



Minutes of Board Meeting

2.00pm on Thursday 25th April 2019, 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, Kevin Mowat (KM) – Director of Place, Torbay Council, Chris Hart (CH) – Chief Executive, Wollen Michelmore, Anthony Payne-Neale, the Court Prior (APN), Simon Jolly (SJ) – RICC, Managing Director, Riviera International Conference Centre, Clare Flower (CF) – Director Beverley Holidays

ITEM	ACTION	BY WHOM/ BY WHEN
1	<p><u>APOLOGIES, MINUTES, MATTERS ARISING:</u></p> <p>Apologies – Kelly Widley (KW) – Pier Point, Martin Brook (MB) – owner, Pilgrims Rest Cottages, Nigel Makin (NM) – Co-Owner, Beacon House B&B in Brixham</p> <p>Minutes Minutes from the last meeting were approved by the Board.</p> <p>Matters arising KM advised that a contractor has been appointed called the Market Square Group to manage the Outdoor Markets. They will hopefully be holding markets on both May bank holidays. KM advised that there will be a maximum of 30 stalls with maximum of 8 food and drink stalls.</p> <p>CC commented that there needs to be enough litter bins/refuse collections for the markets to ensure there are no issues like previous years. KM will ensure that this is highlighted to the company. ACTION - KM</p> <p>TG queried when the Wheel will be arriving this year - KM advised he believes it is the end of May due to technical issues - KM advised he will find out the expected date and feedback to the Board - ACTION - KM</p>	<p>KM</p> <p>KM</p>
2	<p><u>Destination Marketing:</u></p> <p>2019 Activity Update CC advised that there was a very successful group showcase held recently. Very good feedback received from hotels who had not taken part previously. CC would like to repeat the project for 2020 and would like this to be agreed by the Board. RC commented that this has helped to show levy payers within the Hotel industry that the ERBID is there to help them and have received new business from this.</p>	

	<p>CC commented that a new video has been created promoting the story of Fish & chips which shows the story of catching the fish through to the plate. The cost for this was covered by the Seafood Coast funding. If this campaign is successful then looking to create a similar video based around Cream tea and ice cream.</p> <p>CC advised that the website traffic is going very well and the figures are up on last year. This year's Easter weekend traffic is 75% up on YOY.</p> <p>CC advised that Visit Scotland have agreed to pay for the changes to the New Mind website which include the search for a family room function which means there will be no cost incurred to ERBid.</p> <p>The new footage for the Autumn campaign is currently being finalised and once it has been completed, CC will share with the board.</p> <p>CC advised that she will be meeting with the Stagecoach director on 7th May to discuss the Visitor Information Centre and the amount of bus enquiries being received from residents due to recent changes to the bus timetables. CC is hoping to achieve funding from Stagecoach towards the VIC if they would like the centre still to be used for bus enquiries. KM advised that he will speak to Adam Luscombe who works in Strategic Planning to see if could use some 106 strategic transport funding to assist - ACTION KM</p> <p>Events update</p> <p>CC advised that last night the launch for the Air Show was held and the event was very well attended. CC advised that sponsorship has been found towards 2/3 of the cost and Torbay Council will be underwriting the balance of operating cost. CC advised that for the event to be held in 2020, then sponsorship will need to start being found in August/September this year when companies set their budgets for the following year.</p> <p>KM advised that the decision for Airshow 2020 will need to be decided by the new Administration. Once the new Leader of the Council has been appointed, KM advised he can organise a meeting to discuss the Airshow 2020 and would like 2 of the Board members to attend to discuss their views. ACTION - KM</p> <p>Communications</p> <p>CC advised that on the report she has listed the key communications she receives and she has recently been contacted by Occombe Farm for support to their plans submitted for redevelopment for a sustainable attraction including a year-round farm shop, rare breeds attraction, Indoor play area and a community hall. Was agreed that CC can write a letter of support. ACTION - CC</p> <p>CC advised that she has received feedback from Google garage to state that they can organise a Facebook masterclass but this would incur a cost of approximately £1500. HB suggested an email to be sent out to all levy players to ask if they would be interested in attending and advise there would be a charge to attend the event. ACTION - CC</p> <p>2020 Plans</p> <p>PC advised that herself and Nathan met with Mostly Media to discuss initial media plans for 2020 targeting London and Birmingham. Currently looking at different options in both Birmingham and London including advertising in Tube stations and tube cars. CC proposed to the board that a budget of £150k should be considered for national advertising.</p>	<p>KM</p> <p>KM</p> <p>CC</p> <p>CC</p>
--	--	---

