



**ANNUAL GENERAL MEETING
4PM THURSDAY 26TH APRIL 2018
BURDETT ROOM, RIVIERA INTERNATIONAL CONFERENCE CENTRE**

PRESENT:

Tim Godfrey – Chairman, Martin Brook – Vice Chair and owner of Pilgrims Rest Cottages, Carolyn Custerson – Chief Executive, Kevin Mowat, Executive Head of Assets & Business Services – Torbay Council, Chris Hart – Managing Director, Wollen Michelmore, Pippa Craddock, Director of Marketing & Development – Paignton Zoo & Living Coasts, Richard Cuming – Partner at Bygones, Helen Brenton, Sales & Marketing Executive – Osborne Club, Tony Smyth – Owner of Sonachan House, Sheena Powe – Partner at Kents Cavern, Simon Jolly, Managing Director – Riviera International Conference Centre, Claire Flowers – Director at Beverley Holidays, Nigel Makin, Co-Owner – Beacon House, Kelly Widley, Anthony Payne – Neale – Owner, Court Prior, Stuart Wain – Owner Gainsboro, Matthew Sherwood, Owner – The Cleveland, Paul Moore, Owner – The Westgate

AGENDA ITEMS:

1. Apologies (no apologies received)

2. Chairman's Statement

The Chairman welcomed all to the first AGM of the ER BID company and referred to his statement in the notice of the meeting as follows.

In January 2017 the English Riviera BID Company was established with responsibility for delivering the English Riviera BID (ERBID) 5-year Business Plan. The primary reason for setting up the ERBID is to provide sustainable funds for professionally coordinated Destination Marketing of the English Riviera brand. In 2017, 1038 eligible businesses were liable to pay the ERBID levy. £497,538 (96%) was collected by Torbay Council on behalf of the company with nearly all of the levy spent directly on Destination Marketing. This was possible due the company's additional income generating activities and tight control of core expenses. As chairman I am supported by an experienced board. The board met eleven times during 2017 and the minutes and management accounts are posted on the company website. With the tourism economy worth over £500 million to Torbay, wider engagement with the company was actively encouraged throughout 2017, via Associate Membership and Voluntary Contributors. This will be complemented with the introduction of Focus Groups. 2017 represented a strong first year for the English Riviera BID Company with the ERBID one of the biggest tourism BID's successfully established in the country.

Additional Comments made by the Chairman included:

1. Reference to the fact that the total BID Levy income in 2017 was all invested on Destination Marketing.
2. The Board were taking a strong line on collection but were mindful of the poor start to the season in 2018 due to the snow etc and an extended deadline for payment had been agreed.
3. The Seafood Coast Project was a major success and secured additional commercial income in 2017. The board recognised the need for additional commercial income to be generated to enable the maximum amount of levy to be used on Destination Marketing.

3. Presentation of 2017 Company Accounts

The accounts were presented by the chairman and a general discussion took place about the overall results for the year. Specifically, the level of collection was highlighted alongside the control on overheads ensuring they came in within budget and in line with the business plan.

Approval of the 2017 Accounts:

Kevin Mowat proposed approval of the 2017 Accounts

Tony Smythe seconded approval of the 2017 Accounts

Approval of the 2017 accounts was a unanimous decision by all those present.

4. AOB

The following questions were raised from the floor:

Stuart Wain from the Gainsboro requested clarification on the total amount invested on Destination Marketing in 2017. The chairman confirmed that the figure in the Company Accounts was the correct figure.

Paul Moore from the Westgate requested clarification as to the company's policy regarding late levy payments. The chairman confirmed the robust approach that the ERBID Company takes working in partnership with Torbay Council resulting in a 96% collection rate in 2017.

Matt Sherwood from the Cleveland asked the following two questions:

1. Could the Company divulge some top-level information about the increase to website traffic during the ITV advert? Carolyn Custerson confirmed that there had been an uplift in web traffic and that a full evaluation would be undertaken and shared with partners.
2. How many businesses complete the How's Business survey every month and is there any way it could be made compulsory? Carolyn Custerson confirmed that around 100 businesses completed the monthly survey and this could not be made compulsory.