

ERBID Board Meeting
Thursday 30th March, Toorak Hotel

PRESENT: L Murrell T Smyth P Craddock R Sundhom C Custerson K Mowat
 B Cole R Cumings M Salmon M Brook M Pugh C Jeavons

ITEM	ACTION	BY WHEN	BY WHOM
1.	<p>APOLOGIES</p> <ul style="list-style-type: none"> • T Godfrey and C Hart. • Minutes of the meeting 23rd February were approved. • Matters arising covered in meeting agenda. 		
2.	<p>DESTINATION MARKETING</p> <ul style="list-style-type: none"> • <u>TV Advertising</u> Very useful scoping meeting held 20th March to understand process. There are three key elements – filming, media buying and supporting social media campaigns. Propose filming advert before main summer season and making two adverts targeting over 55's and under 35's. Tender document has been prepared and sent out with submission required by 14th April. Response to be shortlisted for presentation and decision on 27th April. Marketing sub group to carry out short listing process. Require advert ready to transmit for September. Want advert to promote both the different areas of Torbay and the different activities available. • <u>Website</u> Following industry survey tender document prepared and sent out. It is recognised that the search facility and online booking requirements are complex. The tender is not prescriptive on this issue. Important that this issue did not hold up tender process. Currently reviewing stats from website. Response to online survey when was mainly from accommodation providers. 71% of this group said live accommodation availability search was very or quite important. 61% said that online booking facilities were very or quite important and 75% that business/activity search facilities were very or quite important. The figures for of no importance were 11%, 14% and 8% respectively. Also need to consider what consumer want, which is believed to be search facilities. More research needed. Consider that some businesses want low percentage commission and would not work with likes of booking.com and for other businesses it is the opposite. (Also need to recognise limited time available for ERBID staff to manage booking options.) • Search and booking on current site definitely needs improving. The performance of website inherited from ERTC is in decline after five years, highlighting need for new site, Need ongoing campaign to promote and manage site for this current year. If there is going to be change to search/online booking on new site need to let levy payer know as soon as possible – pre-summer. Tender submissions required by 14th April. Proposals are to be short list for 27th in order to make a decision then to enable completion for September. • Agreed to form a Website Subgroup to review search and online booking and to support the development of new website. 	<p style="text-align: center;">April</p>	<p style="text-align: center;">Marketing Subgroup</p> <p style="text-align: center;">LM</p>

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	<p>hotels that accommodate group businesses</p> <ul style="list-style-type: none"> • <u>Visitor Information Services</u> Now have 5 volunteers for this year. Working on summer rotas. Partnership working with DSSRB likely to be delayed until after Easter. • <u>Research</u> January English Riviera Performance Monitor survey completed. Want to maximise number of businesses completing survey as this will make it more robust. Directors asked to help promote survey. In future survey requests will clearly state which month it is for. • <u>England Seafood Coastal Project</u> Very positive developments. We have been awarded an additional £30k, which is being invested in new Seafood Coast filming, photography and branding. Have been verbally advised that application has been successful in bid for a future £100k for 12 month activity from 1st April included development of a new International Seafood Coast Festival. This will provide funding for appointing a festival co-ordinator. Provisionally propose date for festival is September 2018 giving 15 months to develop. This will be a food & drink festival and needs to become sustainable. Setting up food & drink sub group to help develop proposals. <p>Board recognised excellent job C.C has done in raising additional funds for BID, which has more than paid for her salary.</p>	<p>Ongoing</p> <p>April</p>	<p>Directors</p> <p>CC</p>
<p>3.</p>	<p>GOVERNANCE & FINANCE</p> <ul style="list-style-type: none"> • February accounts were approved. • Levy funds are coming in well with £200k by the end of January and £354k by end of February. At time of board meeting this figure is over £400k. • Agreed to continue to circulate monthly accounts with board paper prior to board meeting. Financial meeting held 27th March to review operation. Agreed to set up payment card for CC to cover smaller payments as all payment are currently being authorised at Director level. There is only one debtor outstanding from Destination Guide who has promised to pay by end of March. Notes will be added, as agreed last board meeting on next set of accounts. January accounts posted on website. • A letter has been sent out to all outstanding levy payers by ERBID pointing out that if payment was not received by 31st March they would not be able to become members of ERBID Company and be able to vote. Operating agreement between ERBID and council sets out procedure in events of none payment. Expect council to send out final demand notices soon to be followed by legal action. A meeting of the Monitor Group which should meet at least twice a year is planned in April, to report at next board meeting. Agreed that businesses that have not paid levy should have their free website removed until payment received as notified in recent letter. 	<p>April</p>	<p>LM</p>

