ERBID Company Statement in response to the question being raised below:

SWW gave a lot of money towards the BID for Brixham – how was the money spent?

Background:
The Cryptosporadium outbreak in May 2024 resulted in a total loss of £40 million of bookings across the English Riviera and South Devon and significant national and global negative and damaging press coverage.

Action Taken by ERBID Company:
In response the ERBID Company approached South West Water to try and secure a Marketing Recovery Fund to help regain visitor confidence and importantly our brand reputation, working with: Brixham Chamber of Commerce, Brixham Town Council, Torbay Council and Visit Devon.

Action Taken by South West Water:
After consideration of the evidence presented South West Water made the decision to award a Marketing Recovery Fund of £1.2 million over two years: 2025/6 to include a £250k specific Legacy Fund for Brixham.

Marketing Activity Under Taken:
A new and much expanded National Campaign was agreed to try and restore visitor confidence and bookings. Two new TV adverts were produced, one targeting families and one targeting couples which was specifically designed to help Brixham with many Brixham locations included in the footage. National TV advertising (ITVX & SKY) is expensive and the ERBID Company has invested close to £500k in 2025 to 'hit back' on the negative press generated last year. In addition, a new Brixham specific video has been produced and new images shared with businesses to use in their own marketing. A senior Brixham businessman has sat on the ERBID Board as an observer since the Marketing Recovery Fund was awarded.

Results:
The new TV advertising has worked and will be repeated for 2026. We have robust evidence that shows summer bookings were up on 2024 compared to the rest of the South West and Brixham has had a busy summer.