

ITEM	ACTION	BY WHEN	BY WHOM
	<p>is down due to changing arrangements with car park sales, steam trains and commissions, and this will continue for the future.</p> <p><u>Late Summer Family Social Media Campaign</u> The Last-Minute Summer Social Media Campaign using the Lifetime of Memories Creative images has been evaluated and was a success with results circulated.</p> <p><u>New Autumn Social Media Campaign</u> Further to the decision by the board this new Shortbreak targeted Social Media campaign will commence Friday 22nd Sept managed by RH</p> <p>Guestlink ERBID Partners have all been advised of the new online booking option with Guestlink. A number of businesses have shown interest and are in communication with Guestlink.</p> <p><u>2017 Destination Guide</u> The late lead generation campaign has been a success and 85,000 guides are expected to be requested by the end of the year.</p> <p><u>Group Marketing Activity:</u></p> <ul style="list-style-type: none"> • 12th October NEC – Group Leisure Exhibition – new Groups Directory now at print <p><u>Photography and Video Update</u></p> <ul style="list-style-type: none"> • new shots are being added to the new photo library on a daily basis 		
3.	<p>Draft 2018 Budgets</p> <ul style="list-style-type: none"> • Overall income for 2018 is estimated to be a little under £700,000. The levy income, which is the main source of funding, is expected to increase by about 7% due to the rating revaluation. A 95% collection rate has been budgeted. The finance and governance subgroup will meet in the next few weeks to review overhead costs which will determine the balance of funds available for marketing. It is estimated that over£500,000 will be available for 2018. The draft marketing budget was presented to the board by C Custerson. • <u>Destination Guide</u> This is a key part of the national promotion and the intention is to operate this similarly to 2017, producing 100,000 copies. Research will be carried out during 2018 to continue the monitoring of the 	Oct	Finance Sub Group

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	<p>effectiveness of the guide.</p> <p><u>Website</u></p> <ul style="list-style-type: none"> Complex costs associated covering both the operational costs including licences and the promotional costs including SEO work. It is considered the most effective way of carrying out this work is to appoint a digital media executive in 2018 with half the costs being allocated to the website and the other half to social media. <p><u>TV advertising</u></p> <ul style="list-style-type: none"> It is expected that a sum of £50,000 will be carried forward from 2017 to add to the media budget for TV advertising. This represents additional funding raised in 2017 above figure in the business plan. It is proposed the transmission for the over-55 advert will focus on ITV1 and ITV hub. This is a change from the original proposals which concentrated more on Sky Adsmart and is the recommendation of the marketing subgroup. C Custerson will circulate detailed report on these proposals. <p><u>Digital/Social Media</u></p> <p>Proposing a spring, summer and autumn campaign which will also focus on the TV advertising. This may be an area requiring additional funding and will be dependent on the overall level of income. It is recognised that with today's business climate, more promotion needs to be focussed on the summer and it cannot be assumed that business will automatically come during this period. Visit England is no longer spending any money promoting the traditional family holiday.</p> <ul style="list-style-type: none"> <u>Regional Marketing Campaign</u> <p>Proposed to build on what we had learned from the successful Exeter campaign of 2017. Agreed that it will feature radio, but also other coordinated advertising. It is considered that Bristol is too far away from day visitors and considering travel time of 1 ½ hours maximum. Plymouth represents a big opportunity, and also possibly Taunton. C Custerson will develop a campaign proposal.</p> <ul style="list-style-type: none"> <u>In-resort Guide</u> <p>Initial feedback from attractions is that the voucher from this guide is not performing as well as hoped, but it is recognised that this guide is doing something different from the ERAP passport. Considered that it is not practical to produce a comprehensive guide that will replace the numerous existing publications. Focus is likely to be on a family of guides, with the first being a pub guide</p>	<p>Oct</p> <p>Oct/Nov</p> <p>Oct</p>	<p>CC</p> <p>CC</p> <p>CC</p>

