



**Minutes of  
Annual General Meeting**

29<sup>th</sup> September 2022 – Wollens Board Room

Meeting commenced 4:30 pm

ITEM	ACTION	BY WHOM
<u>1</u>	<p><b><u>PRESENT, APOLOGIES, MINUTES, MATTERS ARISING:</u></b></p> <p><b>Present:</b>            Tim Godfrey (TG) - ERBID Chairman and Partner, Bishop Fleming            Carolyn Custerson (CC) - ERBID Chief Executive            Martin Brook (MB) - ERBID Vice Chair and owner, Pilgrims Rest Cottages            Richard Cuming (RC) - Bygones            Claire Flower (CF) – Director, Beverley Holidays            Chris Hart (CH) Chief Executive, Wollens            Kevin Mowat (KM) - Director of Place, Torbay Council            Anthony Payne-Neale (APN) - owner, Court Prior Boutique B&amp;B            Kelly Widley (KW) - Food &amp; Drink Hospitality Consultant            Katrine Harrington (KH) - ERBID Visitor Information Manager            Alison Bayliss (AB) – minutes - ERBID Communications Executive            Sheena Powe (SP) - ERBID Company Secretary            Julian Banner-Pryce (JBP) - owner, The 25 Boutique B&amp;B            Amanda Castle (AC) - owner, self-catering properties incl. 2 Galmpton Farm Close            Ray Duffy - owner, Grosvenor House</p> <p><b>Apologies:</b> Pippa Craddock (PC), Jason Garside (JG), Simon Jolly (SJ)</p> <p>TG welcomed everyone to the meeting and introduced himself as Chair of the English Riviera BID Company.</p> <p>With a board election forthcoming, TG explained the election process and thanked everyone for the help given to him and the current members during their time on the board.</p> <p>Minutes of previous AGM – approved.</p>	
<u>2</u>	<p><b><u>Finances 2021</u></b>            TG presented the Financial Accounts for year ending 2021. This was the final year of ERBID1, and included the challenge of Covid.</p>	TG

	<p>TG explained that the BID is a five-year term and only commercial income can be carried forward. The company tried to collect as much levy as possible in order to have the finances to face the challenges ahead. Extra income was raised from the Visitor Information Centre and commercial advertising, to give a buffer for ERBID2.</p> <p>The result of the accounts is that the ERBID Co. is a solvent company and it was a successful end to the 5-year BID term.</p> <p>TG advised that a filleted set of accounts will be submitted to Companies House.</p> <p>The 2021 accounts were approved and passed by the Company Members.</p>	
<b><u>3</u></b>	<p><b><u>Revue of 2021</u></b></p> <p>TG advised that the marketing focus continued to shift to digital.  CC added that we continued to invest in research and to monitor visitor satisfaction. Event Partnership started in development as a new initiative for ERBID2.  MB noted that the costs for ERBID2 in the Accounts were covered by commercial income and not levy payers' money.  CC noted that due to Covid, 2021 saw a levy collection that was not as strong as it had been, although it is back to higher levels now. Also, there was less event management than scheduled for, due to the effect of Covid restrictions on planned events.</p> <p><b><u>Going Forward</u></b></p> <p>The ERBID Co is looking to invest over £210K for 2023 on year-round marketing campaigns.  The draft marketing plan for 2023 includes campaigns targeting areas of reduced driving times: S Wales, Midlands, Notts, Coventry, south coast.  The Summer campaign launches in Feb/March.  The company is supporting shoulder events such as the new Bay of Lights Illumination Trail, giving reasons to visit from November to mid-January.  On-going digital media campaigns drive traffic to the englishriviera.co.uk website, which is the main hub for information.</p>	TG/CC
<b><u>4</u></b>	<p><b><u>AOB</u></b></p> <p>AC asked if research had been done regarding electric vehicle charging points in the area. KM (Torbay Council) advised there are plans to roll out charging points in car parks for residents/locals, and thinks that it is a selling point for accommodation providers to have charging points. RD advised that his business has one and they have received bookings due to it.</p> <p>TG thanked all for attending and closed the meeting.</p>	

Meeting closed at 5:00pm