



**Minutes of Board Meeting**

2.00pm on Thursday 25<sup>th</sup> March 2021 – Video Call

Present: Carolyn Custerson (CC) – Chief Executive, ERBID Company, Tim Godfrey (TG) – Partner, Bishop Fleming, Anthony Payne-Neale, Court Prior (APN), Kelly Widley (KW) – Pier Point, 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, Pippa Craddock (PC) – Marketing & Development Director, Paignton Zoo & Living Coasts, Angie Wright (AW) ERBID Company – minutes

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

ITEM	ACTION	BY WHOM/ BY WHEN
<u>1</u>	<p><b><u>APOLOGIES, MINUTES, MATTERS ARISING:</u></b></p> <ul style="list-style-type: none"> <li>• <b>Apologies</b> – Apologies: Simon Jolly and Chris Hart</li> <li>• <b>Approval of Minutes</b> – All agreed were an accurate record of the meeting.</li> <li>• <b>Matters Arising</b> – Carry forward – 2021 Regional Marketing Campaign</li> </ul>	CC
<u>2</u>	<p><b><u>Re-Opening/COVID Update</u></b></p> <ul style="list-style-type: none"> <li>• Communications</li> <li>• Pre-Season Meeting</li> <li>• Forward Bookings</li> </ul> <p>CC and KM reported that they have been holding regular pre-season meetings to address key issues including: wild camping, motorhomes, travellers, signage, toilet opening hours, waste collection, weekend staffing etc to make sure that we are ready for the influx of visitors expected from the 17<sup>th</sup> May. CC highlighted this year is a critical year for us with dramatic increases in Staycations expected and one chance to make a good first impression. MB raised specific concerns about the ‘boarded up’ shops around TQ Harbourside. KM advised that the TDA will be putting up attractive shop coverings to address this issue. CF asked how we going to deal with the long-term problems of campers/mobile homes on Paignton Seafront? KM advised that this is not something that we can make major changes for this season but we can come up with a plan in the future for</p>	

	<p>the long term, and benchmarking how other resorts are managing this is being looked into.</p> <p>Forward Bookings  CC reported that forward bookings are looking patchy, depending on style of accommodation, with self-catering currently out performing serviced. Properties with self-contained entrances are the most fortunate as this is what the Govt are specifically stipulating is required to open on April 12<sup>th</sup> Despite regional lobbying all shared access self-catering accommodation cannot open until the 17<sup>th</sup> May. TG asked JG how bookings were? JG replied bookings are strong and up on 2019 and 2020 especially the school holidays. TLH have been investing heavily refurbishing.</p> <p>APN replied they have changed their self-catering property to a minimum of 4 nights and have had no problems filling it. B&amp;B side is good but people are nervous of a 3<sup>rd</sup> wave. 75% of bookings are coming direct not via the OTA's. Lots of confusion on opening dates and what visitors can and can't do.</p> <p>CF replied Visitors are booking abroad and the UK at the same time and cancelling one of them last minute. Visitors can't eat inside in restaurants etc and a lot of unknowns. School holidays bookings are great. MB bookings are very good. KW food &amp; drink with outside areas are praying for sunshine and most of them are feeling positive. PC – online ticket sales are slow. Very weather dependant, same for Newquay. RC – the key date is the 21<sup>st</sup> June, the Bay will be busier from May 17<sup>th</sup> – what capacity limits will be allowed through the season? CC mentions no pubs will be allowed to open for Easter Weekend but outdoor pub gardens and space will reopen from 12<sup>th</sup> April which will be welcomed.</p>	<p><b>KM</b></p>
<p><b><u>3</u></b></p>	<p><b><u>Finance &amp; Governance</u></b></p> <ul style="list-style-type: none"> <li>• 2021 Levy Collection</li> </ul> <p>TG advised that 48% of the total levy invoiced amounting to £265,000 had been collected up to mid-March which was slightly behind from March 2020. 150 new payments have been made in the last month which is encouraging.</p> <ul style="list-style-type: none"> <li>• 2021 Management Accounts</li> </ul> <p>TG advised that it is a bit early in the year to discuss in detail Management Accounts due to changes taking place within budgets and current levy collection but a clearer picture will be seen by the end of April at the next Board Meeting.</p> <ul style="list-style-type: none"> <li>• 2021 Destination Marketing Budget</li> </ul> <p>CC advised that she is making ongoing adjustments to some of the budgets, looking at google analytics the demographic of people looking at the website traffic is covering all ages which is encouraging.</p> <p>CC discussed the new digital Escape the Everyday Marketing, pleased with response 3 million people reached in first week of the campaign.</p> <p>CC would also like to look at regional marketing and to look at a possible new radio campaign for targeting Day Visitors. To be carried forward – ACTION – CC</p> <ul style="list-style-type: none"> <li>• ERBID Office/VIC - Vaughan Parade</li> </ul> <p>CC updated the Board to say that any new lease will not be agreed until after the ballot result on June 25<sup>th</sup></p> <ul style="list-style-type: none"> <li>• AGM Minutes</li> </ul> <p>TG thanked all that attended. Minutes approved. CC to upload on ERBID website.</p>	