	<p>Research Update CC advised they have designed impact surveys to be sent out to all business in May/June to analyse the impact of the events held in those months.</p>	
3	<p><u>Governance and Finance:</u></p> <p>TG advised that there is £31,000 outstanding for levy payments for 2019. 97.5% of the levy collection has been collected.</p> <p>CC advised there are 81 aged debtors that have not paid any levy since 2017. Was agreed that a letter should be sent to all of the aged debtors to offer an extended payment plan for the aged debt. ACTION - CC</p> <p>CC agreed that she will invite Ian Westwood from Torbay Council to attend the Governance meeting to discuss this issue. ACTION - CC</p> <p>ERBID Renewal CC advised that herself and TG met to discuss proposal of sending out a survey on how the ERBID is performing and for their thoughts going forward. Was agreed that this would be sent out in September.</p> <p>CC advised she thinks that there should be some Tourism Services section where services such as Bays brewery, Caterfood and Bookers could be included.</p>	<p>CC</p> <p>CC</p>
4	<p><u>Communications:</u></p> <p>Tourism Awards CC advised that she is pleased with the number of applications which have been submitted and more are expected to be submitted before the closing date. CC advised she has made an application for the ERBID company for the Visitor Information entry and also for Seafood Feast for Event for the year entry. The date for the Awards Dinner is 3rd October.</p> <p>Easter Feedback CC advised that the feedback she is received from businesses for Easter period is that food and drink businesses have reported that busiest Easter weekend yet. For accommodation businesses, Bed & Breakfasts are reporting not to be doing so well for bookings.</p> <p>CC commented that there was a lot of complaints on social media regarding rubbish collections over Easter weekend with litter bins overflowing and piles of rubbish. CC advised she was due to meet with Peter Woodhead from Tor2 to discuss. There is a problem with commercial waste rubbish being dumped next to public litter bins instead of paying for commercial collections. KM commented that he did highlight this issue before Easter weekend and is aware of commercial waste problems. This will be highlighted when the Kier/Tor2 contract changes next year.</p> <p>SJ advised that it could be an idea to include the issue with waste in a newsletter sent out by the BID to remind businesses of their responsibilities when it comes to waste and the requirements of a waste transfer note.</p>	

	<p>CH raised issue of traffic in and out of Devon over Easter Bank Holiday weekend and asked if there was any feedback received over this. HB commented that they did have a family who advised that they are not sure on making a repeat booking due to issue with traffic when travelling. KM commented that he attends a Sub National Transport Body meeting that are seeking to address issues with traffic on motorways around the South West area.</p> <p>Hotel Planning Permissions</p> <p>CC advised that an action point from the last meeting was for her to facilitate a meeting with Brett Powis of the Torquay Hotel Consortium and Steve Parrock from Torbay Council. This meeting was held yesterday. SP has since provided feedback to CC explaining the council's rationale. CC asked SP if he would undertake a review on hotel accommodation and review the PHAA policy as part of the work being undertaken relating to the Local Plan. SP advised that he would review this policy and would undertake a bed stock review to show how many hotel beds there is within the Bay. He agreed to ask Andrew England, Assistant Director to look at how many hotel beds have been lost in the last few years and how many hotel beds have been gained. CC has since spoke to Brett Powis who said he found their meeting useful and feels better informed but is still planning to oppose the Terrace Car Park hotel planning application. The main issue is that they feel the Council is attacking tourism and is undermining private hoteliers with public funds. TG presented the draft response on this matter should a response be required publicly and further amendments were considered necessary with TG to finalise the statement on behalf of the ERBID Board.</p>	
5	<p><u>Any Other Business:</u></p> <p>KM advised that he had received an update that the wheel will be operational from 24th May to 31st August.</p> <p>CF asked if board members are replying to emails if they cannot always use reply all</p>	