

PRAISE FOR THE ERBID



IAN D SOLKIN MIH
CARY ARMS
BABBACOMBE

We believe in proactive marketing and the ERBID Company is essential in driving a clear and targeted message and an overall strategy for tourism.



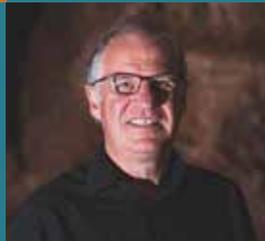
MIKE RHODES
BABBACOMBE
MODEL VILLAGE

We would certainly not want to be without the ERBID Company and a yes vote will be essential for the Bay as we move forwards.



MAUREEN McALLISTER
PALACE THEATRE,
PAIGNTON

It's important to have a one stop shop and the ERBID company provides this, as well as maintaining a high profile for the destination.



NICK POWE, KENTS
CAVERN & ER UNESCO
GLOBAL GEOPARK

The ERBID Company has been successful in positioning the resort above many other UK destinations and I want to see a second 5-year term.



RICHARD HANBURY
REACH OUTDOORS
GOODRINGTON

The ERBID Company listens and invites Levy Payers to take an active role in its future direction and provides an excellent return on investment.



ANDY & JULIAN
BANNER-PRICE
THE 25 BOUTIQUE B&B

It's hard to conceive how we would attract visitors without having the ERBID. As a small business, the annual levy is one of the lowest in terms of advertising.



ALEX FOLEY,
GUARDHOUSE CAFÉ
BERRY HEAD

The ERBID Company has a proven track record of increasing visitor numbers and spend and I believe it's absolutely vital to back ERBID2 with a YES Vote.



EDWARD BENICE
BERRY HEAD HOTEL
BRIXHAM

There has probably NEVER been a more important time for ERBID2 as we begin to emerge from COVID-19 which has decimated our tourism economy.

WHAT IF YOU VOTE NO?

A 'NO' VOTE WILL MEAN ENGLISH RIVIERA TOURISM AND HOSPITALITY BUSINESSES WILL LOSE A GREAT MANY BENEFITS THAT ERBID1 CURRENTLY PROVIDES.

Here are just a few examples:

LOST INVESTMENT

Over £3 million in BID Levy would be lost to spend on Destination Marketing from 2022-2027.

A LOSS OF MOMENTUM AND SUCCESS

The English Riviera would lose ground with other competitor BID destinations such as Blackpool, Great Yarmouth, Yorkshire Coast, Lincolnshire Coast and the Isle of Wight.

LOSS OF ENGLISH RIVIERA WEBSITE AND SOCIAL MEDIA

The loss of a world-class website that attracts over one million users annually, and extensive and targeted social media campaigns that currently reach millions of prospective visitors.

PROACTIVE DESTINATION MARKETING, EVENT FUNDING AND PROMOTION WILL CEASE

A 'No' vote would mean that this would all cease from January 2022 with the loss of our profile as a leading UK resort along with reduced footfall and visitor spend.

BUSINESS SUPPORT WILL DWINDLE

The loss of a powerful and active body that works in the best interests of businesses. Particularly in post COVID-19 times, the loss of a powerful voice in support and recovery work. Research and monitoring will cease, impacting on our ability to compete and bring in additional funding.



There is NO PLAN B and there won't be a replacement body that will deliver these services. Remember Torbay Council does not have any funds.

TO READ OR DOWNLOAD THE FULL DETAILED FINAL BUSINESS PLAN AND FOR MORE INFORMATION PLEASE VISIT OUR WEBSITE OR EMAIL:
carolyn@englishrivierabid.co.uk

GROWING TOGETHER!

Say YES

to another 5 Years



BUSINESS IMPROVEMENT DISTRICT

www.englishrivierabid.co.uk

INTRODUCTION

The English Riviera Business Improvement District (ERBID1) came into being in January 2017 for its first 5-year term. Working on behalf of the 1,000+ eligible Tourism and Hospitality Businesses, the ERBID's primary purpose is to fund ongoing, professionally coordinated, Destination Marketing activities to attract more visitors – all year round. Operated by the English Riviera BID Company with a Board of Directors (drawn from local business representatives who work on a voluntary basis) ERBID1 has been driven by the private sector, with the belief that local businesses, working together, will have a more influential voice in shaping the future of our destination. As with all BIDs, in order to continue it is required to carry out a re-ballot. **If the re-ballot is unsuccessful ERBID1 will come to the end of its 5-year term on 31 December 2021 and the English Riviera BID Company will close and all current activity, including National and Regional Advertising, the operation of the English Riviera website and English Riviera Visitor Information Service will stop.**

Whilst the pandemic has meant several unprecedented challenges for the destination and its businesses, we are seeing the 'light at the end of the tunnel' and this is combined with huge investment from the private and public sectors. We believe a joint commitment to continue to ERBID2 is vital to our recovery and growth. The fact is, the English Riviera's Tourism and Hospitality industry is a pivotal part of our economy, providing thousands of livelihoods and we are all dependent on the 4.7 million visitors we attract each year.

