



**Minutes of Board Meeting**

2.00pm on Wednesday 28<sup>th</sup> March 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, Martin Brook (MB) – owner, Pilgrims Rest Cottages, Kelly Widley (KW) – Pier Point, Chris Hart (CH) – Chief Executive, Wollen Michelmores, Anthony Payne-Neale, the Court Prior (APN), Sarah Hemingway – ERBID Company.

ITEM	ACTION	BY WHOM/ BY WHEN
1	<p><b><u>APOLOGIES, MINUTES, MATTERS ARISING:</u></b></p> <p><b>Apologies</b> – Clare Flower (CF)</p> <p><b>Minutes</b> Minutes from the last meeting were approved by the Board.</p> <p><b>Matters arising</b> There were no matters arising</p>	
2	<p><b><u>Destination Marketing:</u></b></p> <p><b>2019 Activity Update</b></p> <p>CC provided an update. The conference presentation slides will be available to view on the ERBID B2B site. 2019 destination marketing activity is now all in place. The Cafes, Tearooms and Restaurant guide is the latest publication to be produced, with 200 businesses included in the directory. 10,000 copies have been printed and these will be sent out, along with the Pubs and Bars guide and Seafood Feast Flyer, to all BID levy-paying businesses. Reprints have been budgeted for.</p> <p>Transport for London has given approval for the Waterloo advert to be shown. The call to action on the advert is the ER website address. PC and CH provided feedback on the advert: The logo does not stand out against the blue background. The wording ‘Closer than you think’ could be rolling throughout. Action – Final review of the advert design necessary</p> <p>Traffic to the ER website is up 30% year-on-year. The amount of time spent on the website is extended due in part to an increase in web content and new blogs created.</p>	CC

	<p>APN requested clarification re the businesses that are eligible for inclusion in the new Food &amp; Drink guides. CC provided an overview: In the first print edition the formally recognised VOA list, provided by Torbay Council, gives the list of eligible levy-paying businesses. Those businesses with court actions pending or non-levy payers will not be included in the reprinted versions. Some businesses fall below the levy-paying threshold but can join as voluntary contributors and be included in the guides.</p> <p>Action: Provide a summary re eligibility for inclusion in the Food &amp; Drink guides for Board members, in case of queries from businesses.</p> <p><b>2020 Activity Update</b>  PC and CC will meet with Mostly Media on the 9<sup>th</sup> April to explore options for 2020 marketing activity. CC anticipates that the spend will be £100K minimum for 2020.</p> <p>TG outlined that of the £500K budget, £100K is allocated to overhead costs and it would be useful to consider how to allocate the remaining £400K, earlier in the process. £20-£25K is needed to redevelop the next BID campaign. There is potential to increase contributions through voluntary contributions from large retailers, and this is an informal way to consider if a retail BID is viable. National advertising campaigns are potentially beneficial for large retailers in generating increased footfall. APN offered support to CC when meeting regional directors of large retail companies.</p> <p>The Board members agreed that the budget and approach to large retailers would be discussed at the April board meeting, following feedback from the meeting with Mostly Media.</p> <p><b>Events update</b>  MB provided an update.  CC &amp; MB recently met with the organisers of Brixham Pirate Festival. The ERBID logo will be added to event maps and a new marquee is being used with BID banners on display.  The 'Light Up Brixham' meeting is due to take place within the next few weeks. These events will be supported through promotion on the ERBID website and event pages.  TG recently met with the organisers of BMAD Festival and an accounting software package will be set up to support their event administration.</p> <p>CC advised that undertaking an events impact evaluation exercise is more costly than first anticipated, £10-15K for an online survey and £7K for a face-to-face sample. Propose instead to undertake a business impact survey, using the existing ERBID 'How's Business?' survey sent out to ERBID members during May and June to capture data on footfall, occupancy and turnover and share thoughts re future event planning.</p>	<p>CC</p> <p>CC/APN</p>
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<p><b>3</b></p>	<p><b><u>Governance and Finance:</u></b></p> <p><b>Management accounts</b>  TG provided a brief summary of the management accounts, approved at the AGM. Any questions regarding the accounts to be raised at the next board meeting.</p> <p><b>Levy update/Collection</b>  CC provided an update.  232 summons letters were issued to businesses for collection of BID levy. A reminder letter from TG was sent out to offer a payment instalment scheme, resulting in a reduction to 124 businesses outstanding and £50K owed.  Ian Westward and his team at Torbay Council have provided excellent support as a collection agency.</p> <p><b>ERBID Renewal &amp; Any Other Business</b>  Subject: Torbay Council’s investment interest in the proposed development of the Torquay Terrace car park site for an established hotel chain.  KW and CH provided declarations of interest in this matter to the Board members.</p> <p>An objection to the proposed development was raised by Brett Powis, Managing Director of Powis Hotels Limited to CC. An objection in writing was sent from Brett to Steve Parrock, TDA, highlighting concerns and opposing Torbay Council’s investment strategy. A subsequent response from Steve Parrock to Brett, CC and TG has been received.</p> <p>KM advised the Board that there is no requirement under EU procurement rules for an invitation to tender process to take place.</p> <p>The Board agreed to respond to this matter with a balanced position and to represent the interests of the ERBID members by staging a meeting/open forum with Torbay Council representatives. KM agreed to chair this meeting. This will provide an opportunity for ERBID members to raise their concerns, address communication issues and hear more about Torbay Council’s investment strategy regarding this project. KM advised the Board that there is no requirement under EU procurement rules for an invitation to tender process to take place.</p> <p>Action: Develop a formal response to ERBID members.  Action: Lead on coordinating a meeting for ERBID members with Torbay Council.  Action: Draft a response for Board members to use if approached regarding this matter.</p>	<p>TG/CC  TG/CC  TG</p>
<p><b>4</b></p>	<p><b><u>Communications:</u></b></p> <p><b>Tourism exhibition/ conference/AGM</b></p> <p>CC provided an update:  300 registered to attend the event. £2K income was generated from the exhibition. ERBID will request feedback from exhibitors and delegates.</p> <p>Board members agreed to consider the future format of the event to engage smaller operators including food and drink suppliers. Suggestions included sourcing a high-profile speaker, include an official opening in the programme, increase the mix of exhibitors – with relevance to accommodation providers, provide a focus group exhibition stand and a session on becoming an all year-round provider.</p>	

