



Minutes of July 2018 Board Meeting

2.00pm on Thursday 26th July 2018, at the Riviera International Conference Centre

Present: Tim Godfrey (TG) – Partner, Bishop Fleming, Martin Brook (MB), Kevin Mowat (KM) – Executive Head of Business Services, Torbay Council, Helen Brenton (HB) – Sales & Marketing Executive, Osborne Club, Richard Cuming (RC) – General Manager, Bygones, Carolyn Custerson (CC) – Chief Executive, ERBID Company, Claire Flower (CF) – Director, Beverley Holidays, Nigel Makin (NM) – Co-Owner, Beacon House B&B in Brixham, Tony Smyth (TS) – Joint-owner, Sonachan House, Pippa Craddock (PC) – Marketing & Development Director, Paignton Zoo & Living Coasts, Kelly Widley (KW) – Pier Point

ITEM	ACTION	BY WHOM/ BY WHEN
1	<p><u>APOLOGIES, MINUTES, MATTERS ARISING:</u></p> <p>Apologies Chris Hart (CH) – Chief Executive, Wollen Michelmore Simon Jolly – Managing Director, Riviera International Conference Centre (SJ)</p> <p>Minutes Minutes from the last meeting were approved by the Board.</p> <p>Matters Arising No matters arising</p>	
2	<p><u>DESTINATION MARKETING UPDATE:</u></p> <p>CEO report CC advised now starting to plan for next year and looking at next year's DM budgets at the same time as continuing to evaluate the impact of 2018 marketing activity.</p> <p>TV advertising. Impact evaluation to date, of over 55's 2018 advert considered inconclusive so further market testing in the Midlands is being carried out to identify if there is potential for further national TV advertising in 2019.</p> <p>Evaluation of 2018 Digital and Outdoor Media Spring Day Visitor campaign targeting Exeter, Plymouth and Taunton is ongoing using evaluation of postcode information collected by the individual attractions to assess the impact of the 2018 campaign.</p> <p>2018 guide requests are running at a similar level to 2017.</p>	