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	<p>followed by, potentially cafes and restaurants, and attractions. These could be in the format of the successful Group Directory, which has just been published. This lists all levy payers in the sector, with an opportunity for businesses to pay for an upgraded listing. Proposals will be worked up for the next meeting with production starting in January. It is also considered that a local map is of great importance and will be included in the visitor information budget.</p> <ul style="list-style-type: none"> • <u>PR</u> Only allowing for a small increase though ideally a larger spend would be beneficial • <u>Photography</u> Benefitted from seafood coast this year. Proposing professional shoot next year. • <u>Business Tourism</u> Proposing to support the meeting show in London in 2018 working with partners. • <u>Future funding opportunities</u> Potential to bid for the next round following up from the Seafood Coast project with Torbay acting in a lead role for the region. Board gave support for this proposal. • <u>American Connection Project</u> Last minute opportunity to join this project due to an existing partner dropping out. Full support from board with the opportunity of working with the council. • <u>Channel Port Project</u> Plymouth is seeking to obtain substantial EC funding for this project which would target smaller cruisers. This initiative would be of substantial interest to Americans and would potentially have a long-term benefit. K Mowat to obtain more feedback from his colleagues. Submission date would be in April. • <u>Overview</u> Board considered that the draft budget represented a sound basis for 2018 promotions with a number of areas still to be finalised. However, it would be for the new board, appointed at the end of this year, to take final decisions. 	<p>Oct</p> <p>Oct</p> <p>Oct</p>	<p>CC</p> <p>CC</p> <p>KM</p>
4.	<ul style="list-style-type: none"> • Governance and Finance August accounts were presented to the board and approved. • The report of outstanding payments was not 		

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	<p>available for the meeting and will be forwarded later.</p> <ul style="list-style-type: none"> Company membership now stands at 130 with further applications expected in the next few days. All applications accepted apart from 3 where payment of the levy was not made until June – over 2 months over the required deadline of 31st March. LM would write to these businesses explaining the situation and invite them to join for 2018. <u>Election of Directors.</u> Work for this is progressing well in conjunction with the council. All the documents will be signed off for printing on the 4th October, posted out to members on the 11th with the cut-off date for returns 5pm on 25th October. The results will be available the following day. LM would notify candidates of the outcome and update results to the board on the 26th. There will be a public announcement of the results on the 26th. Current directors would stand down as planned on 26th. Draft dates for directors’ meetings have been advised but they will be finalised when the new board is in place. Due to the cost of printing and postage, it is expected that the total cost of the election will be about £700. The new board will meet in November and will start the process of selecting co-opted members, with the full board meeting in December when it is proposed that they would select their new chairperson. C Hart and T Godfrey would continue in their roles up to the November meeting, to ensure continuity. 	<p>Oct</p> <p>Oct</p>	<p>LM</p> <p>LM</p>
<p>5.</p>	<ul style="list-style-type: none"> English Riviera Destination Management Plan This has been prepared to follow on from the previous tourism strategy and is part of the council policy framework. The ERBID is a partner and was represented in the working group that developed the plan and it does fit the ERBID business plan. It is being presented at the council meeting on the 19th October. 		
	<ul style="list-style-type: none"> Communications <p>ERBID September Newsletter emailed out to 960 tourism partners.</p> <p>A printed postcard reminder to apply for Company Membership was included in the posting of 2018 rate card.</p>		

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	<p>C Custerson had attended the National Coastal advisory meeting and was able to input into the Visit England marketing plan to ensure that coastal regions were represented.</p> <p>ERBID had attended council meeting concerning street problems. Recognised that work was in hand to address this problem but thought that the council should do more to explain what was going on and possibly the Business Forum could be used for this purpose.</p>		
	<p>Any other Business</p> <ul style="list-style-type: none"> • Land Train Concern that the licences for the land train was under review and considered that it was very beneficial for the tourist area. • Next board meeting Thursday 26th October at TLH. • Following board meeting November 23rd Board Room, Harbour Works, Vaughan Parade. New minute taking arrangements needed for this meeting. 		