



Minutes of Board Meeting

2pm on 28th April 2022 – Wollen’s Board Room

Meeting commenced 2pm

ITEM	ACTION	BY WHOM/ BY WHEN
<u>1</u>	<p><u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING:</u></p> <p>Present: Carolyn Custerson (CC) – Chief Executive, Tim Godfrey (TG) – Chairman and Partner, Bishop Fleming, Anthony Payne-Neale – Court Prior Boutique B&B, Chris Hart (CH) Chief Executive, Wollens, Claire Flower (CF) – Director Beverley Holidays, Pippa Craddock (PC), Kevin Mowat (MC) – Torbay Council Director of Place, Kelly Widley (Food & Drink) Jason Garside (JG) Managing Director TLH, Sheen Powe – Company Accountant</p> <p>Apologies – Simon Jolly (SJ) – Managing Director, RICC, Martin Brook – Vice Chair, Owner of Pilgrim’s Rest, Richard Cuming (RC) – Bygones</p> <p>TG welcomed everyone to the meeting.</p> <p>Approval of 31st March Minutes – approved.</p> <p>Matters Arising – Covered in the agenda.</p>	TG
<u>2</u>	<p><u>Finance and Governance</u> <u>Management Accounts</u></p> <p>TG talked through the latest Management Accounts with the decision taken to wait till the 3-month 2022 Levy payment plan had finished on the 31st March to ascertain a more accurate position. Overall, the Company remains in a healthy position with the YOY Levy Collection rate from 2021 v 2022 being ahead with a 61% of Levy collected as at 31.3.22 compared to 57% as at 31.3.21. But noted that in the first year of ERBID 1 (when no 3-month payment plan was offered) 81% of the Levy had been collected by 31.3.17. CC was asked to request an updated position regarding Levy Collection for the next meeting. SP confirmed that an 85% collection rate is being budgeted for 2022. TG confirmed that a further £132k needs to be collected to reach the 85% and caution is needed before the Company considers allocating any of the Reactive Budget. SP confirmed that current spending levels were exactly as expected with the Digital and Events Budget currently under spent. SP requested by TG to prepare a monthly expenditure forecast for the next Board Meeting.</p>	TG

	<p>Debtors The Board had an extensive discussion regarding how the company will continue to deal with the persistent Debtors who were already being penalised in respect of any Marketing Benefits being removed. CC to ask TC for a list of Debtors for the next Board meeting. Timescale discussed with initial thoughts that letter from Wollens should be sent end of July. CC asked to contact Wollens to request a quote to undertake the same Debt Collection exercise as was successfully completed in December 2021.</p> <p>Commercial Income SP reported that £35k in Commercial Income had been collected to date with £20k to go to reach the budgeted target. CC reported that investment in website banners by Levy Payers had not been as high as expected with advertising budgets currently restrained. More sales effort will be needed and Board asked CC to look into options to help us reach our £20k website banner sales target.</p> <p>Facebook Breach – CC advised that she had now written directly to FB on the recommendation of Barclays and was waiting a response.</p> <p>Vaughan Parade Premises – The ongoing delays in the Company receiving a new Lease for the Visitor Information Centre was discussed as this issue was still unresolved. TG advised that he will now personally take this forward and instructed SP to only make a part payment of the latest invoice at the agreed new lower rate.</p> <p>Staffing CC reported that the ERBID2 HR Review had now been completed with professional external help and that both the new permanent staff and contractor contracts were now completed along with new permanent staff and contractor policy handbooks. Agreed that these would now be reviewed at the next Finance & Governance meeting with TG/CH/KM/CC and signed off for distribution. CC said the HR review had been extremely helpful.</p> <p>The Board discussed the advantages and disadvantages of working with a number of skilled contractors as is the case currently versus considering recruiting one FTE Marketing Director. CF and PC expressed their concern about the current climate and cost for recruiting such a post and the Board as a whole felt that it would be nearly impossible to recruit one person with all the skills and flexibility, we currently have available to us via the different specialist contractors we work with. KM felt too that one position for such a vital part of our work could present a risk in terms of one point of failure.</p>	<p>SP</p> <p>CC</p> <p>TG</p> <p>CC</p> <p>TG</p> <p>CC/TG/CH/KM</p>
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	<p>CC updated the Board regarding seasonal staffing reporting that the Summer Seasonal Visitor information Team was now all in place and training underway with a particularly strong candidate being appointed (Alison Bayliss)</p> <p>The Board discussed Angela Wright’s replacement, the role and responsibilities and consensus were reached that what the company continues to need is an experienced FTE Administrator. CC was asked to give this more thought in regard to recruitment, job description and salary and to present her recommendations at the next Board Meeting.</p> <p>ERBID2 Board Elections A further discussion took place regarding this to help ensure that the necessary plans are put in place for an October election. CC to now work on preparing the necessary paperwork and to draft a communication to Levy Payers to advise them of the Election and the process should they wish to stand.</p>	CC
3	<p><u>Destination Marketing</u></p> <p>CC updated on the performance of the new Regional Radio Campaign which had been performing very well in respect of generation of traffic to the official website and asked that the Board approve a further investment of £10k to extend the campaign by a further 2 weeks. Board approval was confirmed.</p> <p>CC also proposed that further to Easter and May Bank Holiday Feedback (both of which were disappointing) that a further national digital Reactivation Marketing Campaign be invested in ASAP to try and stimulate early summer bookings. Board approved this investment and for CC to work with RH Advertising on preparing a new campaign.</p>	CC/PC/CF
4	<p><u>Events Update</u></p> <p><u>English Riviera Walking Festival</u> – CC confirmed that the new dedicated Walking Festival website had been successfully launched and that bookings had started to be booked and paid for. KM confirmed that the ERBID Company should now invoice for the £10k partnership funding.</p> <p>England’s Seafood FEAST – (KW) gave a detailed update on the development of the programme which is going well, with a focus now needed on Bookability. KW to update further at May Board Meeting.</p> <p>English Riviera Air Show Sponsorship CH expressed his frustration at the unprofessional way Sponsorship ‘sales’ had been approached by REM Events the organisers with ‘packages’ very confusing and uninspiring. CC said she would report back to the TC Events Team. Everyone agree that this needed to start much earlier as soon as the decision was made to hold this event. CC expressed frustration in trying to get the Flight Programme details shared with the ERBID Company to circulate to businesses so that they could help promote the event and encourage overnight stays which is a strategic objective.</p>	CC KW CC

<u>5</u>	<p>Key Communications</p> <p>Devon Tourism Awards CC updated on the Devon Tourism Awards and the increased number and variety of English Riviera businesses that had been shortlisted as finalists.</p> <p>Meeting closed @ 5.00pm</p>	