



Minutes of Board Meeting

28th October 2023 – 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; Andy Banner-Price (ABP) Owner of 25 Boutique B&B; Martin Brook (MB) Owner of Pilgrims Rest; Pippa Craddock (PC) Director, Business & Marketing Solutions Ltd; Richard Cuming (RC) Owner of Bygones; Carolyn Custerson (CC) ERBID Chief Executive; Jim Parker (JP) Editor in Chief, Torbay Weekly; Lisa Tuck (LT) Divisional Director Economy, Environment, and Infrastructure for Torbay Council; Kelly Widley (KW) Food and Drink Hospitality Consultant; Sheena Powe, ERBID Accountant; Alison Bayliss (AB) ERBID – taking minutes.</p> <p>Apologies: Claire Flower (CF) Director, Beverley Holidays; Jason Garside (JG) Managing Director, TLH; Tim Godfrey (TG) Partner, Bishop Fleming</p> <p>Approval of Minutes AGM 2023 minutes – amendment required, Action AB September 2023 board meeting minutes – amendment required, Action AB</p> <p>Matters Arising Action point for LT to be carried forward from previous meeting – LT to review contract with Parkwood Leisure, regarding conference and business events at the RIC.</p>	<p>AB</p> <p>LT</p>
<p><u>2</u></p>	<p><u>FINANCE & GOVERNANCE</u></p> <p>Levy Collection – CC A final push to collect outstanding levy is underway with final letters being despatched from Torbay Council along with 259 letters from Wollens. The total debt that Wollens are pursuing is £77.4k. There is an additional £19.2k from outstanding instalment payments. Katrine has estimated that approx. £50k can be retrieved.</p> <p>Legal Challenge – CC Following a strike out claim being submitted on behalf of ERBID, the claimant has withdrawn, filing a notice of discontinuance. The Board agreed not to pursue costs, so that the matter can be closed.</p>	

	<p>Beaches - LT advised that the Council are looking at options regarding Blue Flag beaches and dogs, and will update at the next meeting (Action LT).</p> <p>PC will include in the next draft that the strategy is 'in line with the DMP and the Torbay Story'.</p> <p>CC proposed to the board that the target of the main campaign is moved from the Midlands to Bristol, as this is more likely to help extend the season and attract first-time visitors. CC confirmed that South Wales would be included in the 'always on' campaign.</p> <p>The board agreed to the general direction of travel of the proposed plan. Action PC/CC will work on a second draft and present a costed plan at the next meeting.</p>	<p>LT</p> <p>PC/CC</p>
<p><u>5</u></p>	<p><u>EVENTS UPDATE</u></p> <p>England's Seafood FEAST feedback – KW</p> <p>This year's England's Seafood FEAST finished in mid-October with very positive feedback. It had the biggest programme so far, nothing was cancelled and many events sold out. Some venues continued with their seafood specials due to the good response they got, and reported increased business due to the FEAST. There is a lot of positivity from participating businesses for next year. Website analysis showed a big hit after local TV and radio features, but improvements to the website should be looked at for next year to improve visitor experience. Also for next year, to provide a marketing pack to levy payers to help them support the event via their own marketing/social media. The board thanked KW for all her hard work in delivering the event so successfully.</p> <p>Riviera Connect EXPO - KW</p> <p>The inaugural Riviera Connect EXPO was held on 3rd October. There were 107 exhibitors and 460 delegates. Initial feedback is that the event was successful and made a small surplus. A survey has been sent out to gain further insight, ahead of planning for next year. Next year's date has been set for Thursday 17th October 2024.</p> <p>Bay of Lights - CC</p> <p>Plans for this year are going well. Posters have been produced for the VIC and ERBID poster sites. Communications have gone out to levy payers including a marketing pack.</p> <p>2024 Air Show – PC</p> <p>PC is preparing copy for the Airshow website. The website is being worked on by Big Wave and should be live in approx. 3 weeks' time.</p> <p>It is crucial to have funding in place by the end of January 2024, to determine the budget that Torbay Council will have to work with.</p> <p>The Board discussed the management of the essential Go Fund Me page for the 2024 Air Show and it was agreed that Torbay Council would be responsible for setting this up and managing the donations.</p> <p>LT advised that in her Council role, she is preparing a business plan with Phil Black, summarising the new Airshow approach.</p>	
<p><u>6</u></p>	<p><u>EXTERNAL COMMUNICATIONS</u></p> <p>Funding Update - CC</p> <p>Torbay has been successful in securing significant additional funding from both the Heritage Lottery and the Government's Levelling Up Agenda/Partnership.</p> <p>CC sat with JP on the Torbay Place Leadership Board, which has drawn up a list of</p>	

	<p>priority projects based on town centre regeneration (Torquay and Paignton) and completing existing projects.</p> <p>The Tourism 'ask' is around how we untap the year-round potential of being England's only UNESCO accredited destination.</p> <p>ERBID is leading on the development of new Geopark Discovery Experiences, funded through the UK Shared Prosperity Fund (UKSPF). Nick Powe and Graham Kerr are working in the development stage now to identify potential partners.</p> <p>Government Levelling Up Partnership Visitor Economy 'Deep Dive' Next week, CC and CH are together meeting with government officials from the Levelling Up Partnerships programme, to advise them on the area's challenges and opportunities related to the local economy and tourism.</p> <p>Green Tourism Update Deferred until the next meeting due to time restraints.</p>	
<p><u>7</u></p>	<p><u>AOB</u></p> <p>CC asked for the Wild Planet Campus to be discussed at the next meeting.</p>	

Meeting closed at 5:00pm