



**Minutes of Board Meeting**

2pm on 31<sup>st</sup> March 2022 – Wollen’s Board Room

Present: Carolyn Custerson (CC) – Chief Executive, Tim Godfrey (TG) – Chairman and Partner, Bishop Fleming, Martin Brook (MB) – Pilgrims Rest Cottages, Anthony Payne-Neale – Court Prior Boutique B&B, Richard Cuming (RC) Bygones, Chris Hart (CH) Chief Executive, Wollens

Meeting commenced 2pm

ITEM	ACTION	BY WHOM/ BY WHEN
1	<p><b><u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING:</u></b></p> <p><b>Present</b> – Tim Godfrey (Chairman), Carolyn Custerson (CEO), Chris Hart (Wollens), Anthony Neale-Payne (Court Prior), Richard Cumings (Bygones), Kelly Widley (Food &amp; Drink) Jason Garside (JG) Managing Director TLH</p> <p><b>Apologies</b> – Claire Flower (CF) – Director Beverley Holidays, Pippa Craddock (PC), Simon Jolly (SJ) – Managing Director, RICC, Kevin Mowat (KM) – Director of Place, Torbay Council, Martin Brook – Vice Chair, Owner of Pilgrim’s Rest</p> <p>TG welcomed everyone to the meeting.</p> <p><b>Approval of 25<sup>th</sup> February Minutes</b> – approved.</p> <p><b>Matters Arising</b> – Covered in the agenda.</p>	
2	<p><b><u>Finance and Governance</u></b></p> <p><b>Management Accounts</b> TG talked through the latest Management Accounts with the decision taken to wait till the 3-month payment plan had finished on the 31<sup>st</sup> March and a more accurate position ascertained regarding Levy Collected and Outstanding Debt before any further significant Destination Marketing investment decisions can be made. Overall, the Company remains in a healthy position.</p> <p><b>Debtors</b> The Board had an extensive discussion regarding how the company will continue to deal with the persistent Debtors who were already being penalised in respect of any Marketing Benefits being removed. CC to ask TC for a list of Debtors for the next Board meeting. Timescale discussed with initial thoughts that letter from Wollens should be sent July-September TBC.</p>	<p align="right">TG</p> <p align="right">CC</p>

	<p>The Wollens Letter sent out in December 2021 chasing ERBID1 Debt is continuing to generate late payments which now totals in excess of £86k. All future TC communications regarding Levy Collection will carry the ERBID Logo as requested by the Board.</p> <p><b>Facebook Breach</b> – CC advised that further clarification from Barclays was being sought before a final letter is sent to Facebook regarding the outstanding refund of the 5 x Direct Debits.</p> <p><b>Vaughan Parade Premises</b> –A new Head of Terms lease will now be issued and is overdue following the revised terms being agreed.</p> <p><b>Staffing</b></p> <p>A discussion took place regarding the review of the current Staff Contracts and the Sub-Contractor Contracts. CC advised that professional support from SSG had been commissioned at a cost of £800 to review all contracts, Staff Handbook and Company Policies and were expected to be available shortly for the F&amp;G Committee to approve. All the additional policies the Board requested are now included relating specifically to IT, social media and Cyber Security.</p> <p>For all Sub-Contractor contractors, a minimum level of £100k PII cover is also specified in all Sub-Contractors contracts as requested by the Board.</p> <p>CC confirmed that TG and CC had received a resignation from AW and that AW would be leaving on the 22<sup>nd</sup> April 2022 and moving to a new role at PLG in Torquay. CC/AW to prepare a detailed Handover and CC to recommend recruitment options for further discussion at next Board Meeting.</p> <p><b>Visitor Information Seasonal Staffing</b></p> <p>CC updated that this recruitment had been successful and the VIC Team is now fully staffed for the summer to allow 7 days opening from Spring Bank Holiday. Lone Working is to return to allow this to happen. Calibre of applicants has been excellent and quickly picking up role.</p> <p><b>ERBID2 Board Elections</b></p> <p>A further discussion took place regarding this to help ensure that the necessary plans are put in place for an October election. CC to now work on preparing the necessary paperwork and to draft a communication to Levy Payers to advise them of the Election and the process should they wish to stand.</p>	<p>CC</p> <p>TG/CH</p> <p>TG/CC</p> <p>CC</p> <p>TG/CC</p>
<p><b>3</b></p>	<p><b><u>Destination Marketing</u></b></p> <p>CC updated on the performance of the Website which is still notably ahead YOY and the initial very positive impact of the new Radio Advert targeting Bristol and South Glos. General concern that impact of increasing cost of living and fuel costs on holiday affordability may negatively impact decision to travel long distances this year.</p>	<p>CC/PC/CF</p>