	<p>Website - There is an improvement to traffic to the site and visitors are staying on the site longer. The Things to Do and Food & Drink pages are showing YOY growth with the traffic to the accommodation pages down on last year. Website content is continually being updated and a new English Riviera blog has been built in the Be Inspired section.</p> <p>A new website User's Guide is being created for ERBID businesses so that they are aware of all the ways they can promote their business on the website as an ERBID partner.</p> <p>CC highlighted TS's continued concern regarding the current lack of a child search facility for users of the website when searching for family accommodation. Cost to add this functionality is £5k. Agreed that this matter needed to be looked into further to understand how many people are using the search facility versus the different channel pages including Family Friendly and then this investment considered. Being a popular family resort, the general consensus was that this investment was relevant.</p> <p>Digital marketing - CC advised that the Beach campaign had been very successful reaching over half a million people. All the videos are available on YouTube and the images will be uploaded onto the Riviera Library by NH for businesses to use to support their own promotions.</p> <p>Following on from the Beach Campaign a new Food & Drink campaign is to be launched w/c 14th August managed by the NH with new photography including local chefs to help promote the two-week Seafood Feast programme from 22nd September.</p> <p>A new Online B&B blog is also being prepared by the Executive team to feature the Top 10 most popular B&B's in Torquay, Paignton and Brixham, many of which also feature in Devon's Top 10 B&B's.</p> <p>Email marketing - Database is re-building slowly after GDPR review and now totals 8500. Seen opening rate increase to over 50%.</p> <p>New Family Fun - Summer Filming starts mid-August. Wide selection of things to do and attractions included in the filming schedule to showcase the resort as a year-round family resort. Footage to be used in 2019 digital campaigns.</p> <p>New Pubs & Bars Guide - 10,000 copies printed and distributed. The publication includes only those businesses that had paid the levy on time. Costs to produce decreased to 41p per copy with publication sponsored by a number of local businesses.</p> <p>How's Business Survey - CC advised that the over 100 businesses were now taking place in the survey every month.</p> <p>Ongoing Monitoring & Evaluation - CC recommended that the board considers investing in the T-Stats, a monitoring and evaluation platform of tourism trends now used by many leading destinations including Visit Cornwall. T-Stats giving a demonstration on 22nd August. The initial cost to set up would be approx. £10k.</p> <p>England's Seafood Coast funding – Work started on the final stage of the project as a result of the continuation funding secured to develop a national Seafood Trail.</p>	CC CC CC/NH
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	<p>Seafood Feast – plans are well advanced for this new project with the event taking place from 22nd September for two weeks and over 40 events being promoted by the individual businesses involved. Promotional activity will include a Breeze radio campaign, bus advertising, and increased Social Media activity linked closely to the Food & Drink campaign. Partners are being kept well informed so that they can promote the Seafood FEAST to their customers.</p> <p>Groups Marketing - 26th - 28th March 2019 is the date for the next Group Showcase familiarisation visits - lots of hotels have offered free accommodation to the Group organisers and the programme is now being promoted across the country to attract 40+ Group Organisers to the resort for a FAM visit.</p> <p>International marketing - TS advised that he had attended a business training event recently as part of the England's Coast project for which the ERBID is a partner. They have developed a new website that targets Dutch and German visitors and businesses can upload their business FOC. CC to remind ERBID partners of this free marketing opportunity.</p> <p>Press & PR</p> <p>CC advised that she was contacted by The Times for Top 50 Beaches so she sent the Anstey's cove video which was used and was included in the Top 50. KM commented that there are some issues with erosion that may happen round the coastline for the Bay as there are 22 miles of coastline and there will be no maintenance works carried out if any damage happens especially at Anstey's Cove. CC commented that she believes that could be a good idea to have the different organisations such as Torbay Coast & Countryside Trust, ERBID, Geopark etc to work together to find the money required to fix any damage that happens. KM commented that he would be happy to meet to discuss this via Destination Management Group.</p> <p>Visitor Information Centre</p> <p>CC advised that they are now experiencing issues with rough sleepers outside the centre and also with drunks and drug users locating themselves outside the centre and around the Harbour side. KM commented that there is a lot of people getting involved with the issues including the MP. There has been some government funding allocated to try and resolve the homelessness in Torquay. It has been agreed that there is now going to be a Senior Business Command Unit introduced by the Police back in Torquay but this won't be until Autumn. The Council are trying to resolve the issues and the Chief Executive is involved. KM advised that he is attending Town Centre Partnership Group regular meetings about this issue. The Police assist when there is crimes committed but don't have the resource to move on the rough sleepers. KM advised that he is aware the Devon & Cornwall Crime Commissioner and the Police Commissioner both live in the Bay and would like to try to get the issue resolved. RC commented that he believes the ERBID company should be able to voice their concerns to the Police as to the Tourist industry. MB commented that there was a meeting held on Tuesday which he attended on behalf of ERBID and he met the new head of the BCU and they advised when this will be taking place with extra staffing.</p> <p>TG expressed his concern about lone working at the VIC and asked CC to review.</p>	ALL
