

Minutes of Board Meeting

Newquay BID board meeting held at Hotel Victoria on 15th December 2011, 5pm-7pm

Present:

Andy Cole	Mark Hazell
Lyndon Harrison	Edward May
John Fitter	Gill Moore
Veryan Armstrong	Daniel Trotter
Stephen Hawkey	

Apologies:

John Coltman	John Steer
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Jane Hawkey

Signed:

Signed:

Item	Discussion	Action
1)Minutes	Minutes and actions of the October board meeting are reviewed, approved and signed.	
2)Finance report	<p>Eve issues a hand-out detailing the budgets for year one. As there have not been any voluntary contributions as expected, the budgets for 2011/2012 need to be adjusted to account for £10 000 of contributions that will not be received. As such, the following budgets have been amended:</p> <ul style="list-style-type: none"> • Marketing, PR and business campaign: less £1,000 (PR contract was only £12, 0000 for year). • Web Development: less £4,000 (web development being undertaken by Visit Cornwall and the Town Council. • Publicity literature: Less £2,000. • Business information signage: Less £2,000 as external funding will be applied for from the coastal communities funding pot in April. • Greening projects: Less £1,000. <p>All directors present agree to proceed with these</p>	<ul style="list-style-type: none"> • Eve to proceed with the proposed budget amendments/reductions for this year

	budget amendments.	
3)Operational update	<p>Marketing and PR</p> <p>Logan summaries the marketing and PR activities that have encompassed the past six weeks, outlining the marketing and distribution of Christmas publicity literature (event guides) and posters. The in-house PR is summarised in terms of total press releases written and sent to local media (8 releases) and total PR value for in-house PR from September-December equates to £39,870.</p> <p>Logan outlines regional and national PR on behalf of Excess Energy, explaining all PR activity so far, coverage and exposure gained and total PR value equating to over £101,000 with further opportunities coming up in the New Year for press trips and media coverage nationally.</p> <p>Events</p> <p>Logan summarises the events that have taken place so far during the Christmas period including the success of the lantern making workshop and lantern parade which received positive feedback from BID members, and the 12 Days of Christmas events. The board discuss how to improve for next year, by involving Newquay Junior School in the lantern parade and light switch-on and amending next year's events guide so that there is more event detail so that time, place and date are made clearer.</p>	<ul style="list-style-type: none"> • Excess Energy to present coverage gained in 2011 in the January board meeting • Logan and Eve to have a wash-up meeting to review the lantern parade with the town council and Trenance Learning Academy
4)Voluntary Contributions	<p>Eve explains that so far, it has proved difficult to gain voluntary contributions from businesses outside of the BID area, with many businesses opposed to the idea of contributing 1% business rate levy. As previously mentioned, Eve has adjusted the year one budgets to make-up for this loss in BID income, but proposes that a package needs to be drawn up to attract voluntary contributions.</p>	<ul style="list-style-type: none"> • Logan to put together a package for voluntary contributions, which will include individual elements of the BID that may benefit particular businesses with individual costs set against these BID benefits in a shopping list style to attract businesses that trade outside of the BID area.
5)Coach package update	<p>Eve gives an update of where we stand with the current issues with coach parking. It is explained that Tolcarne Road car park is coming down by £1 for 24 hours and the times for parking have changed are</p>	<ul style="list-style-type: none"> • Eve to follow up on the consultation document for Tregunnel Hill car

	<p>will now be more convenient for coach drivers. Coach drivers can now also pay hourly and by Ringo.</p> <p>Eve explains that Tregunnel Hill has also previously been cited as a coach park, but is actually only available for lorries and commercial vehicles. Eve has spoken with Kate Dixon about this and the issue is to be added to the Consultation Document to be reviewed for coach parking at Tregunnel.</p> <p>There has also recently been confirmation that there will be two coach bays at the bus station for drop-off. Once this is firmly guaranteed, Eve and Logan can then approach BID members for coach driver incentives and carry out advertising as proposed in the coach marketing package.</p> <p>All directors present agree that they are happy with these developments</p>	<p>park and update on the progress and development on the decision for the two coach bays at the bus station</p>												
6)Events strategy	<p>Eve summarises the new events strategy drafted as a result of a meeting with the BID's events steering group. The strategy is outlined in terms of how the BID will go about supporting and funding events in 2012.</p> <p>Eve then explains the budget prospectively assigned to events for next year. There has been a total budget of £18,784 assigned to events. £15,000 is from the April 2012/2013 and the remaining is from the 2011/2012 budget. Budgets have been allocated to in-house BID Events as the following:</p> <table border="0"> <tr> <td>Food market</td> <td>£5,000</td> </tr> <tr> <td>Beach cricket</td> <td>£1,000</td> </tr> <tr> <td>Olympic torch</td> <td>£1,000</td> </tr> <tr> <td>Christmas</td> <td>£5,000</td> </tr> <tr> <td>Contingency</td> <td>£3,000</td> </tr> <tr> <td>Events support</td> <td>£3,784</td> </tr> </table> <p>This events budget is agreed by all directors present. This strategy is agreed by all directors present.</p> <p>Eve also goes into detail explaining plans for a food market which will be a BID initiative and plans to hold it on private land outside shops on East Street, including the post office.</p>	Food market	£5,000	Beach cricket	£1,000	Olympic torch	£1,000	Christmas	£5,000	Contingency	£3,000	Events support	£3,784	<ul style="list-style-type: none"> • Eve to build in the approved budget into next year's overall budget • Eve proceed with planning the food market by writing to local authority for confirmed permission, in addition to businesses on East Street to see if they are happy with this idea.
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7)2012 plans, branding document, loyalty card,	<p>Branding Document</p> <p>The branding document is explained as well as the proposed ideas that stem from it. All directors present agree that they have read it and</p>	<ul style="list-style-type: none"> • Eve to price up the costs of the radio 												

