



Minutes of Board Meeting

2.00pm on 28th October, 2021 – Livermead Cliff Hotel, Torquay

Present: Carolyn Custerson (CC) – Chief Executive, ERBID Company, Tim Godfrey (TG) – Partner, Bishop Fleming, Clare Flower (CF) – Director Beverley Holidays, Kelly Widley (KW), Jason Garside (JG) – Managing Director, TLH Hotels, Martin Brook (MB) – owner, Pilgrims Rest Cottages, Pippa Craddock (PC) - Marketing & Development Director and Katrine Harrington (KH) – Visitor Information Executive, ERBID Company – taking minutes

Via zoom Richard Cuming (RC) – General Manager, Bygones, Anthony Payne-Neale, Court Prior (APN), Chris Hart, Chief Executive, Wollens (CH)

Meeting commenced 2.03 pm

ITEM	ACTION	BY WHOM/ BY WHEN
<p><u>1</u></p>	<p><u>APOLOGIES, MINUTES, MATTERS ARISING:</u></p> <ul style="list-style-type: none"> • Apologies – Kevin Mowat (KM) – Director of Place, Torbay Council, Simon Jolly (SJ) – RICC Managing Director • Approval of Minutes –(MB) queried page 4, Seafood Feast correction £20K ‘to’ not ‘from’ Torbay Council and (RC) amend record of his attendance to ‘Apologies’ as he missed a large part of the meeting due to IT issues. Subject to these amendments, approved. • (TG) Welcomed everyone to the meeting, this is the first face to face meeting and would also like to record his thanks to the Livermead Cliff Hotel for their hospitality. • Matters Arising – Covered in the agenda 	
<p><u>2</u></p>	<p><u>Finance and Governance</u></p> <ul style="list-style-type: none"> • Management Accounts/Financial Year 	

	<ul style="list-style-type: none"> • 2021 Levy Collection <p>A further £79K has been paid as a result of the final notice letters sent out by Torbay Council at the end of September taking total collection for 2021 to 86%. TG asked that we find out how much of the £79k was related to 2021 and how much to previous years.</p> <p>The Board discussed their disappointment with some high profile businesses being included on the latest ERBID1 Debtors list which had been circulated to the Board and the need to pursue outstanding debt.</p> <p>Regarding outstanding levy payments TG recommended that a much stronger letter from the ERBID Company and it was agreed that Wollen’s Solicitors would be commissioned to do this on behalf of the Company.</p> <ul style="list-style-type: none"> • 2021 Management Accounts <p>Managing the carry forward balance was discussed by the Board with Mo Aswat (Mosiatic) confirming that the Company can carry forward unspent Commercial Income to ERBID2.</p> <p>Any unspent Levy income has been allocated to a variety of Destination Marketing including the investment in a new English Riviera website with other projects/events also identified.</p>	
<p><u>3</u></p>	<p><u>Destination Marketing</u></p> <p>CC had circulated a detailed report summarising the various ongoing Destination Projects.</p>	
<p><u>4</u></p>	<p><u>2022 Destination Marketing Activities</u></p> <ul style="list-style-type: none"> • New Website – currently scheduled to launch on 9th December and will incorporate a number of new functions including a fresh full screen design, automated chatbot facility to assist customer enquiries and automatic listing of events. The Levy Payers product page has been much improved with a much greater prominence on Booking. The Trip Advisor integration will continue. • 2022 National Advertising – Roadside Poster Campaign (CC) showed attendees the 2 revised poster designs which were welcomed in principle but more work was requested on the main image, wording and font. (PC) recommended that there is too much copy for a quick drive past. • Torquay has officially been voted UK’s No 1 Staycation by Trip Advisor and it was agreed that we should use this to our advantage. • It has been agreed to go ahead but with reduced copy and (CF) suggested changing the type to lower case. 	

