



**Minutes of Board Meeting**

25<sup>th</sup> June 2020 – Video Call

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

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

ITEM	ACTION	BY WHOM/ BY WHEN
1	<p><b><u>APOLOGIES, MINUTES, MATTERS ARISING:</u></b></p> <p><b>Apologies</b> – Pippa Craddock (PC) – Marketing &amp; Development Director, Paignton Zoo &amp; Living Coasts, Helen Brenton (HB) – Sales &amp; Marketing Executive, Osborne Club, Clare Flower (CF) – Director Beverley Holidays,</p> <p><b>Approval of Minutes</b> – All agreed were accurate record of the meeting.</p> <p><b>Matters Arising</b> – CC advised that under point 1 – training webinars in conjunction with Woollens there is a webinar being staged on 16<sup>th</sup> July at 2 pm.</p> <p><b>Point 2</b> – Levy update – finance and governance group met 24<sup>th</sup> June and TG recommended to write to those debtors with outstanding levy to offer deferred payments and payment options. All directors agreed with this. TG advised that it was also discussed that in September for those who still have an outstanding debt to offer the balance to be carried forward into next year’s balance to ensure the debt is not written off.</p> <p>CC advised that a grants update is that she was able to secure £50,000 from the BID resilience grant and the visit England grant.</p> <p>CC advised that she believes there are some businesses who have been unable to receive any grants and that there is around £300,000 unallocated grant funding from the resilience grant. She believes that if there is any unallocated funds that Torbay Council should be used to assist those businesses who are not allowed to open such as theatres and the waterpark. Also those businesses who are unable to open, that rents should be deferred and not being chased by Torbay Council/TDA. KM advised that the</p>	

	<p>Government made the decision over the deferments of the rents for council tenants so this is not being pursued at present by TC/TDA.</p> <p><b>Point 4</b> – AOB – business interruption insurance – CC advised that there is a national court case in July and that this is starting to build up momentum. So asked all to be aware of this that there may be positive changes.</p>	
<b>2</b>	<p><b><u>Finance</u></b></p> <p><b>Update 2020 Management Accounts</b> - TG ran through the management accounts. Collected a large proportion of the levy and as discussed been able to achieve the grant funding.</p> <p>TG advised that there is a large marketing budget available at present. There was a suggestion to move some of this budget into national advertising campaign.</p> <p>TG confirmed that at present the ERBID is in a fortunate position budget wise.</p>	
<b>3</b>	<p><b><u>Re-Opening - 4<sup>th</sup> July</u></b></p> <p><b>Guidelines &amp; Accreditation Schemes</b> - CC confirmed the announcement took place by the Prime Minister for the reopening of parts of the Tourism sector. CC advised that the guidelines are being published by the Government on the website.</p> <p>The website homepage has been updated to show a link to what businesses are reopening and to the individual business websites. A communication was sent out to businesses and a very positive response was received for the various different types of businesses that are reopening. All businesses are very grateful for the assistance being offered to them by the ERBID.</p> <p>CC advised that with the draft guidelines that were issued out by the ERBID has helped businesses to draft their risk assessments to assist with them being able to reopen in July.</p> <p>CC advised that the reopening of the other types of businesses who have not been allowed to reopen in July is being lobbied continually to the Government to try to get guidance for these types of businesses. JG advised that for the TLH Hotels they are advising their customers that there are no leisure facilities available at present and just awaiting for the government guidance every 3 weeks when it is announced. This is resulting in them having to make drastic changes and operating very differently to try to reopen and test the market to hopefully attract visitors.</p> <p>CC believes that the restriction of swimming pools to visitors and residents, is attracting increased visitors to the beaches in the bay resulting in the beaches being very, very busy with challenges to allow social distancing. KM commented that Torbay Council are aware of this due to the lovely weather and that there are no resources to introduce lifeguards due to austerity. Torbay Council are sending out social media notifications asking people to take care when in the water to ensure they stay safe. CC commented that she is aware of some issues of people using inflatable standup paddleboards which is causing some issues as they do not understand the winds etc so advised ERBID and businesses can assist with pushing out the social media notifications to help with this. She also advised that with the beaches being so busy with increased visitors that the bins will need emptying more frequently. KM asked CC to liaise with Simon Pinder from Tor Bay Harbour Authority. Action - CC</p>	<b>CC</b>

