



Minutes of Board Meeting

Newquay BID board meeting held at The Hotel Victoria on Wednesday 7th August 2013 5pm-7pm

Present:

Jess Parkin	Stephen Hawkey
Andy Hannan	Colin Paull
Rachel Craze	Jonathon Start
Jane Hawkey	Rob Barber
Sara Black	

Apologies:

Andrew Cole	Carl lamb
John Coltman	Ben Ridding

Other:

Eve Wooldridge – BID Manager

Alice Beard – BID Marketing AND PR Assistant

Rhona Gardiner – Excess Energy

Laura Kotula – Excess Energy

1) Signed:
Name:

2) Signed:
Name:

Item	Discussion	Action
	The Board meeting was opened at 17.00pm with 8 Board Members present chaired by RC.	
1.Minutes and actions of June Board meeting approved.	All members in favour that June Board Minutes are accurate and appropriate actions have been taken.	Eve to reprint minutes and bring to next board meeting to be signed.
2.Update from Steve Kessel, Business Development Manager, Tourism Newquay	Steve Kessel not present.	
3.Year 3 Proposal discussion with Excess Energy – Rhona Gardiner and Laura Kotula	<p>RG gives explanation of the progress of the PR campaign over the last two years and the achievement that have been met compared to the targets and brief.</p> <p>LK hands out a selection of the press trips that have been carried out since the AGM in May to the Board.</p> <p>RH notes that the Newquay BID account has been over serviced by Excess Energy in local PR but they are happy to do as it's in their interest.</p> <p>RG and EW have come up with a strategy for 2013/2014 that entails stepping up event lead publicity to promote tourism and hones in on regional footfall. RG also suggests that they utilise the presence of Easy Jest to try and bring in more journalists from national publications.</p> <p>EW explains the proposed cut in press trips this year as BID members can only be expected to give away so much hospitality.</p> <p>The Strategy (see attached) also suggests that a focus on 2 and a half hour travel time should be included to promote short</p>	

	<p>breaks.</p> <p>EW explains how the planner has been broken down into sections and a budget is against each one.</p> <p>JH asks if the London Underground campaign is included in these budgets – EW explains that the underground campaign is actually under the promotion of Visit Newquay.</p> <p>RH fills the board in on the “Britain’s crap towns” campaign. Excess Energy have targeted this and have asked local residents to post why they love Newquay</p> <p>Together with Claire Durkin (local resident) they have created the ILoveNQY hash tag for residents to use when posting images of Newquay to social media.</p> <p>Excess Energy has now created digital post cards to send to the editor of the publication.</p> <p>CP notes how he has problems with the headlines that have been issued by the Newquay Voice and Cornish Guardian.</p> <p>RH tells CP that she has spoken with the editors and the result was that the Newquay Voice consequentially did not run their crap towns story and instead replaced it with the ILoveNQY story.</p> <p>All members present agree to PR strategy for 2013/2014 and working with Excess Energy</p>	<p>EW to draw up contract with Excess Energy and update PR planner in more detail and circulate at next board meeting.</p>
<p>4.Operational Update</p>	<p>EW goes through operational update handout and explains foot fall counter data. EW explains that media are waiting for figure but believes it’s worth waiting</p>	<p>EW to circulate press release in September to local media.</p>

	until the end of the Summer so we have a 8 week comparative period from last year.	
5. Street environment working group update a) Signage project/next stage	<p>EW explains that the meeting was cancelled due to lack of turnout and that she has progressed the project on with 20/20.</p> <p>The town centre audit has taken place and the next stage is for 20/20 to present their initial findings to the steering committee in late September</p> <p>RC continues that it has been noticed that a lot of the signage in Newquay is negative and there definitely needs to be an aim for it to be more positive feel and for the signage to be more uniform across the town centre.</p> <p>SB asks if we will see phase two before it goes to public domain and EW replies that yes we see it as a steering committee where all board members will be welcome to attend.</p>	<p>EW to ensure that stakeholder meeting/event will be made up of BID members from all areas of Newquay but decided that working group needs to be kept smaller for it to be successful.</p>
b) Barracuda Planters	<p>EW notes that planters outside Barracuda started to break down when they tried to change them, extra money has however been offered from Barracuda owner to fix them.</p> <p>All members present to EW moving reasonable budget to complete.</p>	<p>EW to follow this project up with Barracuda and run final budget past finance committee.</p>
c) Harbour Communal Area	<p>EW reports that Newquay conservation group have offered to provide a horticulturalist to plant the communal area above the harbour. All members agree to use the street environment project budget to complete this piece of work</p>	<p>EW to report to street environment committee on budget available for this piece of work.</p>
d) Empty Units I Love NQY campaign.	<p>EW Proposed that many of the empty units in town should have vinyl's printed for them with the images from the I Love NQY campaign.</p>	<p>EW to have budgets signed off by finance</p>

