



Minutes of Board Meeting

Thursday 30th April 2020

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, Clare Flower (CF) – Director Beverley Holidays, Kevin Mowat (KM) – Director of Place, Torbay Council, Helen Brenton (HB) – Sales & Marketing Executive, Osborne Club, Simon Jolly (SJ) – RICC, Managing Director, Riviera International Conference Centre, Richard Cuming (RC) – General Manager, Bygones

KM/CC/TG/CH/MB/APN/HB/CF/KW/SJ/RC

ITEM	ACTION	BY WHOM/ BY WHEN
1	<p><u>APOLOGIES, MINUTES, MATTERS ARISING:</u></p> <p>Apologies –, Jason Garside (JG) – Managing Director, TLH Hotels, Pippa Craddock (PC) – Marketing & Development Director, Paignton Zoo & Living Coasts</p>	
2	<p><u>Finance</u> 2020 Management Accounts</p> <p>CC advised that due to the changes made the company is in a stable situation. CC will be applying for a resilience fund through Visit England which will assist towards the communications that are being sent out by CC and Gina.</p> <p>There is an outstanding balance for levy collections of £100,000. Torbay Council will be sending out reminder invoice to those who have not paid. TG asked if a report can be provided as to who the outstanding debtors are so that contact can be made with those companies. CC advised yes she has requested.</p>	
3	<p><u>CC's Update Report</u></p> <p>B2B communications – Communications being received has quietened down a lot. At first she was receiving around 1300 emails a day. No business has advised that they have been successful in claiming for business interruption through their insurance companies. CC advised that the Government are now getting involved with this and to look into why this has happened.</p> <p>CC is working with Becky Davies and Carl Wyard from TDA to assist businesses with the furlough scheme through webinars.</p> <p>KM commented that he is aware that the South West has been identified as having the most impact on the economy to be able to receive assistance from the Government to assist with the economy.</p>	

<p>Economic impact – CC advised that the Government has now recognised the hospitality business and how importance it is to the economy and is aware that DEFRA is in conversations with Visit England over the farming and fishing industry as an integral part of the Visitor Economy supply chain.</p> <p>CC asked KW to provide an update on focus groups. KW advised that the attendance to the virtual meetings has been the greatest of all meetings helped. The first Food and Drink focus group meeting was joined by Becky Davies and some local businesses who have helped the food and drinks businesses to help with the furlough applications. All the businesses have advised that they have received their furlough grant applications.</p> <p>CH asked KW if there was any advice for businesses that ERBid can assist with webinars on the ERBID website with regards to legal, financial advice. KW agreed that this would be a good idea. Action for CC to speak to Carl Wyard over this.</p> <p>APN provided some feedback from the accommodation businesses focus group. He advised that most businesses have now received their grants from Torbay Council but there are a small number who have not received the payment. The main concerns are if there is no Summer or Autumn season for accommodation businesses that they will not be able to survive the winter as only receiving the £10,000 grant.</p> <p>MB commented that in the self-catering sector businesses are only able to receive one grant payment and cannot operate on this amount. They do not feel comfortable on taking out a loan when they do not know what the future holds for their businesses.</p> <p>RC provided an update from attractions focus group that the main issues are similar to the other focus groups but their main issues are that the attractions businesses need to open in August/September to be able to survive. The businesses are trying to be proactive to look at how they will be able to operate once the restrictions have been lifted to be able to open safely for visitors and their staff and are working on a risk assessment to be able to achieve this. RC believes that the attractions will be the last sector allowed to open up so believes that social distancing will be in situ by then and people will be used to this way so should be easier for attractions to operate. They do have concerns over the coach industry and how this will affect their businesses.</p> <p>CC has spoken with National Trust recently and has been told that they will be sharing their re-opening policies.</p> <p>Destination Marketing – CC that they have already started to thinking about what the messages should be once the restrictions start to be lifted. The views are should be focusing on the natural inspiring campaign that was previously carried out and focusing on the coast and countryside. This will be a digital marketing campaign for each season and planned to be ready to be sent out once the laws allow travel.</p> <p>Visitor communications – There have been very few enquiries received since the lockdown was announced. CC is aware that they need to be sensitive in communications being sent out and focusing on visiting the area once the restrictions are over and not persuasive in attracting people to visit now.</p> <p>The BBC will be coming down to Torbay on Monday and have asked to interview a business on Babbacombe so CC has contacted Martin Strange from Babbacombe Inn to be interviewed.</p>	<p>CC</p>
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	<p>CC advised that 15 new businesses signed up recently to the Food and drink focus group so does not believe that there needs to be a separate Covid19 task group set up at the current time. All agreed with this.</p> <p>ERBID2 – CC advised that there was a recent call that took place with Mo to discuss ERBID2. CC will now be drafting a first business plan working with Mo ready for September. CC has concerns over the levy being collected over winter months and think this needs to be extended again until May next year. CC also has concerns over the renewal timetable and thinks it should be delayed.</p>	
4	<p><u>AOB</u></p> <p>CC advised that a date has been pencilled in for October and thinks it would be a good opportunity to meet with businesses post Covid 19 to have face to face communications with them and not be held as an actual exhibition. Would look to hold the exhibition next year.</p> <p>CC has been contacted by Nick Powe with regards to GeoPark and has asked for a contribution of £2000 for help with podcasts that they are creating for promoting the GeoPark. CC will forward the email through to all for their attention but believes there will be 4 podcasts held. All agreed they were happy to support this.</p> <p>Opening after lockdown – CC asked KM how it will be co-ordinated for businesses for reopening once restrictions are lifted. KM commented that there is an Economic Recovery plan that is being worked on by the TDA along with Torbay Together group. There have been some emails sent through by some of the Town Centre companies with regards to ideas for reopening. Until Government guidance is published then this is still in early stages. KM advised that any ideas and feedback from the Tourism and Hospitality sectors should be sent through to Carl Wyard in the TDA to assist with this process. CC advised she has seen the draft recovery plan from Carl and her feedback is that it is a dull document. KM asked that feedback is provided back to the TDA over this to help build the plan.</p>	<p>ALL</p>