



Minutes of Board Meeting

2.00pm on Thursday 29th October 2020 – Video Call

Present: Carolyn Custerson (CC) – Chief Executive, ERBID Company, Tim Godfrey (TG) – Partner, Bishop Fleming, Chris Hart (CH) – Chief Executive, Wollens, Anthony Payne-Neale, Court Prior (APN), Kelly Widley (KW) – Pier Point, Pippa Craddock (PC) – Marketing & Development Director, Paignton Zoo & Living Coasts, Jason Garside (JG) – Managing Director, TLH Hotels, Martin Brook (MB) – owner, Pilgrims Rest Cottages, Clare Flower (CF) – Director Beverley Holidays, Helen Brenton (HB) – Sales & Marketing Executive, Osborne Club

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

ITEM	ACTION	BY WHOM/ BY WHEN
1	<p><u>APOLOGIES, MINUTES, MATTERS ARISING:</u></p> <p>Apologies – Kevin Mowat (KM) – Director of Place, Torbay Council, Simon Jolly (SJ) – RICC, Managing Director, Riviera International Conference Centre, Richard Cuming (RC) – General Manager, Bygones,</p> <p>Approval of Minutes – TG asked for an amendment to point 3 staffing update</p> <p>Matters Arising – covered in the agenda</p>	LS
2	<p><u>Finance</u></p> <p>2020 Management Accounts - TG advised that protecting the marketing budget to be carried forward into next year’s budget was a priority.</p> <p>2020 Levy Collection - CC advised that the outstanding debt collection amount has improved after the letter that was sent out offering 3 monthly instalment plan as 46 businesses contacted to organise payment. The outstanding debt for 2020 is looking to be £76,000.</p> <p>2021 Levy Collection - TG updated the board that he and CC would like to offer a 3 month payment plan for the new invoices issued out in January for all businesses to pay in January/February and March. CC advised that for the new ballot for ERBID2, that any businesses with outstanding balances will not be able to vote and this will be detailed to businesses in annual newsletter.</p>	

	<p>CC is meeting with Ian Westwood from Torbay Council to discuss the levy businesses list and the process. It was agreed that there is a need for a tighter credit control process to be introduced for 2021 and for ERBID2.</p>	
<p>3</p>	<p><u>Staffing Update</u> Vaughan Parade Office and VIC - CC advised that the lease of the VIC is out of date and the new officer, Alex Bolton at the TDA would like to meet with TG & CH to discuss the future and terms of the lease. CC advised that herself and staff members are not happy with the current arrangements in the VIC due to ongoing issues as the office is very cold and was recently a flood so CC advised herself and other staff members would like to consider for ERBID2 to find a new premises to be based in.</p> <p>Digital Marketing Coordination – CC advised that as discussed at the last meeting, the contractors being used have been issued with a self-employed agreement at £130 per day rate which have all been signed. This new way of working is working well.</p> <p>There needs to be an investment in the English Riviera Image library to ensure that the governance is all correct and that the copyright for all images/videos is up to date.</p> <p>TG advised that with how hard the last 6 months have been and how busy CC has been, that he would like to reimburse CC for the shortfall in the salary that she took for the few months during lockdown to reflect on all the hard work that she carried out. All agreed with this proposal.</p> <p>TG also updated that it was suggested that the shortfall in salary should be reimbursed to Gina as well for all the hard work she carried out during the lockdown period. All agreed with this proposal.</p>	
<p>4</p>	<p><u>Destination Marketing</u> Update on Autumn, Christmas, Winter Campaigns - The Government have now put the domestic marketing campaign on hold until February so as to not promote holidays with areas in lockdown.</p> <p>CC updated that the marketing now being carried out is now being aimed at Tier 2 and 3 areas. The promotion is being aimed at local short breaks and day trips to the English Riviera.</p> <p>CC advised that herself PC and CF have been discussing National Advertising for next year and have agreed that will arrange to have the creatives ready so that when the government starts to promote holidays within the UK, then our campaign will be ready to be launched.</p> <p>Website/Social Media Update - The website is performing very well currently. Now only 7% down compared to last year for the visitors to the site.</p> <p>CC advised that she is working with Gina to update the B2B website to ensure that the information on there is correct and up to date ready for start of ERBID campaign.</p>	

	<p>CC updated that board that the number of first time visitors to the website is now over 60% of the amount of visitors which is very positive for the Bay.</p> <p>Agatha Christie - CC advised that there is still a lot of interest in Agatha Christie and the Agatha Christie Mile. Steve Parrock from the TDA joined a call recently where this was discussed and he advised that he would like to look to see if some of the awarded Town Centre fund can be used to help promote this to visitors.</p> <p>CH suggested that he thinks the Agatha Christie bust that is located behind the VIC, should be moved to the start of Princess Pier and also would be a good idea to have a weather proof of the famous picture of her roller skating along the pier. It was discussed that it would be a good idea to relaunch the Agatha Christie mile information to be more virtual and interactive to bring in line with the 21st century. CH advised that he will speak with Steve Parrock over this.</p>	<p>CH</p>
<p>5</p>	<p><u>ERBID2</u> Second Draft Business Plan (Mo Aswat to join us) - MA joined the call to discuss the business plan. MA thanked all for the feedback provided and has made adjustments to the plan as suggested.</p> <p>MA advised that he would like the section for investment on the future to include some good images of the suggested plans.</p> <p>A long discussion was held over the business plan and the information to be detailed within. CC commented that she has photos that can be sent to MA for inclusion.</p> <p>It was agreed that the draft business plan and initial notice of ballot needs to be issued out by 27th January 2021. MA advised that there will need to be workshops organised after this date and then the final draft needs to be issued out in March 2021.</p> <p>MA asked if CC could provide to him the voter engagement communications from the last ballot for him to review.</p>	<p>CC</p> <p>CC</p>
<p>6</p>	<p><u>Communications and Engagement</u> Industry COVID Updates/ITV - CC updated that she receives regular direct communication from Caroline Dimond, from Public Health over the increasing cases in the South West and in Torbay. It has been estimated that loss of coach tour business to Torbay is £20,000,000. Future bookings have now decreased and there are a lot of cancellations being received.</p> <p>A long discussion was held over impact on businesses and how it is hard for trying to promote local holidays but avoiding those areas in tier 3.</p>	

	<p>CC updated the board that she met with the new manager of the new Hilton Hotel and it is looking to open in mid-January.</p> <p>Torquay Town Deal - £21.9 million has been achieved for Torquay through the Governments Torquay Town Deal programme with number of sites to be developed.</p> <p>Events Strategy – CC updated that herself and MB will be meeting with Phil Black from the Events team next month to discuss the first draft of the new Torbay Council Events Strategy.</p> <p>CC advised that she has been contacted by Swithin Long from Torbay Council about a potential air show in 2021. All agreed they do not believe it is a wise decision for next year and the ERBID would not be able to commit the financial support they had previously.</p>	
7	<p><u>AOB –</u></p> <p>MB commented that he is aware of communications proposing the removal of the brand English Riviera by the Culture Board and he believes that this needs to be raised by the ERBID of the importance of the brand for tourism of the area.</p> <p>CH raised the number of Cruise ships moored in the Bay and should this be used as a good opportunity to promote the English Riviera for further cruise ships for the future and this could be detailed in the Business Plan for ERBID2. Also could it be an idea to use the amount of the cruise ships in the Bay for lighting display/fireworks type display for Christmas.</p>	