<p><b><u>4</u></b></p>	<p><b><u>Destination Marketing</u></b></p> <ul style="list-style-type: none"> <li>• National Advertising Update – Board discussed the new Escape the Everyday Campaign and potential for this to be extended</li> <li>• Visitor Information Centre</li> </ul> <p>This will open on April 12<sup>th</sup>, no lone working and seasonal part time staff to be recruited. CC and AW to return to VIC after the Ballot result on June 25<sup>th</sup>.</p> <ul style="list-style-type: none"> <li>• G7</li> </ul> <p>This was raised as an opportunity but currently not the resource available to pursue and attendance to the summit is still unknown.</p>	
<p><b><u>5</u></b></p>	<p><b><u>ERBID2</u></b></p> <ul style="list-style-type: none"> <li>• <b>Consultation Update</b></li> </ul> <p>MA is confident that the renewal ballot will be positive. It has been a quiet, constructive and positive consultation period with all engagement events taking place online because of COVID restrictions. Over 250 businesses took part in the Consultation Workshops. CC highlighted that there are currently two key ‘asks’ from businesses, one for ERBID2 to invest more in new Events particularly in the shoulder months and secondly to spend less on terrestrial TV advertising and more on digital marketing/streaming channels.</p> <p>RC mentions that he brought up about events in the workshop – will there be a mobile visitor information to tell visitors at events more about attractions and all that there is to see and do? Requested that this be added to the final business plan? CC to review.</p> <p>Swithin Long attended the workshop and would like to see Torbay Council and the BID working more closely together particularly regarding Events.</p> <p>APN mentions it is getting the right type of event, lots are against the image that the Young Farmers used to bring to the area.</p> <p>KM responds with yes should collaborate, it’s what should be happening.</p> <p>TG – it is critical to do, important to engage, support the coming together</p> <p>ACTION CC to explore working with Torbay Council.</p> <p>The Workshop Feedback has indicated that there could be resistance to the proposed minimum charge increasing from £150 to £250pa and that this with over 600 of the 1200 eligible businesses paying the minimum amount could be a risk to the ballot result. Board debated this matter fully and agreed unanimously to keep the minimum levy at £150 pa in the final ERBID2 Business Plan.</p>	<p>CC</p>

	<p>CC and MA to now start work on the Summary Final Plan to be posted to all eligible businesses beginning of May and the detailed Final Plan which is to be an online document.</p>	
<p><b><u>6</u></b></p>	<p><b><u>AOB</u></b></p> <p>MB asks what is happening with the roadworks? KM responds by Lawes Bridge this will run through the summer months, the dual road will be much better leading into the area, we try to avoid the summer months.</p> <p>RC mentions the roadworks at Babbacombe will last 12 weeks, so will be finished by the summer.</p> <p>APN mentions there is no mention of international visitors in the business plan.</p> <p>KM brings up about people walking and cyclists riding on pavements, it is dangerous, high speed and don't hear them coming, KM asks what are your views on this. APN responds you take your life in your hands walking around the seafront, someone will get hurt.</p> <p>JG says cyclists should focus on the roads not the pavements.</p> <p>KM will make sure the BID is added to all communications.</p> <p>CC to continue with Govt Guideline communications with Levy Payers.</p> <p><b><u>Next Board Meeting Thursday 29<sup>th</sup> April 2021.</u></b></p>	