



Minutes of Board Meeting

25th January 2024 – Wollens Board Room

Meeting commenced 2pm

ITEM	ACTION	BY WHOM
<p><u>1</u></p>	<p><u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING</u></p> <p>Present: Chris Hart (CH) ERBID Chair, Chief Executive Wollens; Anthony Payne-Neale (APN) ERBID Vice-Chair, Owner of Court Prior Boutique B&B; Andy Banner-Price (ABP) Owner of 25 Boutique B&B; Carolyn Custerson (CC) ERBID Chief Executive; Claire Flower (CF) Director, Beverley Holidays; Jason Garside (JG) Managing Director, TLH; Tim Godfrey (TG) Partner, Bishop Fleming; Kelly Widley (KW) Food and Drink Hospitality Consultant; Sheena Powe (SP), ERBID Accountant; Alison Bayliss (AB) ERBID – taking minutes.</p> <p>Apologies: Martin Brook (MB) Owner of Pilgrims Rest; Pippa Craddock (PC) Director, Business & Marketing Solutions Ltd; Richard Cuming (RC) Owner of Bygones; Jim Parker (JP) Editor in Chief, Torbay Weekly; Lisa Tuck (LT) Divisional Director Economy, Environment, and Infrastructure for Torbay Council.</p> <p>Approval of Minutes November 2023 board meeting minutes – approved.</p> <p>Matters Arising - CC The CEO of Wild Planet Trust had been unavailable to attend the last meeting as planned. Action CC to issue a new invitation to reschedule.</p> <p>Core staff salary/incentive scheme was mentioned at the last meeting. This will now be carried over for the next Finance & Governance meeting to firm up the incentive details.</p> <p>At the last meeting, CF asked if businesses who successfully appeal an RV increase would receive a BID refund. CC has checked with Mo of Mosaic, and confirmed there would not be a refund.</p>	<p>CC</p>
<p><u>2</u></p>	<p><u>FINANCE & GOVERNANCE</u></p> <p>2023 End of Year Accounts – SP The EOY Accounts had been shared with the board. A 92% levy collection was achieved which was more than budgeted for at the start of the year. There is a carry forward of</p>	

