



**Minutes of Board Meeting**

27<sup>th</sup> August 2020 – Video Call

Present: Carolyn Custerson (CC) – Chief Executive, ERBID Company, Tim Godfrey (TG) – Partner, Bishop Fleming , Chris Hart (CH) – Chief Executive, Wollens, Anthony Payne-Neale, Court Prior (APN), Kelly Widley (KW) – Pier Point, Kevin Mowat (KM) – Director of Place, Torbay Council, Clare Flower (CF) – Director Beverley Holidays, Helen Brenton (HB) – Sales & Marketing Executive, Osborne Club, Pippa Craddock (PC) – Marketing & Development Director, Paignton Zoo & Living Coasts, Richard Cuming (RC) – General Manager, Bygones, Jason Garside (JG) – Managing Director, TLH Hotels,

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> –, Simon Jolly (SJ) – RICC, Managing Director, Riviera International Conference Centre, Martin Brook (MB) – owner, Pilgrims Rest Cottages</p> <p><b>Approval of Minutes</b> – All agreed were accurate record of the meeting.</p> <p><b>Matters Arising</b> – covered in the agenda</p>	
2	<p><b><u>Finance</u></b></p> <p><b>2020 Management Accounts</b> – The 2020 management accounts are looking positive. CC advised that there has been no major changes to the accounts since the last meeting.</p> <p><b>Levy Collection Update</b> - CC advised that ERBID Executive Team are trying to chase up outstanding levy collections and offering payment plans over 3 months. TG advised that we will need to be looking at various payment options concerning 2021 levy collection. . Any payment recommendation will be brought to the board for a decision.</p> <p><b>Kick Start Grant</b> – Details have been sent out to businesses to encourage them to register for this new government grant.</p> <p>CC advised that government, via the SWTA/DCMS meetings is being continually lobbied to continue financial assistance for businesses.</p>	
3	<p><b><u>Destination Marketing</u></b></p> <p><b>Welcome Back ERBID Campaign</b> – This campaign is now coming to an end and has been very successful. CC to circulate final evaluation.</p>	

	<p><b>Governments Enjoy Summer Safely Campaign</b> - CC advised that the SWTA (Great South West) Group had been successful in bidding for £298k for inclusion in the Governments new national campaign: Enjoy Summer Safely National £6 million marketing campaign.</p> <p>Autumn and Winter ERBID Digital Marketing Campaigns are also being planned.</p> <p>CC advised that she has sent out a communication asking for feedback as to bookings for September and October. Feedback coming through is that September is looking positive but not a lot of bookings for October and onwards currently. All advised that they are concerned for businesses being able to operate over the winter months.</p> <p>JG provided an update that a lot of his bookings in the winter are predominately older generation on coach tours. He believes that the Government needs to provide a bespoke Furlough scheme for the hotel industry so as to not have to make staff redundant. CC highlighted that the SWTA Group are also lobbying for continuation of the Furlough scheme for permanent staff.</p> <p>CF and HB both advised that the majority of their bookings are bookings that have been rebooked from earlier this year. HB advised that she has received a lot of enquiries for timeshare bookings at the Osborne apartments.</p>	
4	<p><b><u>ERBID2</u></b></p> <p><b>First Draft Business Plan (Mo Aswat to join us)</b> - Mo Aswat joined the call. MA advised that next steps would be to produce the draft business plan to get that into place to start to think about starting consultation process.</p> <p>MA advised they are currently working on 16 ballots. Currently they have been operating with zoom workshops for consultation process and believes this would be a good way for Torbay to start.</p> <p>The consultation process needs to start in October for 3 months. CC agreed that this is the best process to then have a June ballot to have an outcome for the future of the BID Company.</p> <p>All agreed that the business plan should be drafted to enable the consultation process to start as early as possible. All agreed that the zoom consultation workshops were a good idea to be organised. The draft business plan will be discussed at the next September board meeting.</p> <p>A long conversation was held over the levy payers amounts and ensuring that the correct communications are being issued.</p>	
5	<p><b><u>Communications and Engagement</u></b></p> <p><b>Focus Group Meetings</b> - KW provided feedback that has been received on the <b>Eat Out to Help Out campaign</b>. Businesses felt it would have been better to have run this campaign throughout quieter winter months. Recent feedback is that businesses cannot wait until this campaign ends due to the amount of bookings that are being received to be able to cope with staffing and also negative attitude being received from the general public.</p>	

	<p>CC advised that she is aware of an ask to the Government to extend or repeat the campaign.</p> <p><b>COVID Updates</b> - CC attended a local lockdown meeting this morning. The rate for COVID in Torbay is very low at present 8.8 per 100,000 people. CC advised that local authorities can start implementing lockdown restrictions when the rate increases to above 20 per 100,000 people.</p> <p>CC is aware of some businesses who have not complied with COVID measures and if this continues then there will be enforcement actions taken by Torbay Council, though they have resource issues.</p>	
6	<p><b><u>AOB –</u></b></p> <p>KM provided an update on the RICC as it has now been publicised in the media about the potential redundancies. KM advised that the Leisure Centre sector has been hit very hard financially and there has been no funding available for these businesses. The potential takeover of the RICC by Parkwood Leisure did not happen due to COVID. The previous RICC Board members have stepped down and were replaced by local authority officers. Torbay Council is now funding the RICC in full as there is no income being received at present as the centre is still closed. There are no events booked, all future events have been cancelled at present and the leisure pool has not been able to be reopened, due to this Torbay Council have had to take the decision to put 42 members of staff at risk of redundancy. KM confirmed that Parkwood Leisure are still interested in taking over the RICC in the near future and KM will be working with them to progress to signing a lease.</p> <p>TG confirmed that Zoom meetings for the Board meeting will continue for the foreseeable future but hopes that sometime in the future that face to face meetings will be able to take place.</p>	