



**ERTC Board Meeting
Wednesday 20th April 2011, Vaughan Parade**

Present:	Carolyn Custerson, Cllr Beryl McPhail, Nick Powe, Sheena Powe, Sue Cheriton, Tony Smythe, Claire Jeavons, Carol Wilkinson, Pippa Craddock, Michelle Pugh, Charles Uzzell, Robyn Brown, Will Ford.
Apologises:	Laurence Murrell, Cllr Christine Carter

1.	<p>Approval of minutes</p> <p>a) Amendments to minutes</p> <ul style="list-style-type: none"> • Point 5, Company Issues - Mis-spelling Mathew Pritchard and Chorion. • Minutes approved by Board 	
2.	<p>Matters Arising</p> <p>a) Company Issues CC confirmed that the resolution is signed and is currently in the hands of Kitsons solicitors, together with the amended articles of association increasing the number of board members from 12 to 14. These are to be forwarded to Companies House.</p> <p>b) Gateway Signage CC advised that she had been unable to obtain a quote from Tor2. SC agreed that the ERTC should find an alternative quote from another source.</p> <p>c) Marketing The Board commented on how good the new Geopark leaflet looked.</p>	CC
3.	<p>Business Plan</p> <p>A discussion around the final draft of the Business Plan took place with the following matters discussed and agreed:</p>	

	<p>a) Key Performance Indicators CC asked the Board if she could commission the South West Research Company to undertake the necessary Key Performance Indicators research as specified in the Commissioning Agreement further to the closure of South West Tourism. This would cost £10k plus VAT per year to include an attractions and accommodation survey with monthly reporting by the South West Research Company to the Board. The Board confirmed that CC should go ahead with the surveys. The board debated growth targets for the 2011/12 Business Plan and unanimously agreed that the ERTC Business Plan should align to Visit England’s national target of 5% including inflation annual growth in the value of tourism to the Torbay economy. CC to amend final Business Plan and produce phased 2011/12 budget for circulation at next meeting.</p> <p>NP recommended that the ERTC needed to give the industry accurate performance figures.</p> <p>b) Visitor Information Survey In addition to the Commissioning Agreement surveys CC advised the board that she would like to commission an ongoing independent ‘Visitor Satisfaction Survey’ as is conducted by Visit Cornwall. The cost of this would be £11k per annum and the board agreed that this should go ahead if the budget could accommodate it. CU asked if it would be appropriate to approach Cornwall for their survey to enable the ERTC to do a comparison. It was agreed that CC would contact them.</p> <p>WF asked how this would affect the research budget. CC advised that the research budget was currently £45k so there would be an additional cost of £5K making a total spend of £50k on research projects for 2011/12.</p> <p>c) Tourism BID Feasibility Study CC asked the Board is she could go ahead with allocating a budget of £12k to undertake an English Riviera Tourism BID feasibility study and to appoint Lucy Ball to undertake this work. The board agreed to go ahead with this proposal.</p> <p>d) Top 10 Reasons CC proposed that that the Top 10 leaflet is postponed due to increased budget pressures from the PR activity being generated as a result of the release of the album ‘English Riviera’ by Metronomy and the making of a new video exclusively in the resort later in May. The Board agreed with CC’s proposal and asked that further exploration be made to see if some funding could still be secured to produce a Top 10 Reasons leaflet in the medium term.</p>	<p>CC</p>
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	<p>e) Strategic Partners RB asked if National Trust can be added to the listing.</p> <p>f) ERTC Commission Rates TS questioned the increase in the commission rates from 10% to 12.5% starting 31st October 2011 expressing concern that this may negatively impact on relationships with Promotional Partners. Board made decision to delay the decision regarding an increase in accommodation commission rates for the being pending the launch and impact of the new consumer web site.</p> <p>g) Staffing CU asked the Board if they were seeking legal advice in relation to HR issues to ensure the ERTC are not exposed to any risk factors. CC advised that the ERTC are seeking independent HR advice from Kitson's who have extensive experience in dealing with TUPE transfers. SC offered to explore the implications of pursuing the TUPE measures with Foot Anstey also. Weekly payment of Seasonal Visitor Information Team to be considered in the future and adoption of possible external agency support from Gap Recruitment to manage seasonal contracts to give maximum flexibility.</p>	SC
4	<p>Finance</p> <p>NP gave the finance report, stating that the final year-end loss would be £6,200. This had been slightly higher than expected due to an additional £3k cost from accrued holiday payments. SC to look into this.</p> <p>NP advised the Board that the year-end accounts would be prepared by Francis Clark. Board thanked Sheena Powe for all her ongoing hard work in preparing the end of year accounts.</p> <p>CU advised that he was exploring the option of PWC adopting an group accounts structure in the future to assist arms length companies like the ERTC.</p> <p>The bad debt on the sales Ledger of £7k is to be addressed by CC making a personnel visit to the business involved. CC to review the current ERTC terms and conditions in relation to interest being applied to bad debt in the future.</p> <p>SP stated that the grant for 2011/2012 should be in the ERTC's bank by 21st April. VAT clarification had resulted in a short delay.</p> <p>ERTC mileage rates confirmed at 40p per mile for 2011/12 aligning to Torbay Council rates.</p>	SC CC