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	<p>RC suggested may be an idea to look at putting on a gated area for both entrances around the VIC and Vaughan's next door to be closed at night and open in the morning. It was agreed by the Board for a formal letter to be sent to Alison Hernandez, the Police & Crime Commissioner to lobby for police assistance. CC to draft letter.</p> <p>CC met with Andrew Pooley from DSRR who have been paying £15,000 towards the cost of running the VIC. This contribution is to be reduced to £7,500 from 1st November 2018. Alternative income generation to be considered by the board including introducing an increased branded retail offering including a new 2019 English Riviera calendar in partnership with Partington Print.</p> <p>Destination Management Plan (DMP)</p> <p>CC currently chair of the new DMG and undertaking ongoing partner meetings RD from the TDA. Opportunity to renew town boundary signs across the Bay from the current signs as way of enhancing English Riviera brand locally. Cost would be around £20,000. PC suggested that could be an idea to have the signs sponsored by local businesses. KM commented that he would like to promote Agatha Christie link for Torquay in a similar way and could work with the Agatha Christie family on this for some funding and also look at possible section 106 funding.</p> <p>2019 Destination Marketing - CC advised that at September board meeting decision on 2019 marketing budget needs to be agreed. CC ran summarised the 'asks' from the Focus Groups with continued TV advertising and London Outdoor Media Advertising popular choices. Board asked CC to circulate a detailed draft costed proposal for their consideration in preparation for further discussion at the August Board Meeting. CC asked that all board members send to her some feedback by email as to their 2019 Destination Marketing preferences prior to the next Board meeting to help shape discussion and aid decision making. CC has already held preliminary meetings with media buying companies. CC recommended that the bulk of the marketing budget is invested in the first quarter of 2019 to tie in with when prospective visitors are making their decisions about their main holiday. Careful budget management would be required to achieve this</p> <p>Focus Groups Update</p> <p>The accommodation Focus group had specifically asked for money to be allocated to TV advertising and support for key Events.</p> <p>The attractions Focus group specifically value targeted regional campaigns both digital and shown an interest in ITV West Country advertising and increased targeting of the Bristol area.</p> <p>The Food & Drink Focus Group specifically want increased local out of season promotion targeting residents encouraging them to support their local pubs, bars, cafes and restaurants. CC advised that she was exploring the opportunity of enclosing a promotion with the 2019 Council Tax bill which is sent to all 70,000 households. F&D businesses would like a cafes and restaurant guide created following on from the Pubs and Bars Guide and consideration to introducing a new Food & Drink App to specifically promote live music events.</p> <p>TG suggested keeping some of the big campaigns including London for 2020.</p>	CC ALL CC/KM ALL
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3	<p><u>GOVERNANCE & FINANCE:</u></p> <p>TG advised that Sheena Powe had prepared an updated end of year forecast. TG advised that the focus is now on the next 6 months and maximising the carry forward figure to support first quarter activity in 2019 whilst the 2019 levy is collected. As at the end of June levy collection is sitting at around 94%.</p> <p>Events Strategy - MB advised that CC and MB had looked at various strategies in other areas including Isle of White and from this research had created a new ERBID draft events strategy with the proposal for the ERBID Company to sponsor key destination events from 2019 in terms of financial support and business development. An Events Focus Group chaired by MB is to be set up to include representatives from Torbay Council. NM highlighted the success of some of the Brixham Events paying for professional Event Management support. CC stressed the urgency of decision making as 2019 events are starting to be organised now. TG asked that CC attends first meeting of focus group to set up the process. PC advised she would be happy to be in the focus group with MB. NM also interested in joining the Events Focus group. CC recommended including AT in the Focus Group as a specialist events organiser. The board agreed with this recommendation.</p>	MB/CC
4	<p><u>COMMUNICATIONS:</u></p> <p>Covered as above through distribution of previous Focus Group minutes.</p>	
5	<p><u>AOB:</u></p> <p>RC advised that the Cross Country rail group are still playing around with their timings for trains into the bay and believes need to get back in contact with Kevin Foster MP about the issue. RC is happy to continue leading on this and CC & TG agreed. TG advised if a letter is required, he is happy for this to be drafted.</p> <p>HB advised that she has been working on the B2B twitter account and is gaining more followers. HB advised that she works on Torbay Hour on Twitter and she would like to create a similar Twitter event for the ERBID company to share information on the company and engage Levy payers. HB will email everyone an update on this.</p> <p>TG advised that it would be an idea to put a new piece in the Now is the Time in the paper as have paid for yearly sponsorship.</p> <p>CC advised that she sent round a paper about Airbnb with recommendations of proposed introduction of licensing laws for local authorities to start creating policies to take action on Airbnb. CC will forward the paper to Tara Harris at Torbay Council for her information for action for a policy to be created for Torbay. Meeting closed at 5.10 pm.</p>	RC