



Minutes of Board Meeting

2.00pm on Thursday 30th August 2018, at the Riviera International Conference Centre

Present: Tim Godfrey (TG) – Partner, Bishop Fleming, Helen Brenton (HB) – Sales & Marketing Executive, Osborne Club, Pippa Craddock (PC) – Marketing & Development Director, Paignton Zoo & Living Coasts, Richard Cuming (RC) – General Manager, Bygones, Carolyn Custerson (CC) – Chief Executive, ERBID Company, Chris Hart (CH) – Chief Executive, Wollen Michelmores, 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, Kelly Widley (KW) – Pier Point

ITEM	ACTION	BY WHOM/ BY WHEN
1	<p><u>APOLOGIES, MINUTES, MATTERS ARISING:</u></p> <p>Apologies - Claire Flower (CF) – Director Beverley Holidays</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>Destination Marketing</u></p> <p>TV advert - CC advised that as agreed at the last board meeting market testing has been carried out of the over 55's advert. Research confirmed advert did achieve its objectives, raising the profile of the English Riviera and encouraging visitors to the website. Decision to repeat the advert for 2019 agreed pending a number of edits highlighted in the research including the deletion of the balloons which were not understood. CC to review TV schedule for 2019 with aim to try and secure more slots for the investment of £65k for 2019 provisionally agreed for TV advertising.</p> <p>CC advised that she is proposing to allocate £20,000 in the 2019 budget to create a new TV advert for 2020 which includes family footage.</p> <p>Day Visitor campaign – CC reported that there is still an issue around collection of postcode data from attractions across the resort and that this meant that conclusions on the impact of the Spring 2019 Day Visitor Campaign has not been</p>	CC

