



Minutes of Board Meeting

2.00pm on Thursday 29th November 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, Nigel Makin (NM) – Co-Owner, Beacon House B&B in Brixham, Kevin Mowat (KM) – Assistant Director of Business Services, Torbay Council, Tony Smyth (TS) – Joint-owner, Sonachan House Martin Brook (MB) – owner, Pilgrims Rest Cottages, Simon Jolly (SJ) – RICC, Managing Director, Riviera International Conference Centre (SJ), Sheena Powe (SP)

ITEM	ACTION	BY WHOM/ BY WHEN
1	<p><u>APOLOGIES, MINUTES, MATTERS ARISING:</u></p> <p>Apologies - Claire Flower (CF) – Director Beverley Holidays Chris Hart (CH) – Chief Executive, Wollen Michelmore Kelly Widley (KW) – Pier Point</p> <p>Minutes Minutes from the last meeting were recorded as attached and approved by the Board.</p>	
2	<p><u>2019 Core Budget:</u></p> <p>Website income target will be set by CC for Nathan to achieve. The cost for the Destination guide has now been finalised and all the income has been received for this. Guide will start to be printed tomorrow.</p> <p>Visitor Information Centre - looking to increase the commissions for tickets sales through the Centre to increase income.</p> <p>Andrew Pooley from Dartmouth Steam Riverboat and Railway Company will be paying £3750 for a stand in the Visitor Information Centre and CC will be speaking to him re increase commissions paid to the centre.</p> <p>CC advised that there is going to be a break of DEF funding until 2020 so once programme is published can look to apply for available funding.</p> <p>Staff costs have been increased from this year depending on outcome of staff appraisals.</p>	

	Overheads will be decreasing as will no longer be paying service charge for previous office space.	
3	<p><u>2019 proposed marketing budget:</u></p> <p>CC ran through the proposed budget.</p> <p>International marketing is the contribution to England Coast.</p> <p>Have now finalised the agreed advertising for Waterloo for 2019 to take place 29th April for 2 weeks.</p> <p>Social media family fun campaign will start in the new year. Then the TV advertising campaign will take place for the Midlands area.</p> <p>Food & drink budget is for marketing for national days such as National Cream tea day.</p> <p>CC advised that she is meeting with Staylist in December who is an online booking platform. Is currently speaking with NewMind with regards to requested changes which should be live by end of the year.</p> <p>The digital budget includes Nathan's time, family fun campaign cost and a new Autumn campaign to take place next year.</p> <p>May look to increase the budget for event development. It has been agreed that £10,000 will be allocated to Air Show for 2019 and £5000 for BMAD.</p> <p>CC has advised that she introduced back in a budget for press & PR to be used if required.</p> <p>There is a budget for photography and filming which the plan is to use to create footage ready for 2020 campaign.</p> <p>All agreed were happy with proposed 2019 budget</p>	
4	<p><u>Draft chairman's statement:</u></p> <p>TG asked the board to provide any suggested comments to the letter drafted to be sent out.</p> <p>Once finalised will be printed via the Council's printing department and will be sent out on 21st December.</p>	
5	<p><u>Draft narrative to accompany Chairman's statement:</u></p> <p>CC is going to make the suggested changes to the draft narrative that was sent to her by email for comment.</p>	
6	<p><u>AOB:</u></p> <p>RC provided a brief update to the Dawlish railway that funding should be available in the Summer and ERBID will be working on this to the Board and will keep board up to date.</p> <p>KM advised that TC is undergoing a major budget setting exercise and advised that there are major budget cuts that will affect Torbay itself. This may include illuminations and reductions in grass cuttings in some areas. CC advised that if a Destination BID is set up in 2022 then this may mean there may be opportunities for the new BID to assist with</p>	

<p>some of the services cut. KM advised will be looking to find alternative ideas for services such as illuminations. KM will be grateful for suggestions for assistance from the Board.</p> <p>NM commented that as Torbay and English Riviera is a destination if the services continue to be cut this could result in the area no longer being classed as a destination as visitors will no longer come and there will be no investment into the Bay.</p> <p>HB provided an update on Google garage that a request has been made for a provisional date of 12th February and once confirmed then this event can progress.</p> <p>CC advised that she will get the 2019 dates out as soon as possible but can advise that the next date confirmed is 31st January 2019.</p> <p>CC advised she met with English Riviera National Trust and from this meeting they would like to be a voluntary contributor to the levy as they are responsible for Greenway which is part of the commercial activity of the ERBID. All agreed to progress this.</p> <p>CC asked the Board to all read the Tourism sector information that was sent to her for their awareness.</p>	
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