

**ERTC BOARD MEETING
WEDNESDAY 19TH JANUARY 2011
CARLTON HOTEL, TORQUAY**

Present: Laurence Murrell, Cllr Carter, Nick Powe, Carolyn Custerson, Will Ford, Robyn Brown, Claire Jeavons, Rebecca Waithman, Pippa Craddock, Tony Smythe, Michelle Pugh, Steve Hurley
Cllr Beryl McPhail

	ACTION
<p>Welcome & Apologies</p> <ul style="list-style-type: none"> • SH will be attending the Board Meetings on behalf of Sue, until she returns back to work. SH was welcomed to the group. <p>Approval of Minutes of last meeting and matters arising The minutes were agreed and taken as read.</p> <p>Council's Budget – The Mayors proposals will be discussed at the Cabinet meeting on the 15th February 2011. Meetings will be held between the 24th – 26th February to agree the final budget to be circulated in February.</p> <ul style="list-style-type: none"> • LM reported he was due to meet the Mayor in December but this was postponed due to the bad weather. The meeting has been rescheduled w/c 24th January 2011. <p>Finance</p> <ul style="list-style-type: none"> • NP presented his report to the Board and the figures up until the end of March 2011 were discussed. Please note this information was distributed to the Board via email prior to this meeting. • £30,000 remains to be allocated up to end of the financial year . • SH questioned the reasons for reallocation and was advised that this was due to the PR and online posts not yet being filled. • Torbay Council felt that a full audit is not required at this early stage and the board agreed to not proceed with this to save a further £5 – 6,000. • The ERTC are required to set up their own basic stakeholder pension scheme for any new employees. Standard Life has been approached to provide this and a certificate will be issued shortly. • Following a review of the full costs of operating the national rail agency the charge of issuing train tickets has been increased from 50p to £1 as of the 1st January 2011. A few of the board members thought the increase was a bit steep. Impact to be monitored with train ticket commission an important source of income. • 2011/12 budget to be discussed further at the next meeting. • Finance sub committee will meet 10 days prior to all Board Meetings. • All agreed for Francis Clark to engage the end of year accounts at charge of under £2,000. • Interest payments for credit cards to be looked at. <p>Company Issues</p>	

Appointment of Chairman

- LM confirmed that he will be stepping down as acting chair at the end of March in order to focus more time on TLH but is happy to remain a board director. CC commended LM for all the hours and hard work he had given to date.
- CC recommended that the appointment of a new chair should be considered through an internal reshuffle of the board and should include the appointment of a vice chair.
- Claire Jeavons advised that she is happy to stand as Vice Chair.
- Some discussion took place and it was agreed for all board members to email CC in private to advise who they think should stand as Chair. All emails to be sent by Friday 21st January 2011
- If an external appointment of a new chair is necessary and amendment to the ERTC Articles of Association may be necessary. CC to contact Anthony Butler.
- It was also suggested to alter the length of time the chair has to stand from 3 years to 1 if necessary.

2011/12 Business Plan

- CEO report discussed.
- CC advised that she needs to be able to make key decisions between board meetings to keep things moving and asked the board to decide a maximum amount of money she could allocate without board authorisation.
- All agreed for CC to spend up to £10,000 from now until the end of March 2011 when the new budget can be looked at.

Staffing

- Recruitment – ERTC terms and conditions of employment need to be urgently finalised as new recruitment will start from the beginning of February with the appointment of the Administration and Finance Coordinator.
- Kitson's will be approached to assist on this matter.
- Maternity Cover will be necessary from mid March.
- Following a previous recommendation by HR and Unison a 3 month review with all staff is planned in February. CC to report back.
- Salary Review – CC advised the Board that she believes the Visitor Information Team are underpaid . To be discussed further once talks have been made with the solicitor.
- Staff training is ongoing with a focus on DMS usage of the web site to assist Promotional Partners.

