



Minutes of Board Meeting

30th July 2020 – Video Call

Present: Carolyn Custerson (CC) – Chief Executive, ERBID Company, Chris Hart (CH) – Chief Executive, Wollens, Anthony Payne-Neale, Court Prior (APN), Martin Brook (MB) – owner, Pilgrims Rest Cottages, 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

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

ITEM	ACTION	BY WHOM/ BY WHEN
1	<p><u>APOLOGIES, MINUTES, MATTERS ARISING:</u></p> <p>Apologies – Pippa Craddock (PC) – Marketing & Development Director, Paignton Zoo & Living Coasts, Tim Godfrey (TG) – Partner, Bishop Fleming, Simon Jolly (SJ) – RICC, Managing Director, Riviera International Conference Centre, Richard Cuming (RC) – General Manager, Bygones, Jason Garside (JG) – Managing Director, TLH Hotels,</p> <p>Approval of Minutes – All agreed were accurate record of the meeting.</p> <p>Matters Arising – covered in the agenda</p>	
2	<p><u>Finance</u></p> <p>Update 2020 Management Accounts – CC advised there has been no changes from last month. CC advised that there has been some changes to the marketing budget which are – digital marketing budget has increased to £85,000 which will be used for autumn, winter and Christmas campaign. The Press and PR budget has been decreased by £5,000. The welcome back campaign has had £10,000 invested to run it. CC advised there is a Golden Ticket campaign being run in conjunction with breeze radio for day visitors which is being focused on Plymouth & Exeter visitors.</p> <p>Levy Collection - £98,000 outstanding at present. Angie Wright has been working with Ian Westwood at Torbay Council to analyse who are the outstanding payers and has been contacting those businesses to offer payment plans by direct debit which a lot of businesses are agreeing too. CC believes that payment plans may need to be offered to businesses next year to assist with levy collection in 2021. Is currently working with Sheena to look at differing scenarios should there be reduced income.</p> <p>Debtors Update – discussed as above</p>	

	<p>Discretionary Grants – CC advised that there are several of the larger coaching hotels that are now struggling as a result of restrictions on coach capacity and hesitancy to travel from the mature market and that support from the Discretionary Grants would be very helpful.</p> <p>Business Interruption Insurance Update – decision awaited from court case.</p>	
3	<p><u>Staff Update</u></p> <p>Return to Office – CC advised that there is a rota being operated for staff within the office at the VIC to ensure that company staying compliant with social distancing.</p> <p>VIC Re-Opening – reopened on 11th July. There is information located outside for visitors and protective screens up within the office. CC advised that they are noticing there are a lot of new visitors visiting the Bay who are looking at boat trips, boats for hire, what are the best places for cycling and walking in the Bay.</p>	
4	<p>Resort Re-Opening 4th July</p> <p>Kevin Foster Tour – CC advised that this promotional tour went very well. Kevin Foster has now invited Nigel Huddleston to visit the Bay and it has now been confirmed that he will be visiting the Bay week commencing 10th August.</p> <p>Outstanding Issues – CC advised that the re-opening of the resort is going better than expected overall. CC sent out an email to businesses to ask for feedback and received a lot of good positive feedback as to how they managed to reopen and are operating COVID secure. CC advised that the businesses she is aware that have not been able to reopen yet are coaching hotels as these types of holidays are not operating, plus the theatres, RICC and indoor Bowling Rink.</p> <p>CC will be contacting Steve Cox to ask him to ensure that businesses are contacted to ensure that businesses are following the guidelines. MB commented that he is aware of a business which is not complying with COVID secure guidelines for operating and he would like to know what the Torbay Council guidelines and processes are for reporting businesses like this.</p> <p>KM commented that his understanding is that the guidance from the Government is very vague and hopes that further guidance will be issued. KM advised that feedback needs to be provided to Steve Cox which will be reported on to Public Health for their awareness. There was a long conversation held over this.</p> <p>The new government scheme of encouraging people to Eat Out to Help Out with a £10pp discount will be in operation for whole of August. CF commented that she is experiencing difficulties for her holiday park as to how to get this scheme organised so they have had to create new menus, re-programme their tills and create new processes to as to how this can work smoothly.</p>	
5	<p>Destination Marketing</p> <p>Welcome Back Campaign – discussed above</p> <p>Locals Campaign – discussed above</p>	

	<p>#EnjoySummerSafely – CC advised that she is working with South West Tourism alliance to create a Great South West Staycation campaign and applying for funding opportunity for £300,000 to promote August and September.</p> <p>Filming Update – CC advised that the new Naturally Inspiring filming has taken place.</p>	
6	<p>Communications and Engagement</p> <p>Press & Media – CC advised that there was a lot of media interest around reopening the resort.</p> <p>Focus Group Meetings – There have not been as many focus group meetings held during July as businesses now focusing on re-opening.</p> <p>External Meetings – CC advised that there is a Torbay Recovery Plan that ERBID directors have been asked to review. Any feedback to be sent through to Alan Denby. The document once finalised will be used by politicians for future funding bids for the Bay. CC also advised that the Heart of South West LEP is also working on a further broader recovery plan to be submitted for the South West region.</p>	CC
7	<p>Research</p> <p>COVID Impact research - CC advised that the next comprehensive review of Government funding will take place later in the year and CC has advised that the South West Tourism alliance has been asked to provide some Greater South West financial impact of COVID on the tourism sector to assist with request for future funding for the tourism in the South west. A new survey is to be designed.</p>	
8	<p>ERBID2 Update – CC advised that she has spoken to Mo this week and he said to continue with the plan to aim for June 2021 ballot date. CC is going to be leading on drafting the new business plan under MA’s direction. MA has asked CC to draft responses to the following: 1) What has been achieved by the ERBID1 2) What support did the ERBID Company provide to businesses during COVID and 3) What new projects do we want ERBID2 to provide. The business plan will go out for initial consultation around Christmas time.</p>	
9	<p>AOB – MB & APN both advised that they attended a webinar with Public Health yesterday. They discussed a situation as to when a guest has symptoms and tests positive at their establishment where the guest is requested to return home. APN raised the question as to what would happen if this was to happen to a guest who had travelled by public transport so is unable to return home due to their symptoms. This would then result with this guest having to remain in their establishment and what would then happen to other guests staying in the hotel/B&B and also future guests. APN advised that the Public health advised that the guests could not return by public transport and would have to remain. APN advised that if this was to happen to a guest in his accommodation and if he was fully booked, then he would have to cancel future guest bookings and provide refunds which would result in a loss of income. MB & APN have concerns over whether they should not accept bookings from customers who are travelling by public transport. CC commented that Public Health need to be helping to provide a solution for this type of situation. MB asked if there was a hotel or a bed and breakfast that is not open that could be used as a type of safe</p>	

	<p>house for these kinds of situations. CC advised that she will follow this up with Public Health to discuss a solution to this kind of situation. ACTION - CC</p> <p>CC asked KM if Torbay Council are happy with the situations of members of the public using the beach. KM advised that yes that there have been no issues at present and people are following social distancing but if there is a heatwave and the beaches become overcrowded and people not following social distancing, then Torbay Council will be liaising with the police to assist with any issues.</p> <p>KM advised to the Board that Torbay Council chief executive, Steve Parrock is leaving Torbay Council and the Anne-Marie Bond is the interim Chief Executive until an official appointment has been in the future.</p>	CC
--	--	-----------