	<ul style="list-style-type: none"> • (APN) has reservations other areas may object with just ‘Torquay’ and feels that Trip Advisor is over promoted. • (CH) – has concerns about the design, a 60 second rotation of 2 posters would only be seen once and not keen on image and asked that the this be looked at. • £50K has already been committed for this campaign, (CC) would like to increase to the figure to £75K, by either repeating/increasing the ads in the Birmingham/Manchester areas or extending into the areas of Coventry and Nottingham. (APN) agrees to look at Coventry and Nottingham. (CC) will check poster site availability – all agreed. • The final design will be worked on by (CC), (PC) and (CF) in conjunction with RH. • New 2021/22 Winter/Spring in Resort Visitor Guide <p>ERBID Company will be sponsoring (£5k) Clearblue Publications to produce a new bi-annual in-resort visitor guide/magazine as was requested as part of the ERBID2 consultation with the first Winter/Spring edition now in production. This will be distributed mainly to accommodation providers.</p>	
<p>5</p>	<p><u>Filming and Photography</u></p> <ul style="list-style-type: none"> • New Coach Tours Film – CC advised that the filming had been completed and that this was now being edited • New ERBID Image Library (DAM) • The new image library is near completion, for the use of levy payers and has been set up to safeguard against any future copyright issues. 	
<p>6</p>	<p><u>Events Update from (MB)</u></p> <ul style="list-style-type: none"> • Walking Festival <ul style="list-style-type: none"> ○ The plans are going well with the walking programme being produced. Graham Kerr from English Riviera Walking Tours has been appointed as Project Manager. The date has been agreed: April 2nd – 10th 2022. • Airshow – Our contribution will be £20K for the Air Show and an extra £5K for the Queen’s Jubilee Celebrations. • Food Event <ul style="list-style-type: none"> ○ The current suggestion is to locate this at Torre Abbey and link it ot the Seafood Feast at a date TBC in October 2022. The budget to hold this event has yet to be confirmed. (PC) commented we need to see a budget and business plan before making a decision. ○ 	

	<ul style="list-style-type: none"> ○ (KW) mentioned that weekend Dartmouth Food Festival has over 100 stalls and the approx costs are £75K. Their event is held during the October half term. ○ Other Events: ○ Christmas 2022: Torbay Council would like displays at Rock Walk and Torre Abbey and have earmarked £100K for high profile sculpture illuminations that would be in situ for 4-6 weeks. They do not in favour of a cross resort Harbour of Lights Christmas event first suggested by the ERBID Company. ○ The Brixham Pirate Festival will be going ahead in 2022 and will include a visiting boat. ERBID Company have agreed to sponsor by £3k following a request from the organiser. ○ Other suggestions include a Jazz Festival, early days and only an approach at this stage) and a Paddle Board Festival, for which the date has been set: 21-23rd May 2022 at Torre Abbey Sands. ● (RC) has concerns about Torbay Council Events partnership working but would like to encourage local business involvement, Christmas events to be expanded. Secoded by (MB) and (APN). ● (APN) suggested working with Traders Associations to increase high street spend. ● There are timescale concerns regarding availability of meetings with Torbay Council and procurement. 	
<p><u>7</u></p>	<p><u>Key Communications</u></p> <ul style="list-style-type: none"> ● 2022 ER BID Exhibition Will be going ahead on March 30th 2022 and 20 tables have been sold already. ● Monthly Meetings with Torbay Council Have proved very useful with Ann Marie Bond, Steve Darling, TG, MB and CC. ● Tourism Planning Policies Concerns continue over change of use. CC has been invited to a Tourism Policies Planning Meeting. ● COVID Update – Business Closure ERBID Company notified that one hotel closed this week due to covid amongst the staff and coach customers. 	

<p><u>10</u></p>	<p><u>AOB</u></p> <ul style="list-style-type: none">• (CF) congratulated Carolyn on her award for ‘Outstanding Contribution to Tourism’ following the the assistance with advice to businesses during the pandemic.• For the neext meeting (CH) has offered the Wollens Board Room due to zoom problems.• (APN) Commented on issues with HMO/Torbay Council regarding the loss of bed spaces, an example being the Bancourt Hotel submitting a Planning Applications for a care home. He also congratulated (CC) on the award.• Date of next meeting 25th November, 2021 and Christmas social evening Thursday 16th December, 2021	
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