	<p>£102k which is £30k more than envisaged. In addition, there is a provision of £15k for the cost of ERBID3 and £9k for potential redundancy should ERBID3 not happen.</p> <p>2024 Budget – SP/CC The 2024 Budget had been shared with the board earlier. 2024 will be a challenging year because of the reduction in levy to be collected, due to the Business Rates review. However, the overall position, compared to earlier forecasts, has improved because of the carry forward.</p> <p>A more accurate figure for additional income will be available for the February board meeting, once voluntary contributions have been added. As requested by the board, letters were posted at the end of 2023 to those businesses that fell below the £3k RV threshold from Jan 2024. The target of £3k for voluntary contributions has already been exceeded.</p> <p>2024 Levy Collection Update - CC The board discussed options regarding chasing of the levy, with the agreement that there should be improved co-ordination and communication between the relevant parties to ensure its smooth-running. Action CC/KH to meet with TC to agree the collection schedule and for ERBID Co to put back into the budget £7k which includes the cost of a letter from Wollens, as this worked well last year in generating late payments.</p> <p>Commercial Income – SP/CC Rate card – a new advertising rate card for 2024, with many new advertising opportunities, has been prepared and distributed to levy payers.</p> <p>B2B Advertising - a decision needs to be made regarding offering B2B website sponsorship. This will be worked on for presentation at the next meeting.</p> <p>Action CC to circulate an update on Commercial Income before the next board meeting.</p> <p>Company Insurance – TG TG has been successful in securing an insurance quote which will save £1.5k. However, Cyber Insurance is an extra £1.4k. Further communications with the insurance company are required to establish that they have an accurate view of the company and what cover is needed. Action CC/TG to discuss further regarding risk mitigation for the company. Action CC to check with Simpleview regarding existing website cover.</p> <p>Alteration Ballot – CC Re: previous discussions looking at the possibility of including retail businesses in the BID, either via an Alteration Ballot later this year, or within ERBID3. Since the last meeting, CC shared Mo (Mosaic)’s projected figures for including visitor retail businesses located in the Core Tourism Investment Areas (identified in the Local Plan). The board discussed, resulting in actions for CC: to obtain more detailed information from Mo, including an analysis of the rateable values and asking what proportion of potential levy payers have voted in similar alteration ballots elsewhere. The board to discuss further at the next meeting, with a view to making a decision.</p>	<p>CC/KH</p> <p>CC</p> <p>CC/TG CC</p> <p>CC</p>
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<p><u>3</u></p>	<p><u>DESTINATION MARKETING - CC</u></p> <p>2023 Final Marketing Report The report, prepared by Gina, had been shared with the board. It summarises all the ERBID marketing activity for 2023 and provides an ongoing annual report of the work of the BID. The monthly and yearly reports are published on the B2B website. To particularly note is the continued strong performance of the official ER visitor website which in 2023 again exceeded 1 million users and a particularly strong click-through rate via Google search. We have 68k social media followers.</p> <p>2024 Digital Marketing Plan Creative agencies RH Advertising and Bigwave have been appointed. The digital marketing plan and schedule has been shared with the board. National campaigns have already started and have a healthy click-through rate. CC and Gina will be meeting with RH to discuss possible OOH spring advertising in Bristol, targeting young actives and cultural explorers.</p> <p>Brand Strategy / Guidelines Further to the discussion at the November board meeting; PC, GF and ABP met to review the current Brand Guidelines (prepared nearly 10 years ago) and have drafted an initial briefing document (shared with the board). This can now be used to obtain quotes from research companies with a view to reviewing and updating the existing guidelines. CC recommends that no significant budget is committed at this stage, and costs should be spread across two years 2024/2025. CF highlighted the importance of gaining businesses' perception of the brand as well as visitors. CH noted that a brand change will impact businesses in terms of their own branding and materials, and that there would be a risk of conflicting brands where businesses don't update. The board discussed the benefits of a brand refresh, noting that it could be a useful following some negative press.</p>	<p>CC</p>
<p><u>5</u></p>	<p><u>EVENTS UPDATE - CC</u></p> <p>Bay of Lights Torbay Council (TC)'s survey and our own feedback showed a very positive outcome. It had a positive impact on footfall and turnover for a number of local businesses. RH's End of Campaign report was shared with the board. TC have committed to the BOL Trail of Lights for 2024 with a proposed start date of Sunday 1st December. The board discussed and recommend that it starts from the Friday 29th November instead to gain an extra weekend. Action CC to advise TC, also noting that there should be discussions by TC about more taking place in Paignton.</p> <p>Air Show TC have advised that the Air Show will be going ahead for 2024. The sponsorship target has not yet been hit but they are looking at other income streams. A flight director has been appointed. The board noted that there hasn't been much visible awareness raised about sponsorship.</p>	<p>CC</p>

	<p>Walking Festival A working group has been formed to oversee the coordination of the 2024 2-week Walking Festival in May. An Evaluation Report of the event's progress was shared with the board.</p> <p>Pirate Festival Last year, ERBID sponsored the event by £5k. A similar request has been received for this year. The board discussed and agreed to £5k on the basis that ER branding is featured more strongly on festival advertising. Action CC to advise the festival organisers.</p>	CC
6	<p><u>EXTERNAL COMMUNICATIONS</u></p> <p>Torbay Funding LUP Update - CC CC has asked the government for funding to be made available to carry out an accommodation audit within the next 12 months, to determine how many beds there are across the resort.</p>	CC
7	<p><u>AOB</u></p> <p>APN queried why Devon wasn't represented at the recent Showcase Britain 2024, VisitBritain's international B2B hosted buyer programme. CC advised that it is because Devon has not yet formed as an LVEP but that efforts are being made by the relevant parties for this to happen this year.</p> <p>APN would like to see more PR activity. CC advised that targeted PR was being undertaken for specific events such as the Walking Festival and Seafood FEAST and would explore costs of getting more professional PR support.</p> <p>KW and CF would like to see more activity on TikTok as it is being widely used as a search engine by younger audiences.</p>	CC CC

Meeting closed at 5:00pm