



Minutes of Board Meeting

2.00pm on Thursday 24th May 2021 – Video Call

Present: Carolyn Custerson (CC) – Chief Executive, ERBID Company, Tim Godfrey (TG) – Partner, Bishop Fleming, Anthony Payne-Neale, Court Prior (APN), Jason Garside (JG) – Managing Director, TLH Hotels, Clare Flower (CF) – Director Beverley Holidays, Kevin Mowat (KM) – Director of Place, Torbay Council, Richard Cuming (RC) – General Manager, Bygones, , Simon Jolly (SJ) – RICC Managing Director, Chris Hart (CH) – Chief Executive, Wollens, Martin Brook (MB) – owner, Pilgrims Rest Cottages, Pippa Craddock (PC) - Marketing & Development Director and Lorraine Stewart (LS) Torbay Council – minutes

CC/TG/CH/KM/MB/APN/KW/SJ/RC/JG/MB/PC

ITEM	ACTION	BY WHOM/ BY WHEN
1	<p><u>APOLOGIES, MINUTES, MATTERS ARISING:</u></p> <ul style="list-style-type: none"> • Apologies – Apologies: Kelly Widley (KW) • Approval of Minutes – All agreed were an accurate record of the meeting. • Matters Arising – Events – KM updated that there is a Continental Market being held at Princess Gardens this week. There is work being carried out to carry out some Christmas Events. <p>KM advised that the Air Show coincides with the Queen’s Platinum Jubilee so a joint event will be progressed.</p> <p>CC advised that the tickets for the International Agatha Christie Festival event will be going on sale in July and is planned to go ahead this year dependant on restrictions.</p>	
2	<p><u>Finance and Governance</u></p> <ul style="list-style-type: none"> • 2021 Levy Collection <p>TG advised that he is hoping that once the restrictions end that the balance of the outstanding levy collection will be paid. The collection rate is currently 61.8% (£338,468) – about £10k per month coming in.</p>	

	<ul style="list-style-type: none"> • 2021 Management Accounts <p>CC advised that there is no change to the Management Accounts as of this month.</p>	
<p><u>3</u></p>	<p><u>Destination Marketing</u></p> <ul style="list-style-type: none"> • 2021 Marketing Activity <p>The Escape the Everyday campaign is continuing to be very successful. It has generated 122000 visitors to the website since it began in March. During May, first time visitors to the website has accounted for 81% of the visits to the website in May.</p> <p>Preparations for Digital campaigns have started for August breaks then will be looking at creating Christmas Digital campaigns too.</p> <p>The last-minute campaign that was agreed at the last board meeting has generated a lot of website traffic to the accommodation sector on the website.</p> <ul style="list-style-type: none"> • Visitor Information Centre <p>The visits to the centre have increased. 1000 people were served across the counter in May with nearly 900 phone calls. 385 accommodation enquiry guides were posted during in May.</p> <p>The Dartmouth Steam River Railway Company is continuing to sponsor the centre and an invoice will be sent to them shortly.</p> <ul style="list-style-type: none"> • Latest Visitor Trends <p>CC advised that a lot of bookings are being made via Booking.com which provides an option to cancel accommodation booked up until the day of arrival.</p> <p>JG advised that he has no concerns that any cancellations will not be rebooked due to the increased visitors to the Bay. JG advised that he is experiencing difficulties as are other businesses in being able to recruit staff.</p> <p>MB commented that he has been receiving cancellations but has been able to fill the available rooms. CF agreed with this and is also experiencing difficulties with recruitment of staff and is also experiencing difficulties with service delivery for food and linen etc.</p>	
<p><u>4</u></p>	<p>ERBID2</p> <ul style="list-style-type: none"> • Ballot Update <p>CC updated that the Courier left this morning at 8.30 am to deliver the last of the ballot papers prior to the closure of the ballot at 5pm today.</p> <ul style="list-style-type: none"> • Ballot Declaration Event <p>CC advised that the meeting point is 4 pm at the Carlton Hotel for tomorrows Ballot Declaration event. CC arranged for a zoom link for those who is unable to attend in person and wish to hear the announcement.</p>	

	<ul style="list-style-type: none"> • Next Steps <p>CC updated that the press release has been drafted in preparation for the announcement of the vote.</p> <p>CC asked KM to ensure that the declaration announcement is updated on the Torbay Council website as this a requirement of the process. ACTION – KM/LS</p>	KM/LS
<u>5</u>	<p>Anti-Social Behaviour</p> <ul style="list-style-type: none"> • Next Steps <p>CC updated that during the ERBID2 conversations with many accommodation providers numerous concerns were expressed relating to anti-social behaviour being experienced in multiple locations. CC has an upcoming phone call with Anne-Marie Bond to discuss the issues. Alison Hernandez – Police & Crime Commissioner is visiting the Bay to have a walk around to look at the issues happening on 22nd July. There are an increasing number of properties that are being used to house people in busy tourism areas.</p> <p>KM commented that he has been speaking to the Assistant Director of Planning about these issues and is speaking with the other relevant Directors on these issues. KM advised that it may be that lobbying may need to happen to Kevin Foster due to the Government legislation for Housing.</p> <p>KM also advised that he is aware of issues also being experienced within the Bay of damage being caused by teenagers and young people.</p>	CC/KM
<u>6</u>	<p>ERBID Communications</p> <ul style="list-style-type: none"> • COVID – update/latest research <p>The number of COVID cases is currently low in Torbay but there are now cases of the delta variant in Torbay. CC advised that she asked Public Health to send a reminder to businesses about need to continue to be vigilant. TG advised he has been made aware of increased cases at local schools where pupils have now had too self-isolate.</p> <ul style="list-style-type: none"> • Hospitality Recruitment - GSWTP paper also attached <p>CC advised this paper has been put together and has been submitted to the Government to highlight the impact that the recruitment issues are having on the Tourism Sector and Visitor satisfaction. CC commented that there is around 7000 people in Torbay still on furlough and furlough is not due to end until September resulting in many unfilled vacancies.</p> <ul style="list-style-type: none"> • Welcome Back Fund <p>CC updated that there has been £220,000 allocated to Torbay for the Welcome Back Fund and that Torbay Council were delivering a number of extra services.</p>	

	<p>CC shared her frustration over the delays being experienced on the funding being allocated to be used. There is an issue with Public Toilets and the closing times are too early especially over busy bank holiday weekends etc. KM commented that he is aware of this. The approval has been given for the toilets to be opened for longer hours and additional cleaning. The closed public toilets at Vaughan Parade and in Preston are going to be opened as soon as it is possible, but he is aware of delays with staffing, contractors, and the procurement process. KM advised, if necessary, porta loos will be put in place, but he is aware that there is some shortage in the availability.</p> <ul style="list-style-type: none"> • New Government Tourism Recovery Plan This Tourism recovery plan has now been published. There are plans for a Tourism Minister to be introduced. • Purple Flag Renewal Carried forward to next meeting. 	
<u>6</u>	<p>AOB</p> <p>Nothing to be discussed today.</p>	