Radio Exe, though limited, targets the right market. A full regional radio campaign is planned for 2018, which will be very different and much more substantial.</p> <ul style="list-style-type: none"> <p><u>Resort Guide</u></p> <p>Renamed as Experience The English Riviera. On track to meet publication deadlines. Currently pulling details together. Advertising coming in well, but does need final push to meet budgeted numbers. Agreed to send out advertising to trade and include PDF to give a better feel of how publication will look. Cut</p> 	<p>Spring</p> <p>February</p>	<p>CC</p> <p>CC</p>

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	<p>off date for advertising 13th March. Targeting of drop of 25k in Exeter completed, which will be delivered by Royal Mail. Competition included in guide which will help monitoring. CC requested list of advertiser to help with sales.</p> <ul style="list-style-type: none"> • <u>Visitor Information</u> Now open. Rotas have been rescheduled and are within budget. Now four volunteers in place and two seasonal workers. • <u>Consumer Newsletter</u> Five are planned for this year. 1st already sent with £1k raised towards costs. • <u>Website</u> Good response to survey so far, which will close 3rd March to be able to prepare tenders for new site. Proposed to review tenders at next board meeting. • <u>Social Media</u> Initial start of social media agreed at last board meeting. Proposed presentation of social media strategy at next board meeting. • <u>International Marketing</u> Will be represented by Visit Devon at IBM Berlin, which is another benefit of working with them. CC attending explore GB 2nd & 3rd March – 60 appointments made. Second meeting 21st/22nd March - further 20 appointments. • <u>Business Tourism</u> LM has met with the Conference Bureau to develop proposal for Business Campaign. Budget £5k Want to be able to bring in conference hotels. • <u>Seafood Coast</u> 9th March “rap up” meeting of 1st stage, which will be attended by Andrew Slater, MD of Visit England. Would like support at this meeting from directors. Project has gone down well. • Application for a further £125k has been submitted and hope to know outcome by 22nd March. ERBID has agreed to contribute £10.5k over two years to support this application with potential £80k+ return. • <u>Destination Marketing Budget</u>. Overall board fully supported market proposal recognising that some aspects still need to be developed. Some figures may change as costs come in and we have a firmer idea of income. 	<p>February</p> <p>March</p> <p>March</p> <p>9th March</p>	<p>MP</p> <p>CC</p> <p>CC</p> <p>ALL</p>
3.	<p>GOVERNANCE & FINANCE</p> <ul style="list-style-type: none"> • Accounts for January have been prepared & circulated. Figures accepted and format agreed. Suggested adding budget notes to give a fuller understanding. Accounts would then be published on website after approval by board. Everyone thanked Sheena for job well done. <p>These are early days and projects may change. Consider figures are on the conservative side. Contingency have been increased from business plan from 5% to 7.5%. Discussion on what policy should be adopted if ERBID make a surplus in year. Should extra money be spent or should some be carried over to next year as a contingency. Rules concerning carryover of funds at year end to be</p>	<p>March</p> <p>March</p>	<p>LM</p> <p>TG</p>

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	<p>investigated.</p> <ul style="list-style-type: none"> • <u>Collecting of Levy</u> Operating agreement, this is on website, sets out how the council will enforce collection of the levy. Important that levy payer realises that this will be enforced and is the responsibility of the council. There is no legal right for levy payers to pay by instalments. We have obtained a competitive price for levy collection from the council on the basis of one payment. If payment made by instalments was allowed, it would increase collection costs and reduce the amount of levy spent on Destination Marketing. The council have said that when there is a case of genuine hardship they would consider split payments. There has been feedback from levy payer from the bowls and pub sectors. It is important that the BID is seen to be benefiting all partners. • Draft for the Voluntary Contributions and Associate arrangements had been circulated. Final wording was discussed and agreement reached. In line with business plan, Voluntary Contribution is only appropriate for tourism business as detailed out in the business plan. Voluntary contributors would be able to apply for ERBID company membership. Proposed to call associate partners not members to avoid confusion and they would not have right to apply for company membership. V.C would only apply to Torbay Businesses, but A.P could be from outside the area. LM to finalise details and publish. • ERBID company membership rules were discussed and agreed that LM would produce a draft. Principles were agreed. • All levy payers would be invited to become ERBID members in writing in June. This is a legal requirement if they are to vote or stand as directions. The rules will require company members to have paid their levy within 3 months. This should be highlighted to levy payers. When council send out reminders this can be included. • The Articles of Association for ERBID need to be revised as when company was initially set up they were standard wording. Agree that the governance sub group would review these over next two months for agreement by board. • Agreed that election for Directors will be held in October. The autumn ERBID meeting should be moved back to November with the new directors announced at the meeting. • Prior to election the ballot arrangement needs to be confirmed together with Code of Conduct and job description for Directors. It is expected that this work will be carried out during the summer. • Main ERBID meeting will be in the spring and autumn meeting may not be necessary after this first year. • Office arrangement at Vaughan Parade. Still trying to come to agreement with TDA, but this is proving to be very drawn out. • It is expected to move away from council provision of IT support for financial reasons. 	<p>March</p> <p>March</p> <p>April</p> <p>March</p>	<p>LM</p> <p>LM</p> <p>Governance Sub Group</p> <p>LM</p>
4.	<p>COMMUNICATIONS</p> <ul style="list-style-type: none"> • B2B February newsletter sent out to 668 businesses with 29% open rate. Reconsidering that all communication should be via email. Sending a flyer for meeting on 15th March by post, sponsored by 		

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	<p>Barclays & Stagecoach to cover costs. Consider future communication to partner will be a mixture of emails & post.</p> <ul style="list-style-type: none"> • Also considering setting up a closed face book page as another way of communicating. Still working to collect email addresses of partners. • 15th March Exhibition & Conference. Programme agreed, potentially 60 exhibitors. Holding lunch in forum from 12.30 – 1.45, using the Rosetor Room for conference. Income from stands will cover Riviera Centre costs. • All Directors asked to encourage people to attend. • Michelle/Martin agreed to help cover ERBID stand during morning exhibitions. South Devon College are helping with arrangements. Important to manage car parking well. Agree to obtain badge for Directors. 3 banners have been produced to promote events. • <u>Food & Drink</u> Organising an initial meeting to start setting up group. 	March	ALL
5.	<p>ANY OTHER BUSINESS</p> <ul style="list-style-type: none"> • Need to be aware of representation on Boards. Current Board make up is fairly similar to what is proposed after the election. A sub group is a way of involving more people. Additional board members can be co-opted this year if appropriate. • Important to show company details on bottom of communication to comply with law. • Blue Flag – Waiting for response as need feedback on what opportunities exist for sponsors. 		
6.	<p>DATE OF NEXT MEETING</p> <ul style="list-style-type: none"> • Confirmed we will continue with timing of meetings 2.30pm – 5.30pm. Next meeting to be held on Thursday 30th March. 		