	All agreed Subject to budget.	committee before proceeding with project.
6.Three BID Expo proposal (see board papers)	<p>EW explains to board of directors that this proposal was driven by the regional BID meeting. Decided that the three main BID's in Cornwall would promote themselves at regional events and split the cost three ways between them, this would be staffed by Event Cornwall on behalf of the three BID's.</p> <p>SB questions why Visit Cornwall doesn't fund the stand. EW states that Visit Cornwall will be approached afterward a decision has been made to ask them to contribute towards the costing.</p> <p>EW suggests that the expo could also eventually go as far as including St Austell and Camborne.</p> <p>All in agreement in principle.</p>	EW to let Truro BID Manager know that Newquay BID are agreed in principle but would like to see Visit Cornwall approached first and it will only work if all BIDS are on board.
7.TR7 Productions – Newquay Short Films	<p>EW has met with TR7 productions will produce 2 short films at different times of year to showcase what Newquay is about and what it has to offer.</p> <p>EW also suggested that we can perhaps raise slightly more funding we can have TR7 on retainer to film key events throughout the year. They have quoted £2,500 budget for throughout the year.</p> <p>All members present agree for EW to move the budget to make this happen.</p>	EW to arrange follow up meeting with TR7 productions.
8.Publications for European tourism	<p>Discussion:</p> <p>RC noted that Visit Cornwall go to events in France and Europe but all of their publications are only ever in English.</p> <p>RC suggests (for BID and NCCT) translate publications into different languages.</p> <p>EW suggests that she could raise this at the Town Centre Mangers regional forum</p>	EW to look in to the possibility of creating

	<p>for a Cornwall based publication. However also acknowledges that France and Germany more easily translated and more realistic to be able to target. However there is a problem of deciding where you start and what do you translate?</p> <p>SB suggests that using image is probably better.</p>	<p>a social media page that can be translated in to German or French</p>
9.Finance Update	<p>EW is updating the expenditure sheets for Year 3 and will report back at the next board meeting with full expenditure.</p> <p>EW explains that as per the previous board meeting the overall budget breakdowns have been adjusted to allow more budget for events per year. 5% has been moved from Marketing, PR & Image to Events.</p>	<p>EW to update finance and report to board at next meeting</p>
<p>10.A.O.B</p> <p>a) Cornwall Council parking charges</p> <p>b) Community Toilet Scheme</p>	<p>EW has a meeting planned with Councillor Joanna Kenny and Geoff Brown along with the Chamber of Commerce about feeding into the Cornwall Council Car parking structure ahead of April 2014</p> <p>JH ask if Newquay is in most expensive parking zone, EW explains that is not the same across Cornwall and is looked at per town although there are similarities in seaside towns in terms of charges.</p> <p>EW suggests that we force feed our opinion in to make sure they know what we want. Encourage them to support events and for example a 30-minute pop and shop and £1 parking after 4pm.</p> <p>RC notes that Joanna and Jeff seem keen to work with the BID and NCCT to ensure they get the best things that work.</p> <p>AH explains that Cornwall now has 5 public toilets in Newquay however</p>	

	<p>take action.</p> <p>EW proposes that the BID will be present at the evaluation day and notes that it is a hard subject as there is a very mixed opinion amongst BID members.</p> <p>JH and RC both feel that there is no good news coming from it, the only news ever documented in the press from it is negative.</p> <p>EW proposes that we should go and watch it and see what actually happens at the operation, but we should also wait to the evaluation day for outcomes.</p>	
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