Communications & ERTC Event Calendar

- The second South Devon Tourism Exhibition will be held on the 7th April and will incorporate ERTC Industry Updates as part of the agenda.
- CC circulated proposed advance dates for the next 12 months for the formal themed Industry Updates and ERTC Social Events to focus on increased ER product familiarisation and venues such a Cockington when

the new art centre opens etc. All administration for these events would be undertaken by the ERTC. WF is happy to host another event on a cruise.

ERTC Forums

CC is in the process of setting up some new industry forums to support the delivery of the tourism strategy with a focus on PR, Quality and Marketing

- The first PR Forum was hosted by the Grand Hotel and was very well attended by a wide cross section of PR experts across the resort and a huge willingness to work together on PR and increased joined up promotion of the resort.
- NP and RB attended the event which both found very positive.
- CC will be reporting further on PR developments and staffing regarding the ERTC PR function at February's Board Meeting.
- CC would like to commission Anita Newcome immediately to work with the ERTC on the Strategy. Anita has worked for Devon Life for 8 years and has all of the relevant experience the team are looking for. This post will be on a part time basis of 2 days a week.
- Board all agreed with this appointment

Newsletter

The newsletter will be sent to the industry the 1st week of every month.

- CC had devised one generic newsletter to be sent out. If something big comes up then an additional newsletter will be emailed to all.
- Englishriviera.images.co.uk has now been officially launched and usage is increasing with the requirement to register and agree to terms and conditions of usage. The site will be monitored for people who should not have access to the site.
- The Herald Express page is published once a month and MP would like feedback from the board. A discussion took place with regards to the 12 months of articles required and how all of the board need to be seen more in the press. It was agreed in principal everyone should write an article (at least once) to be printed. The following was decided at the meeting:-
 - February's article – MP
 - March article – TS
 - July (month to be confirmed) – WF
- It was requested that if anyone prefers to do a particular month to contact CC.
- CC would like to establish an ERTC website to advise of important calendar months / events etc, which is currently on the consumer site. All agreed this is a good idea and are happy with the £1,800 that it will cost to arrange this. CC to ask if E-Strategy would like to sponsor this site to keep the costs down.
- Promotional Partners Leaflet – CC would like 100 more printed for 2012. A discussion took place as to how this can be enhanced, which all think is a good idea. MP offered her support with regards to the graphics etc. CC to liaise with MP.

SC

Marketing

Accommodation Brochure

- 5,000 brochures have been sent out since Christmas.
- CC to email all a copy of the adverts to the board that are being placed.
- CC reported that Informationlink.co.uk is generating high response rates
- There were 386 enquiries from the Radio Times advert.
- New Premium Brochure Request Telephone Line Industry - no complaints about price to date but few people are using it.
- Industry Feedback – page 72 – 73 was discussed with regards to some of the advertisements in the brochure. CC advised if the hoteliers / accommodation providers were not graded at time of going to print they were positioned at the back of each relevant section. A few of the businesses were not aware of this and advised that they would not have advertised had they known this was the case.
- Negotiations are ongoing and currently as to “compensation” as a good will gesture. CC has been liaising with Anthony Butler with regards to this issue. Anthony advised that there is no case against ERTC. To be discussed further at the next Board Meeting. All agreed that the brochure was put together late due to the formation of the ERTC and planning will start much earlier in future and terms and conditions of advertising tightened further in order to protect the quality policy.

Great Days Out Brochure

- MP advised that there will be 120 pages with 39 advertisers already confirmed. Currently 34 out of the 39 have paid for their pages.
- MP has been contacted by new customers and currently no one from last year has said not to advertising this year.
- MP passed round a copy of the page samples for all to view.
- MP is in discussion with St Marychurch
- A press release is being planned with Tina Crowson.
- MP to send the Great Days Out Brochure to Jenny Thompson who will forward it onto the Chairman, Jim Thompson, of FHB
- HH coordinating GDO on behalf of ERTC and working closely with DM and the Herald Team.

