



Minutes of Board Meeting

2.00pm on Thursday 26th November 2020 – Video Call

Present: Carolyn Custerson (CC) – Chief Executive, ERBID Company, Tim Godfrey (TG) – Partner, Bishop Fleming , Chris Hart (CH) – Chief Executive, Wollens, Anthony Payne-Neale, Court Prior (APN), Kelly Widley (KW) – Pier Point, Jason Garside (JG) – Managing Director, TLH Hotels, Martin Brook (MB) – owner, Pilgrims Rest Cottages, Clare Flower (CF) – Director Beverley Holidays, Helen Brenton (HB) – Sales & Marketing Executive, Osborne Club, Kevin Mowat (KM) – Director of Place, Torbay Council, Simon Jolly (SJ) – RICC, Managing Director, Riviera International Conference Centre, Richard Cuming (RC) – General Manager, Bygones,

CC/TG/CH/KM/MB/APN/KW/SJ/RC/JG

ITEM	ACTION	BY WHOM/ BY WHEN
1	<p><u>APOLOGIES, MINUTES, MATTERS ARISING:</u></p> <p>Apologies – Pippa Craddock (PC) – Marketing & Development Director, Paignton Zoo & Living Coasts,</p> <p>Approval of Minutes – All agreed were an accurate record of the meeting.</p> <p>Matters Arising – covered in the agenda</p>	
2	<p><u>Finance</u></p> <p>Approval of 2019 Accounts – TG advised that CC is suggesting that we hold a virtual AGM. Board agreed, date TBC.</p> <p>Review of 2020 Management Accounts – CC advised that there is a potential £130,000 carried forward figure into next year’s accounts.</p> <p>2020 Outstanding Levy Collection – CC advised she has spoken to Ian Westwood from Torbay Council over the outstanding levy collections. Due to Covid, the reminder letters have not been sent out as they would have this year. TG & CC recommended final reminder would not be appropriate from ERBID at this time and some money was still being collected.</p> <p>Levy Payers Report – CC asked for final feedback on the 2020 Levy Payers report as needing to go to print in readiness to accompany the 2021 Levy Invoices as previous. Board unanimously approved the Levy Payers Report.</p>	

3	<p>Staffing Update</p> <p>Levy Payer Engagement - CC would like to invest for ERBID2 if successful in further debt recovery assistance as the levy payers will increase to 17,000 eligible businesses. The levy collection over the 5-year period is estimated to be £4,000,000.</p> <p>Vaughan Parade Lease</p>	
4	<p>Destination Marketing</p> <p>Website and Social Media Performance</p> <p>Christmas Campaign</p> <p>Welcome Back - CC advised that there is a lot of discussions of Tourism and hospitality businesses that are saying they may not be able to reopen. An investment should be made in a high-profile advertising campaign that can be sent out in January and also invest in advertising in screens in Birmingham and Bristol train stations. This would cost £50,000 to carry out this campaign. Focusing on bookings being made for next year with deposits being paid for future bookings. This type of campaign could be switched off and on if future restrictions were put in place. Another idea could be to produce a TV Campaign in March/April using the naturally inspiring video footage.</p> <p>CC commented that if the levy collection is positive in January/February with payments being received, there could be further investment made into further national advertising.</p> <p>CC has spoken to some of the large operators in Bay who are advising they are 60% full for July and August. CF commented that for 2021, the holiday park forward bookings are up on previous years.</p> <p>CC asked for Board approval for the digital advertising campaign to be refined by the agency – All agreed that they were happy with this proposal.</p> <p>New Government Funding - CC advised that a joint expression of interest has been submitted for up to £100,000 for new marketing activity for Visit Devon.</p>	
5	<p>ERBID2</p> <p>Review of First Proof – CC advised that the document will be sent out with a letter from TG asking for feedback online. Virtual workshops will be held for levy payers to attend to discuss. The printing run is scheduled for start of January for the distribution of the business plans for the end of January. TG asked all in attendance for their feedback. Feedback received was positive and all agreed to reduce some of the wording to declutter the document and it needs to look more like a business plan rather than a brochure. That some of the images should be looked at and replaced with newer modern pictures.</p> <p>The front cover picture was discussed and that it should be either be an aerial picture of the whole bay or to be in colour only with no picture</p> <p>Mo Aswat joined the call to discuss the plan and a further conversation was held.</p>	

	TG asked for any further comments to be emailed to CC along with any missing testimonies to be included within the Business Plan by the end of next week. At the December Board meeting, the final proof of the Business Plan will need to be signed off.	ALL
6	<p>Communications and Engagement</p> <p>COVID Updates - CC advised that she thinks it would be a good idea to send out to business updates providing some guidance on future planning and provide some advice/research to them.</p> <p>Meeting with Tourism Minister (briefing note) - This zoom meeting went very well and there is no future funding available present. If further information can still be provided to them as to assistance required, they will continue to try and fight to promote assistance for tourism sector.</p> <p>CC advised she is working with TDA to apply through the South West Tourism partnership to apply for LEP funding to become a future tourism zone.</p> <p>Blue Flag Beaches - CC advised that she has included in the business plan to support the Blue Flag Beaches award at a cost of £6500 for the future along with other flag programmes. Previously the Blue Flag Beach award programme was sponsored by Living Coasts and Paignton Zoo but they are no longer financially able to provide this assistance. There is an issue for the 2021 accreditation funding for the Blue Flag application process as Torbay Council budget has been cut for this process and it was believed that the ERBID would be sponsoring the application process next year which is a miscommunication of previous discussions.</p> <p>KM has asked for this issue to be raised at the Destination Management Group Meeting and has asked Simon Pinder from Tor Bay Harbour Authority and to the Leadership of the Council to look into what the benefits of the Blue Flag awards for the Bay is.</p> <p>CC commented that she has no hard evidence as to the benefits of the Blue Flags are to the Bay and she would like to carry out some research with levy payers as to what they believe the benefits are and if visitors advise that they visit because of the Blue Flag beaches.</p> <p>CC advised that if the Board are happy too, there is the funding available through the ERBID to pay for the sponsorship fee for the 2021 application process.</p> <p>It was agreed by the Board that, the ERBID would sponsor the Blue Flag process for 2021 and that research would be carried out into the importance of this for the Bay during 2021 as to whether that this can be continued in the future. All agreed that they were supportive of this proposal.</p>	
7	<p>AOB –</p> <p>KM advised that the Torbay Council members believe that the Air Show could be held in 2021 due to the vaccination against COVID taking place at the start of 2021. CC advised that she believes that the date of the event being held in June is too early and it would be better to plan for 2022. KM agreed with this as he has concerns over sponsorship not being found and the resource not being available for the event to be organised in time for June. CH commented that it could be an idea to look to hold the event later in the year in end of August/September. APN commented that he does not think that the event date should be changed as it is now established for Torbay to be held on that date in June and it should be kept for June but in 2022. CC commented that if it is organised to be held in June 2022 when the new ERBID2 is in play, then there could be potential for a larger sponsorship amount.</p>	

	<p>CC is keen to carry out some further research that now the Bay has been moved into Tier 2 and how this will be affecting businesses.</p> <p>It was agreed that a Christmas meeting will be held at 4 pm on 17th December.</p>	
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