



Minutes of Board Meeting

2.00pm on Thursday 29th April 2021 – Video Call

Present: Carolyn Custerson (CC) – Chief Executive, ERBID Company, Tim Godfrey (TG) – Partner, Bishop Fleming, Anthony Payne-Neale, Court Prior (APN), Jason Garside (JG) – Managing Director, TLH Hotels, Clare Flower (CF) – Director Beverley Holidays, Kevin Mowat (KM) – Director of Place, Torbay Council, Richard Cuming (RC) – General Manager, Bygones, Martin Brook (MB) – owner, Pilgrims Rest Cottages, Simon Jolly (SJ) – RICC Managing Director, Lorraine Stewart (LS) Torbay Council – minutes

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

ITEM	ACTION	BY WHOM/ BY WHEN
<u>1</u>	<p><u>APOLOGIES, MINUTES, MATTERS ARISING:</u></p> <ul style="list-style-type: none"> • Apologies – Apologies: Pippa Craddock, Kelly Widley and Chris Hart • Approval of Minutes – All agreed were an accurate record of the meeting. 	
<u>2</u>	<p><u>Finance and Governance</u></p> <ul style="list-style-type: none"> • 2021 Levy Collection Reminders have been sent out to all of those with an outstanding balance for the levy. CC has asked Ian Westwood at Torbay Council for an up-to-date list to show the outstanding levy payers and outstanding balance. • 2021 Management Accounts TG advised that currently 60% of the levy has been collected. TG provided an update on the key spends. <p>CC updated that she has made the decision to invest an additional £25,000 in an additional digital marketing campaign at various locations including Bristol due to the successful poster campaign that was carried out in Birmingham. TG advised that if the full levy collection is collected then there will be an increased marketing budget for future campaigns available.</p>	

<p><u>3</u></p>	<p><u>Destination Marketing</u></p> <ul style="list-style-type: none"> • 2021 Marketing Strategy <p>CC reported that the Escape the Everyday Campaign is working very well and is proving to be a very cost effective and successful national advertising campaign and will be continued to help drive business post lockdown to the resort.</p> <ul style="list-style-type: none"> • Visitor Information Centre <p>CC advised that the VIC is open 6 days a week but the numbers of people visiting the centre itself is very quiet. This will change from 17th May when serviced accommodation opens. Currently there are no coach or student groups.</p> <p>A conversation was held over Coach Holidays returning to the Bay. JG provided an update with regards to the TLH resorts and advised that they are now receiving advance bookings.</p>	
<p><u>4</u></p>	<p><u>ERBID2</u></p> <p>Mo Aswat joined the call.</p> <ul style="list-style-type: none"> • Campaign/ Summary and Final Business Plans <p>MA provided an update on the campaign. The data has been provided to the relevant Electoral Services for them to proceed with the ballot.</p> <p>MA advised that a promotional video is now being edited which will be sent out to all of the data base contacts.</p> <p>The final database consists of 1201 voters. A long conversation was held over the campaign and how it will be progressed. The ballot papers will be posted on levy payers on 27th May.</p> <p>MA advised that he will send to CC details of how the businesses can request a replacement ballot paper if their original is lost.</p> <p>The Summary Business Plan will be posted out on w/c 10th May. Board Directors confirmed support in making follow up phone calls.</p> <p>TG and the Board passed they're thanks to CC and team for all of their hard work.</p>	
<p><u>5</u></p>	<p><u>ERBID Communications</u></p> <ul style="list-style-type: none"> • COVID - CC/KM to update <p>CC updated that there has been positive joint working between Torbay Council and the ERBID with regards to communications being issued.</p>	

	<p>At present the Government have not issued out any up-to-date guidance from May 17th as to how businesses should operate. This was being chased.</p> <ul style="list-style-type: none"> • TC Events Meeting – MB/KM to update <p>TG provided an update from a recent meeting held with Torbay Council Leader Steve Darling and other Councillors to discuss Events and working in collaboration with Torbay Council.</p> <p>KM advised that at a recent Informal Cabinet Meeting it was agreed that around £300,000 has been allocated towards the Events budget. It was also agreed at the meeting about working in collaboration with the ERBID on new Events and the Events Strategy over a 3 year time period. MB has met with KM and discussed this collaboration, KM advised that a communication should be sent to Torbay Council from ERBID to confirm this agreement.</p> <p>CC advised that from Consultation businesses were asking for more investment in large Events and in digital marketing. CC advised that a separate budget line for ERBID2 will be shown as £100,000 pa for Events. CC suggested that a joint communication is sent out from ERBID and Torbay Council to promote this to the levy payers about the new Events Funding partnership.</p> <p>A long conversation was held about the importance of Events to the Bay.</p> <p>MB proposed that £100,000 is allocated from the budget to Events with match funding from Torbay Council. JG seconded and all agreed with this proposal.</p> <ul style="list-style-type: none"> • DMO Review – CC to update <p>CC provided an update that the deadline for the DMO Review was on 28th April and a joint response was submitted between Torbay Council, ERBID and TDA.</p> <p>Vince Flower is now the Devon Tourism representative for the LEP Board and is now the Chair of Visit Devon.</p> <ul style="list-style-type: none"> • GSWTP – Towards 2030 – CC to update <p>This is a recovery plan working with the Government and the LEP to help restructure the Tourism industry to address long term shortfalls within the industry.</p>	<p>CC</p> <p>CC</p>
<p><u>6</u></p>	<p><u>AOB</u></p> <p>MB asked KM if there was any update on tidying up around Torquay Harbour. KM advised that the railings around the Harbour are being painted and this has started, bins have been ordered and an order has been authorised to replace some of the lights.</p>	

<p>APN raised an issue that the Bridge Group have raised with him about the increased number of Houses in Multiple Occupation that are appearing within the Bay and the anti-social behaviour issues that rise. Believes that the ERBID need to be discussing their concerns with Torbay Council and the relevant teams. KM commented that this is an issue that Torbay Council are aware of and are working with the Police in tackling the issues from these properties. CC commented that she previously was involved in discussing issues with Torbay Council over a previous application to a previous hotel and she agrees that this something that the ERBID should be discussing with the Leader of the Torbay Council. KM advised that he can arrange for a meeting to be organised for Board members to speak with himself and David Edmondson who is the Assistant Director for Planning and if this is required then to contact LS.</p>	<p>CC</p>
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