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	<ul style="list-style-type: none"> • Voluntary contribution detail finalised after last board meeting and has been taken up by eligible businesses that were below the exception level. • Associated partner agreement also now finalised. This is aimed at non tourism businesses that benefit from industry e.g. suppliers and professional services. Now need to start recruiting AP's which will require the support of all directors. A downloadable application form will be set up on the website and an email circulated to directors for them to circulate to their colleagues. A section of website to be set up to promote AP when they sign up. • Draft company membership charter discussed and agreed with minor modifications. • Governance sub group will now work or modify the standard Articles of Association the Company and report back to the Board. • Office Lease – H.O.T agreed. TDA have instructed council legal team who are working on lease. Lease has to be in place before finalising agreement with DSSRB. Now expect arrangement with DSSRB before Whitsun. First year will be trial for partnership working. • IT – New arrangements are being put into place. • <u>Staffing</u> Propose finalising details of employment by end of April. Employment sub group set up to manage this process. Draft contract and handbook already prepared. • The principles that this BID is based on were restated at the conference on 15th March. These were originally set out during the campaign for a yes vote last year. <p style="text-align: center;"><u>A Successful BID needs:</u></p> <ul style="list-style-type: none"> • Set up and run by the Private Sector • Strong, Professional Executive Team Leadership • Strong, Experienced Board of Directors • Strong Communications and Partnerships • Secure Finances • Transparency and Accountability <p>And that a BID was like a co-operation that needed to benefit all.</p> <p>We are and will continue to demonstrate these principals in the way that we manage the ERBID.</p>	<p>Ongoing</p> <p>April/May</p> <p>April</p> <p>Ongoing</p>	<p>Directors</p> <p>Governance Subgroup</p> <p>Employment Subgroup</p> <p>All</p>
4.	<p>COMMUNICATIONS</p> <ul style="list-style-type: none"> • B to B newsletter will be signed off by communicating group in next couple of weeks. • <u>15th March Exhibition/Conference</u> The finances of this event broke even. Over 300 delegates with 50 signing in on the day. All agree very positive feel to the day and the layout worked well. Good feedback from exhibitors. Lunch period was too long starting too early. Balance of conference about right. 		

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	<p>Plan to set date of next year's event before end of this year to help organise quality key speaker.</p> <p>Good constructive Q&A session which lasted for 45 minutes.</p> <p>Could start exhibition earlier, before 10am.</p> <p>S.D College students very helpful.</p> <p>Good coverage in H.E.</p>		
5.	<p>ANY OTHER BUSINESS</p> <ul style="list-style-type: none"> • C.C has agreed to be on S.D College Tourism & Hospitality Advisory Board. • <u>Event Forum</u> LM had missed forum meeting earlier in month due to illness and today's Forum meeting clashed with our board meeting. Agenda now only focuses on council events and is no longer a Torbay Events forum. There is no joined up promotion of events. ERBID needs to start putting forward agenda items and ensure regular attendance at meetings. There is contact at officer level. • <u>Railway Links</u> No more funding to keep local group going. Really important to keep lobbying for Dawlish line. Council are concerned about this issue and are working on this. Council working with other local authorities. ERBID Board needs to be able to input on future discussions. • <u>Great Places Project</u> CC briefed the board on the new Great Places bid which has recently been awarded £1.2m via the new Torbay Culture board. Delivery of this three year project involves significant partnership work with the development of the new official English Riviera Destination website offering in kind match funding opportunities to include a stronger message including the presentation and promotion of more (arts, food, music, etc) cultural visitor experiences on the website going forwards. • Proposal is for Blue Flag scheme to go going ahead, but still looking for feedback on details of sponsorship and looking for sponsor. In general Executive Team does not have time to find sponsor due to their work load and Directors need to be involved in this work. • <u>Air Show</u> Confident that Air Display will be organised well, but concern about what is happening around main event. Understand budget is tight and do not expect any organised activities in evening. Organisers do need to engage with ERBID and communicate. Hope that marketing will be much stronger this year. • Bridge Group has been raising issues of homelessness, rubbish and dog mess without getting meaningful response from council. Recognise that council now has fewer resources due to austerity. This is a national problem. ERBID has a potential role to help communication between industry and council. Asked that KM seeks a more formal response from council that we could communicate to the industry. • Agreed that next meeting would be extended due to review of 	<p>Ongoing</p> <p>Ongoing</p> <p>April</p>	<p>CC</p> <p>Directors</p> <p>KM</p>

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	tender for TV advertising and website. Proposed that this would happen in morning followed by a short sandwich lunch and usual board meeting starting and finishing earlier. Time to be advised soon. It is not expected that all board members will attend tender reviews in morning.		
6.	DATE OF NEXT MEETING <ul style="list-style-type: none"> • Thursday 27th April. Timings to be confirmed 		