Top 10 Reasons

- CC had money allocated for earlier budget for a leaflet and CC still has concern targeting an audience for day visitors (2-3 hour drive) we have no marketing in place for these areas. Colin Bowden would do a publication how we want it and put it outside the resort and take the job on for us and asked for a £5,000 sponsorship to do that from the ERTC. CC is quite warmed to the idea. Discussion took place about the logic of producing another guide for this purpose. Option to do extra copies of the Great Days Out guide and use that rather than doing an extra book that people have to pay out for and use the £5,000 for that. All agreed not the right way to go and a much smaller top 10 reason leaflet instead of the book. Print another 20,000 what is the cost. MP to find out and report

LM

back .

New Web Site Development

- Ongoing.

PR Strategy

A discussion took place with the Board.

Quality

- CC recommends having the quality policy in the Business Plan and to formalise the introduction of the new national 'legal, safe and clean initiative' introduced by Visit England. It was suggested to rename this initiative to 'English Riviera Approved'. Some felt that England should be mentioned to show it is a national scheme and not a local initiative we have set up.
- CC to put together a leaflet to explain this in more detail to the industry.

Brand Update

- Ongoing. CC and LS will be going to Berlin for 3 days in March to attend ITB Exhibition.
- New AC literary trail publication in production with German translation for exhibition
- New AC film produced with Blanchard Media to take to exhibition and distribute on DVD and upload on You Tube

CC would like to set up a new face book site dedicated to Agatha Christie.

- Maritime – progress is slow. CC has meeting with Kevin Mowat, Dominic Acland and Nigel Shaillabeer (Seatorbay) to explore how more progress can be made to embrace more maritime visitor experiences and to build the product base and contacts.
- If anyone has anymore links please email CC direct with their contact details.
- WF to see if he can arrange anything in Brixham. To be discussed at the next meeting.
- Events and Festivals are being uploaded regularly on englishriviera.co.uk

Business Tourism

- LM met with Barry Cole to discuss marketing plan. LS to attend Confex with RICC and Visit Devon and report back to the board.

Global Geopark

- New gateway signs are being looked at. Reaccreditation of Geopark status will be in May. All agreed that the Geopark needs to be promoted more and sufficient gateway signage is a must. A discussion took place with regards to new signage. It was suggested that it would be nice to have a granite sign or ad-shell sites, less expensive.
- RH are designing a poster for the Geopark. To be emailed to all of the board once CC receives RH design.

MP

- CC to make sure all posters will be erected at the major points of entry.
- £15,000 is available for the Geopark . NP / CC to liaise. All agreed to have a rock advertising the Geopark would be the best solution, but would be too expensive. Therefore all agreed to look into purchasing a false rock.
- Highway electric signs to be changed if possible. CC / NP to liaise with Patrick Carney.

Events & Festivals

- Torquay has been shortlisted, by Radio 1, to host their Big Weekend event in 2012. CC is meeting organisers with Adrian Saunders and Nick Bye on 11th February. Could attract 20,000 people plus.

6. Visitor Information Service

- Brixham - negotiations are ongoing.
- Paignton TIC will reopen on the seafront.
- Paignton Library - Racking will be put up at the library with information, which will be open all year round. LP has been training the Paignton and Torquay Library staff with basic Visitor Information Advice and new information folders have been prepared by the ERTC.

Partnership Developments

- Visit South Devon is keen to work more closely with the ERTC and mutually advantageous reciprocal links regarding online information and PR is being developed.
- CC has been invited to be a Director at Visit Devon. CC will be accepting this proposal.

AOB

- MP asked if anyone has anything animated for the e-book then please let her know. MP will be starting work on this soon.
- WF met with Dr Sarah Woolston local MP to explore the possibilities of a visit by John Penrose, minister for tourism in the near future. The need to focus strongly on sustainable tourism initiatives has been highlighted. WF coordinating.
- RB is currently working with WF regarding opening Greenway at the weekends.

Paignton Cinema Plans

- RB announced that they are considering taking on Paignton Cinema. RB to report back to the board once more information is received.
- CC announced that the Council support has been extremely good and working well as a partnership.

Date & Time of Next Meeting, 16th February 2010 at 2.00pm

Venue: Vaughan Parade – Board Room