	<p>APN ask JG that with the restrictions in place for hotels and B&amp;Bs for operating and what can be offered within the rooms etc, do they have any plans to change the rates of the rooms that they charge. JG commented no. They have no plans to reduce room charges but they have more difficulties as they offer packages to their customer offering entertainment, leisure facilities so they will be offering reductions due to these restrictions.</p> <p>SJ commented that for the RICC they were hoping to open the gym from mid-July so still hoping that the Government announce that this can happen so they can start to plan to make arrangements for this to happen. With regards to events, they have cancelled all events up to November and have made arrangements to rebook them for 2021. Still receiving enquiries for conferences to be held in 2021.</p> <p><b>Lobbying/Financial Support for closed businesses and services</b> - Discussed above.</p>	
4	<p><b><u>Destination Marketing</u></b></p> <p><b>Welcome Back Campaign</b> - CC advised that the campaign has now started digitally and is in alignment with the Government campaign that will be announced to welcome back visitors. Since the campaign started within the first 48 hours there was a huge increase to the website. CC advised she has shared the digital images within businesses to help them to promote the campaign as well which will help their businesses too. MB provided positive feedback to the campaign and he is using it on his promotion.</p> <p>TG asked what was happening with the Torquay seafront illuminations. KM advised that at present the lights are being tested and being made safe. If it is a simple fix to have the lights back on then that will happen but if there is a large cost to have the illuminations back on, KM advised that there has been no decision made on this due to the limited budgets available for this. CC asked for a cost to replace the bulbs for the illuminations as the BID Company may be able to assist with sponsorship of this – KM will find out the cost issue and get back to CC – Action KM.</p> <p>CC commented that if the lights cannot be fixed then she believes that another way to brighten up the bay should be found possibly bunting.</p> <p>KM advised that there is going to a smaller wheel in place in Torquay on the seafront soon.</p> <p><b>Locals Campaign</b> - CC advised that they have been developing this with help from RC &amp; PC to encourage locals to revisit attractions in the Bay to promote local businesses. CC wanted some sort of incentive to attract locals to visit but the attractions group have advised that they are not in a position to offer this due to the restrictions being allowed with COVID including online booking and restrictions in number of visitors to be allowed in at one time. CC advised that the locals campaign will still happen to try to encourage locals to visit the attractions but won't be based on any incentives. It will also be marketed to residents in Teignmouth, Exeter and Plymouth</p> <p><b>New Helicopter Filming</b> - TG advised that all of the feedback he has seen has been positive so CC has the approval to go ahead with this.</p>	KM
5	<p><b><u>Communications and Engagement</u></b></p> <p><b>B2B Communications</b> - Discussed above.</p>	

	<p><b>Staff Update</b> - CC advised that the staff on furlough returned on Monday on a 4 day week and is hoping that they can be back on 5 day week by the end of July due to the increased amount of work involved in the new welcome back campaign. The VIC is due to reopen on 6<sup>th</sup> July which requires 1 member of staff, 1 member of staff is required on communications and 1 is required to work on website etc. From this discussion all agreed that the staff should be allowed to return back on 5 day weeks from 6<sup>th</sup> July if appropriate and staff are required.</p> <p><b>Responsible Riviera Campaign</b> - Covered above</p> <p><b>Focus Group Updates</b> - CC advised that focus groups have been held regularly.</p> <p>KW advised that there has not been a food and drink focus group held recently as was waiting for the government announcement. KW advised that there are more businesses engaging now and wanting to work with the BID Company. KW advised she has received some enquires from business with regards to track and trace and how much information is required to be recorded from all visitors to the businesses, is it per person or per group. CC advised that she agrees with this and will need to try to find out further information over this.</p> <p>APN advised that there is going to be an accommodation focus group due to be held next week. There have been some communications being received already from businesses which APN has forwarded through to CC to work on prior to the meeting. CC commented that there are a lot of businesses who are very anxious about opening and doing something wrong so she is working on to try to get the correct advice that can be provided to these businesses.</p> <p>APN commented that there are some concerns with the fact that the Government advice previously provided to businesses was legal requirements but now the information being provided is stated as guidance. CC commented that the only legal requirement that businesses require to operate is a risk assessment.</p> <p><b>External Meeting/Communication Updates</b> - CC advised she has been very active attending a lot of strategic communication meetings which include meetings with Kevin Foster and Anthony Magnell – MPs and various Council meetings which has helped to ensure that the ERBID is receiving the best advice and communication.</p>	
6	<p><b><u>Research</u></b></p> <p><b>May COVID Impact research</b> - MB advised that the primary page of the report is in table 2. The purpose of the report was to see how resilient the levy payers would be to enable them to be able to continue to operate throughout the rest of 2020. CC shared the report on the screen and MB ran through the highlights of the report. CC commented that there was a high response to the survey sent out of 203 businesses responding. TG and CC thanked MB for his help with preparing the report. A long conversation was had over this and how it has been identified as Torbay is one of the resorts highlighted to be struggling due to Covid.</p> <p>KM advised that there is a recovery plan being worked on by Torbay Council for Torbay as a whole. KM advised that this will continue from now in into 2021 in case Torbay is put into lockdown again due to the virus in the future and then reopened.</p>	
7	<p><b><u>AOB</u></b></p> <p><b>Return of Fun Fair</b> - CC advised she received an email earlier from TC officer for thoughts over the fun fair returning for this year and has asked for feedback from the</p>	

	<p>board over this. CC advised her feeling is that she believes that this would be high risk for COVID. She has asked colleagues from other areas as to what they are planning to do with regards to fun fairs. She is aware however that the fun fair is a popular attraction. KM advised that he is going to refer the decision to Torbay Council Incident management team to look into making a decision over allowing the fun fair to return. KM also advised that the public greens at Paignton and Torre Abbey is popular for socially distance meeting up and also when the tide is in on the beach.</p> <p>KM advised that there has also been an approach from the circus asking to return to the bay for the summer and asked for feedback on this too.</p> <p>All agreed that it is not a good idea for the fair to return as the green is very popular for use and always ends up in a mess after the fair. All agreed that they believe that permanent attractions should be focused on instead of allowing the fun fair and the circus to return. There is also the public health aspect on potential large visitors for both attractions.</p> <p>APN commented that there is some concerns over various businesses with memberships as a lot are now quite expensive so are deciding not to subscribe too. CC commented that 'Good to Go' is a free scheme for customers to subscribe too.</p>	
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