	<p><b>ERBID Tourism Awards</b>  CC provided an update.  On 4<sup>th</sup> April at Living Coasts, there will be an ER Tourism Awards workshop with Robin Barker. There will be ‘helpful-hints to win awards’ sessions.  30<sup>th</sup> April is the awards application deadline.  CC, CH and Robin have visited Imperial Hotel re hosting the awards evening.  OurGlass, Torquay will supply the award trophies for the event.</p> <p><b>Focus Group Updates (Attractions &amp; Accommodation Focus Groups)</b>  RC provided an update re the Attractions Focus Group.  There had been a positive meeting, with Torbay Council apprentices in attendance. 2019 Destination Marketing plans had been shared. There had been discussions about all year-round trading and a focus on Nov/Dec activity to extend the season, with additional support from ERBID to promote that the attractions are open all year round.</p> <p>APN provided an update re the Accommodation Focus Group.  There had been a positive meeting, with discussions on trading. The group were pleased with the marketing activities briefing provided by CC.  Jan to Mar business was behind due to BREXIT. Independent businesses feel that the resort closes during the winter months.  The Customer Experience Manager from Hoburne Holidays has agreed to become a focus group member to increase representation of the self-catering sector.</p>	
5	<p><b><u>Any Other Business:</u></b></p> <p><b><u>Bank Holiday Outdoor Markets</u></b>  KW provided an overview regarding Torbay Council’s invitation to tender to run outdoor markets at Princess Gardens during Easter, May and August bank holiday weekends. 3 bids had been received, with only 1 feasible and highly recommended by nearby local authorities. The number of stalls will be capped to a maximum of 30 with food &amp; drink, crafts, jewellery, international food and speciality goods traders.  Alongside the markets there is a proposal to run a food festival twice a year.  Action: Circulate a paper to Board members for response and discussion at next meeting.</p> <p>MB had received an enquiry to add the English Riviera to television weather forecasts.</p>	KM