	<p>possible. Analysis of the postcode data shared from some of the attractions indicates a growing interest from Plymouth.</p> <p>2018 Destination Guide is performing well. CC will be making decision in November with regards to the number of guides to be printed for next year.</p> <p>2019 Destination Guide CC advised that £35,000 in advertising sales has been confirmed to date with Early Bird 5% discount helping to secure earlier bookings. A target of £90,000 is being worked to with a deadline of 15th October. Print quantity for 2019 TBC.</p> <p>Website - CC advised that the latest web site traffic figures are showing a notable improvement with ongoing work to review content and expand the Be Inspired Section all having a positive impact. CC reported that having a DMC in post has helped enormously.</p> <p>CC advised that since last meeting and TS's ongoing concerns regarding the lack of a date specific family room search as part of the search facility New Mind had undertaken an initial look into the matter. This highlighted the popularity of the Search Facility with 220,000 + searches recorded since January. Despite this number of searches however only 82 online bookings had been made on the site since January with initial evidence showing that visitors were increasingly using the site for inspiration and information but leaving the site to book accommodation with other 3rd party OTA's such as Booking.Com becoming increasingly influential in this area.</p> <p>TS commented that he has concerns over future investment in the Destination guide if the web site search bar does not find family rooms by date. CC confirmed that the money is ring-fenced in the budget to make this change (£5k) but asked the board to postpone making this investment.</p> <p>CC asked the board for time to review visitor booking patterns across the site so that a better understanding can be achieved before any further investment is made on the site including a Date Specific/Family Room search facility. This review by the DMM will include using Heat Map Soft Ware that will carry out traffic monitoring of how visitors to the site are using the current functionality and which content is most used. A report with recommendations will be presented to the October Board Meeting.</p> <p>TS commented that he believes the levy payers should make the decision on this as there are a lot of businesses who rely on the ER booking platform. TG commented that his concerns are that may lose ballot votes in 2021 from the small B&Bs if this matter was not addressed. It was agreed that this matter would be discussed at the next Accommodation Focus Group.</p> <p>England Seafood FEAST – CC highlighted the extent of the programme as a new event and that many of the individual events had sold out. Been success in securing attendance by high-profile German journalists and there has been a lot</p>	<p>CC</p> <p>TS/CC</p> <p>CC</p>
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	<p>of publicity about the event including the Guardian, Devon Life, Coast Magazine, Evening Post</p> <p>Visitor Information Centre July visitor figures are up for Visitors Information Centre. Still having difficulties with rough sleepers sleeping outside and around the Harbourside. Board expressed their disappointment at the lack of any support to help address the problem from the police and further to the letter to the Police Commissioner. Lone working remains a key concern.</p> <p>Purple Flag CC provided feedback from recent Purple Flag inspection expressing some concerns about a number of drunk and homeless around the Harbourside that evening.</p> <p>Markets CC reported some concerns from local businesses over the Continental Market stall holders on the promenade recently selling food and alcohol. KM commented that he will be speaking to colleagues over these issues.</p> <p>Summer Filming CC advised summer filming is now complete and hopes by next board meeting to be able to share with board.</p> <p>Research CC advised that she was proposing the 2019 research budget from £20,000 to £5,000 to help maximise the budget for marketing. CC is proposing that a new platform is used for monitoring and evaluation called 'T-Stats.' The benefit of T-Stat's is it is a live system which links into National data to help benchmark against. CC proposes to stop using the 'How's Business' system because responses remain disappointing. All agreed it was worth trying the new system if assists with budget savings.</p> <p><u>2019 Destination Marketing Plans & Budget</u> CC thanked the board for providing their feedback on the proposed budget and Destination Marketing plan.</p> <p>There is less money available to spend next year because of the Seafood Coast DEF ending 31st March and as such the Destination Marketing budget is being based on £400,000 for 2019 with levy collection expected to be in excess of £500,000.</p> <p>CC ran through the proposed budget as circulated to the Board and Destination Marketing activities for 2019 including her own recommendations. Agreed that the draft budget and proposed activities would be discussed with the up and coming Focus Group meetings.</p>	CC
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<p>3.</p>	<p><u>GOVERNANCE & FINANCE:</u></p> <p>Management Accounts - CC met with Sheena Powe to run through the budget for rest of the year and to look at the year end. The Richardson Group issue of non-levy payment should hopefully be resolved soon.</p> <p>Levy update - TG advised that for the last two years to date there is current £46,000 debt outstanding - £25,000 for first year and £21,000 for current year. The Board need to look at the list and make decision over the outcome of each debt. TG advised that the income target has been met for this year. TG advised that if we do start further proceedings to start liability over and collection proceedings, the debt collectors would take a percentage of the amount collected. All agreed that it would be best to start the proceedings to try to collect as much as possible. TG to liaise with Ian Westwood re costs and strategy.</p> <p>It was agreed that a statement should be made on the B2B website that liability orders have been obtained and further action will be taken against those levy payers who have not paid. CH commented that in the annual report, the non-payers' names can be listed.</p> <p>Events Strategy</p> <p>MB advised that a lot of work has been carried out at looking at events. There has been a Torbay Events forum held by the Mayor but with him stepping down next year there are concerns over future of events. MB has been looking at creating a new Events Strategy to look to linking up with different organisations to ensure smooth running of events in the Bay. A focus group is going to be set up and they will be looking at the events applications that are submitted. MB feels that there needs to be a person who can assist the event organisers with guidance, technical help etc to ensure the events run smoothly instead of just providing cash as sponsorship. There is an amount proposed in the budget to be able to sponsor events in the Bay. It was discussed that the help and assistance should be the main priority to be provided to the event organisers and not just cash sponsorship. TG suggested holding an event workshop for event organisers to attend to advise the new events strategy and advise them of the assistance available from event consultant. KM agreed with this because the organisers need to provide the relevant Health & Safety information to the council and blue light services else the events will not be permitted to go ahead. MB agreed with this and is aware that need to work more closely with other organisations including council and police etc. It was agreed to hold workshop to promote Support package available to the event organisers. MB asked if could increase budget suggestion to £20,000 to include cost for consultancy.</p> <p>CH raised issue that if get involved with advisory or sponsorship to events which results in a loss or an incident, would the BID company be held liable for this. KM commented that it could be an idea to just act as a sign post organisation to direct event organisers to different businesses available who could assist. KM</p>	<p>TG</p> <p>CC</p>
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	<p>suggested could be arranging a seminar for event organisers to attend to learn how to better promote/organise their event.</p> <p><u>COMMUNICATIONS:</u></p> <p>4. There have been no recent focus groups held but they are scheduled to take place next month.</p> <p>B2B Update - HB provided an update on the new ERBID hour on twitter. Levy Payers to be notified to encourage engagement. TG and CC thanked HB for her assistance with this.</p> <p><u>AOB:</u></p> <p>5. Air show KM advised that the local authority funding for the council has been reduced and Torbay Council's discretionary services could be at risk including Events. KM advised that a report will be going to a council meeting on Monday to try and find sponsorship to help with covering some of the cost for the Torbay Air show of around £90,000 to keep the air show running. In previous years, the company who organise the air show struggled to find corporate sponsorship. KM advised that CC has been speaking with Phil Black over proposals for the future of the air show whether assistance can be provided.</p> <p>Global Geopark Status There is also issue over administration of the Geopark which the council manages which costs around £50,000 which includes one full time employed staff. There is an event at the end of the year to try and look at ideas for finding sponsorship for running the Geopark. There is importance over the Geopark as it is classed as UNESCO brand which is important for the Bay.</p> <p>PC asked if there is data that show how many day visitors or overnight stays came from the Air Show and how it is advertised. KM advised he does not have this information to advise but can find out. CC commented that she asked the organisers REM and the data that they used were from how many people purchased the car park package by postcode search which shows that a lot of people purchased the car park packages from as far as Scotland. CC commented that she believes if the ERBID was to be involved the branding would need to be changed including the name from Torbay Air show to include English Riviera. CH commented that could also look to broadcast the commentaries of the display further around the Bay which would be better and could then be classed as 'English Riviera Air show'.</p> <p>TG asked if KM could provide financial breakdown for running the Air show to TG to look at further. TG advised that he believes the Board is supportive of supporting the Air show if the branding can be aligned with the BID company branding. KM commented that he will take this forward to the Council meeting as update. CC advised with regards to the Geopark she is supportive of this as it promotes the Great Outdoors and being classed as UNESCO Global Geopark. CC</p>	<p>CC</p> <p>CC/KM</p> <p>CC</p>
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asked the Board for everyone's support for supporting the Geopark. KM & CC agreed to meet with Nick Powe to move this forward.

RC - gave update on the Great Western rails - he has recently met with Kevin Foster, MP to defend the rail lines around the Bay and Newton Abbot. This is still work in progress. CC advised that she will arrange for Nathan to work with RC to provide an update to the levy payers over this.

Meeting closed at 4.30pm.

DRAFT