	<p>CC proposed that further investment in Regional Advertising targeting short breakers may be necessary to help reactivate bookings and help increase occupancy outside the main summer weeks. Board approved for CC to speak with RH Advertising to see how we could extend the Radio Campaign with a further £10k allocated to this. Board asked CC to also consider targeting Swindon area.</p> <p><b>Summer Visitor Guide (Local Advertising)</b> Board agreed to sponsor this publication for the second time for £5k.</p>	
4	<p><b><u>Events Update</u></b></p> <p><a href="#">English Riviera Walking Festival</a> – confirmed that the new dedicated Walking Festival website had been successfully launched and that bookings had started to be booked and paid for.</p> <p><b>Sponsorship of Red Arrows</b> - CC highlighted that a 3<sup>rd</sup> Day of the Red Arrows was a possibility but cost prohibitive for TC. Board expressed interest in financially supporting a 3<sup>rd</sup> Day and for CC to find out more.</p> <p><b>England’s Seafood FEAST</b> – (KW) gave a detailed update on the development of the programme which is going well, with a focus now needed on Bookability. KW to update further at April Board Meeting. Notable success has been achieved with securing sponsorship for the 2022 England’s Seafood FEAST.</p> <p><b>Torbay Council Food Festival</b> CC advised the Board that the planned Food Festival at Torre Abbey to coincide and support the Seafood FEAST was not now taking place as tenders received were not strong enough and that this event is now planned for 2023 – TBC. KW has suggested to TC that they consider partnering with someone like Food &amp; Drink Devon to make this happen, as everyone is in agreement that we want to see a focus on local/Devon/South West produce.</p> <p>CC advised the Board that Alan Denby (AD) was now heading up Event Strategy with PB reporting directly into AD and that a future strategy meeting was planned. CC advised the Board that everything moves very slowly and that TC Event’s Team is under resourced and the partnership at times can be frustrating.</p> <p>CC advised the Board of a major music Event – ‘Electric Bay with Carl Cox’ taking place on Torre Abbey Meadows in the Summer, being supported by TC.</p>	<p>CC</p> <p>CC</p> <p>KW</p>

<p><b>5</b></p>	<p><b><u>Key Communications:</u></b></p> <ul style="list-style-type: none"> <li>• <b>English Tourism Week</b> – CC was assisting KF’s Office in arranging visits locally to coincide with English Tourism Week and a request from VisitEngland.</li> <li>• CC advised the Board that she was invited to be Guest Speaker at the <b>Brixham Chamber of Commerce</b> to give an ERBID2 Update.</li> <li>• <b>Tourism Business of the Year</b> Board agreed to sponsor the 2022 <b>Torbay Weekly Tourism Business of the Year</b> for £2.5k..</li> </ul> <p><b>ERBID FOCUS GROUPS</b></p> <p>KW, APN and RC gave an update to the Board on their feedback from the recent Focus Group meetings. This was the first time that we had held ERBID2 Focus Group meetings and they presented a very useful opportunity to update partners particularly on Destination Marketing projects. F2F Meetings are being aimed for in the future. Provisional dates are already set:</p> <p><b>6. AOB</b></p> <p>KW shared a useful update regarding her visit to Ula’s the Visitor Information Point in Brixham which currently, on the ‘face of it’ does seem to be struggling with this function. CC said KH would visit Ula to discuss our concerns.</p>	<p>RC/APN/KW/PC/CC</p> <p>CC</p>

Meeting closed @ 5.00pm