LISTENING TO YOU

We produced our ERBID2 Consultation Draft Business Plan in early February and sent it to all eligible businesses for your views using a variety of formats including surveys, workshops, e-bulletins, presentations and one-to-ones. Over 250 of you have shared your thoughts and ideas and we have listened to you.

Key highlights from the consultation are:

- **You said that these are challenging financial times, so we are keeping the minimum Levy payment at £150 pa for the next 5 years.**
- **We will put more money into events because they bring direct benefit to your businesses and local areas.**
- **You said peoples' viewing patterns have changed now especially during lockdown, so we will be investing more in advertising on streaming channels and digital rather than traditional TV.**
- **You want to extend the season based around lifestyle, wellbeing, outdoors and eco-tourism. We will invest more in this, around activities like walking, running, cycling, kayaking and swimming, aligning to the Naturally Inspiring branding.**
- **We want to bring back business tourism.**

WHAT ELSE WILL ERBID2 (2022-2027) DELIVER?

- Over £3 million for proactive, professionally coordinated Destination Marketing with an increasing emphasis on Eco-Tourism and the Naturally Inspiring branding, maximising all PR and Media opportunities.
- A new state of the art, fully mobile and highly visual English Riviera website that showcases the Naturally Inspiring branding to its very best. Every Levy Payer is entitled to a full-page advert on the website, worth £250 pa.
- An increased budget for shoulder season Digital and Social Media Destination Marketing using the latest techniques to reach new national and international leisure and business audiences, through targeted seasonal campaigns and competitions.
- Look to introduce targeted Radio Advertising to reach new 'Drive Time' audiences and make less investment in traditional TV advertising.
- Provide a quality, year-round, online and offline mobile Visitor Information Service providing a 'one stop shop' and free maps for visitors. Review introducing a high quality online/offline English Riviera Visitor Magazine, providing additional promotional opportunities for Levy Payers and an additional information source and 'keep sake' for visitors.
- Develop local, regional, national and international strategic partnerships to maximise promotional opportunities for the resort including attendance at major travel trade exhibitions such as Explore and Meet GB.
- Continue to operate the ERBID Focus Groups to ensure that every Levy Payer has the opportunity to share their experience and help the successful delivery of the ERBID2 5-Year Business Plan.
- Post COVID-19, we'll continue to provide a strong joined-up voice for Levy Payers in respect of lobbying Government for ongoing support, sharing relevant information quickly and providing sign-posting for further advice and support.

WE HAVE A TRACK RECORD OF DELIVERING - ERBID1 (2017-2021)

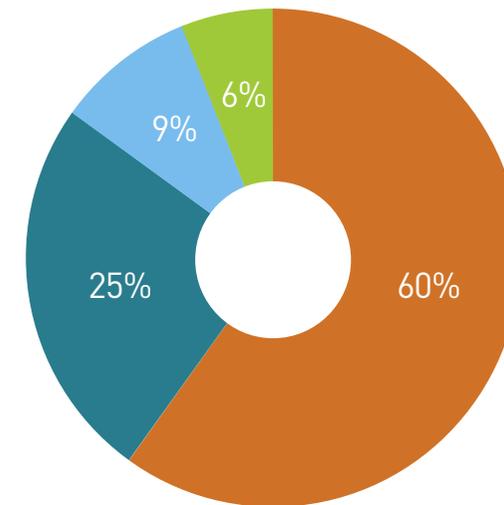
- Successfully established the English Riviera BID Company as an efficient not-for-profit company raising over £3m to invest in delivering a proactive, professionally coordinated ongoing Destination Marketing Strategy to reach new national and international audiences.
- Provided a return of £75 for every £1 of BID Levy invested in Destination Marketing.
- Launched the first mobile English Riviera website attracting over one million visits a year and providing a very low cost integrated online booking platform.
- Secured growth in shoulder season occupancy, footfall, visitor spend and durations.
- Developed strong local, regional, national and international strategic partnerships.
- Operated an Award Winning Year-Round online and offline Visitor Information Service.
- Provided significant Business Support throughout COVID-19 and a strong and influential joined-up voice for lobbying Government on behalf of Levy Payers.

ERBID2 LEVY – WHAT WILL YOU PAY?

The levy rate (1.95% of Rateable Value) and the minimum payment (£150) will remain the same and NOT increase for the next 5 years.

This will raise approximately £540,000 pa from the BID Levy. With additional income being brought in this will mean over £3m over 5 years.

The ERBID2 boundary area will be the same and contain just over 1,200 business units. It breaks down as follows:



WHAT HAPPENS NEXT? – KEY DATES

All eligible businesses will be able to view the final Business Plan online and have the opportunity to vote in an independent and confidential ballot carried out by the Returning Officer.

For ERBID2 to go ahead, two conditions must be met:

- More than 50% of businesses that vote must vote in favour.
- Of the businesses that vote, the 'yes' votes must represent more than 50% of the total rateable value of all votes cast.

Key Dates are:

EARLY MAY 2021

Summary of Final Business Plan (this document) posted to all eligible businesses

EARLY MAY 2021

Full and Detailed Business Plan posted online

27 MAY 2021

Postal Ballot Opens

24 JUNE 2021

Postal Ballot Closes

25 JUNE 2021

Declaration of Ballot Result