<p>Olympic Torch relay</p>	<p>understand it and are happy to take some of the recommendations forward as proposed by the BID Manager.</p> <p>Loyalty card The proposal for the BID to take on a loyalty card scheme is discussed as an initiative for 2012. Gill Moore gives a brief history on the Newquay First Scheme and explains that it can no longer continue as there are not the resources to do so. That said, the board discuss the opportunity to create a new loyalty scheme similar to that of Newquay First, using the NF database, in order to encourage more footfall and spend in Newquay by residents. A vote was taken to decide if the BID should take over the card. This was proposed by Gill Moore and seconded by Andy Cole. Five board members voted in favour, two Board members abstained from voting and Two members voted against. The BID will now work with the Chamber to move the loyalty card over with a plan to launch it for March end.</p> <p>Plans for 2012 Eve summarises proposed plans for 2012 BID initiatives and activity month by month: January: Empty shop window project and hoarding around town, launch of a monthly e-newsletter and launch of the coach marketing campaign February: New banners to be erected at the bus station and East St. March: BID Food Market and launch of a BID loyalty card scheme April: Launch of a new glossy magazine for residents to be distributed to homes in Newquay, as well as business premises in Newquay and around Cornwall, and the launch of the BID business to business website. May: Olympic Torch relay in which the BID will support Visit Cornwall and the town council in organisation. There will also be a 'Knockout Challenge' event to be held at Newquay Football ground which will be supported by the BID, but funded by the club. June: 'Big Clean' scheme to encourage business owners to clean up the streets and the fronts of their premises for positive PR. June-August: Event-led radio promotion (12 week campaign) on either Pirate FM or Atlantic FM July: Beach Cricket events on Fistral Beach. September: Fish Festival.</p>	<p>campaign</p> <ul style="list-style-type: none"> • Eve to proceed with event organisation and liaise with local businesses, sports clubs and sponsors and Steve to approach the cricket club for support • Eve to approach 'Titan' the robot for future BID events • Eve to move forward with plans for 2012 and send a budget spread sheet to all directors with updates budgets allocated to all of these initiatives
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	<p>October: Residents and Countywide magazine. November: Light-switch on and lantern parade. December: £5,000 budget proposed for Christmas events and activity to encourage footfall into the high street.</p> <p>These initiatives throughout 2012 will cover the majority of actions as stated in the business plan, apart from the creation of business packs. The BID Manager suggested that this initiative is being pushed back until the situation is clearer of the Mount Wise development and Quintrell Downs's development. This is agreed by all directors present.</p> <p>Business signage is another project that is unable to move forward for the time being because there is another pot of funding available to apply for in April.</p> <p>All of these plans for 2012 are agreed by all directors present and all are happy for Eve to proceed with these proposed plans.</p>	
8) Visit Newquay update	<p>Eve updates on the status of data collection and explains that difficulties with obtaining contact email addresses and information for website listings from BID members.</p> <p>The new Visit Newquay website will be going ahead in March and the BID's involvement will be on the working group, but not with obligations to contribute towards the budget but will perhaps look at a national campaign to promote the website once the new one is up and running.</p>	<ul style="list-style-type: none"> • Eve and Logan to go door-to-door in the New Year collecting BID business information
9) AOB	<p>Eve updates the board on the status of levy collection. There are a handful of business that have been sent court summons regarding their BID levy. They have also not paid their NDR. Eve has tried and failed to contact these businesses. It is likely that they will be moved onto bailiff collection. There is an invoice to Cornwall council for £29,000 going in this week to collect the remaining levy.</p> <p>John Fitter proposed to the board to ask if Steve Kessell can attend board meetings to give an updates on Visit Newquay as a first agenda item. Lyndon Harrison seconded this. A vote was counted. There was eight yes votes and one no vote. Steve Kessell will now become the first agenda item for future board meetings.</p> <p>All directors present agreed that Board meeting should now take place every six weeks.</p>	<ul style="list-style-type: none"> • Steve Kessell's Visit Newquay updates to be added as the first agenda item for future board meetings. • Eve to send an email to all directors with board meeting dates for the next year.