	<p>5. Appointment of Chairman Interviews conducted by PC, CJ and MP on 19th April from strong field of applicants. Appointment agreed. Announcement pending the meeting of the Torbay Council Appointments Committee on June 6th. New chairman to start July 2011 and to attend as an observer to the May board meeting.</p> <p>5.a) Board Representation Board agreed that an invitation for the EDC to be represented on the ERTC board should be extended by the ERTC</p> <p>5. b) Board Correspondence CC reported that she had received correspondence from DB re the success of the Tourism Exhibition. Board agreed that future mayor should be invited to a future ERTC board meeting.</p> <p>6. Heart of South West LEP CU updated the board on progress to date re the formation of the new Heart of the South West LEP. Sub LEP's are to be formed at which Tourism representation will need to be secured.</p> <p>7. Feedback from 7th April Business and Tourism Exhibition Overall feedback had been really positive with the event again well attended by exhibitors and local businesses. Many positive comments about the programme of speakers. Some adverse comments received from smaller operators regarding amendments to PHAA policy. Board emphasised the importance of retaining a good choice of quality accommodation across the resort.</p> <p>Board agreed that exhibition must be repeated for 2012 with the potential for it to be a much bigger event embracing other sectors with the need to set the date for 2012 ASAP with trade and consumer days to be included in future.</p> <p>8. Great Days Out Guide MP gave an update on the publication of the new 2011 Great Days Out Guide that was printed on time and launched at the Tourism Exhibition on 7th April. Very positive response from advertisers and industry overall. Westward marketing now undertaking distribution across the resort.</p> <p>Board passed on thanks to Herald team who worked on the project.</p> <p>9. 2012 Accommodation Guide Rate Card Board agreed final amends to 2012 Rate Card. CC to proceed in publishing.</p>	<p>CJ</p> <p>CJ</p> <p>CC</p>
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	<p>10. New Web Site CC reported on visit to New Mind head office in Liverpool with Eddie Bent from E-Strategy. Project progressing well with site plan now being finalised, new photography commissioned and resort tourism asset plan being prepared. End of October launch planned.</p> <p>11. PR CC updated board on recent PR activities including the preparation of new releases regarding Metronomy and the launch of the new Geopark Discovery packages. Selective journalist visits are ongoing with ERTC obtaining increasing discounts to host visits whenever possible.</p> <p>12. AOB</p> <p>Appointment of Directors Board discussed director’s appointments and the need for a straw pool to be organised to decide which directors would serve for two years and which directors for three. CJ to arrange at next meeting.</p> <p>Commissioning Terms Board expressed some concern as to the need for the term ‘controlled by the council’ to be used on all literature produced by the ERTC and asked that the words ‘solely owned by Torbay Council’ be used instead. SC to clarify with AB.</p> <p>RB advised of her attendance to the NT Retail Conference and said that she would feed back to the board any recommendations.</p> <p>Next Board meeting confirmed to take place on Wednesday 18th May at 2pm @ Vaughan Parade.</p>	<p>CJ</p> <p>SC</p>
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