



Minutes of Board Meeting

Newquay BID board meeting held at The Bay Hotel, 2nd February 2012, 5-7pm

Present:

Andy Cole	Mark Hazell
John Fitter	Gill Moore
Veryan Armstrong	Jane Hawkey

Apologies:

John Coltman	John Steer
Daniel Trotter	Steve Hawkey
Ed May	Lyndon Harrison

Other:

Eve Wooldridge – BID Manager

Steve Kessel – Visit Newquay.

Signed:

Signed:

Item	Discussion	Action
	The Board meeting was opened at 18.15pm with 6 Board Members present.	
1)Minutes	<p>Minutes and actions of the December Board Meeting are reviewed, approved and signed.</p> <p><u>Matters arising</u></p> <p>Point 7. Branding Document. Dispute of wording was raised: "All directors present agree that they have read and understand it and are happy to take some of the recommendations forward as proposed by the BID Manager".</p> <p>Point 3. Wash up meeting regarding Christmas light parade was not successful and should be rescheduled</p>	<p>Eve to list exact recommendations to be adopted from the branding document for the March Board meeting.</p> <p>Voluntary contributions package to be put together for the next Board meeting.</p> <p>John Fitter to arrange a</p>

	<p>with the town council for June to discuss options for 2012.</p> <p>Point 4. A package for voluntary contributions has not yet been put together yet.</p> <p>Future Board meetings list was discussed and amendments were made to accommodate an AGM in May. A full list can be found on appendix A</p>	<p>meeting between Eve and Cllr Lamshead to discuss Christmas 2012.</p>
2) Steve Kessell	<p>Visit Newquay update.</p> <p>Steve gave an update on the operations of visit Newquay including the new publication and the website.</p>	<p>Board to discuss at future Board meeting if they wish to invite Steve for the entirety of the meetings to assist with any Q & A's regarding visit Newquay.</p>
3) Operational update	<p>It was decided that due to time constraints, the board would take the operational update home and read it.</p> <p>1) Eve pointed out the following areas as Board approval was needed to progress.</p> <ul style="list-style-type: none"> a) The advertising campaign in Coach Tours UK, Coach monthly and CDC guide was due to start. Please see appendix B. b) The Editorial that had been negotiated for FREE was due to be sent to the publications. c) The coach driver's pocket book would be printed, once the incentives were sourced. The booklet would be available from the BID office or the TIC. d) Please see appendix C for full coach marketing budget. <p>All board members agreed on this project and budget and voted to proceed.</p> <p>2) It was pointed out that the following event dates had now been set subject to the beach being available.</p> <ul style="list-style-type: none"> a) Food festival – 5/6th May on the Killacourt b) Beach cricket -22nd July, Fistril Beach – approval needed from Fistril Beach. c) Outdoor screening to be held in August, location TBC <p>It was agreed by all members present that the finance committee should sign off the final individual budgets for the following projects when they are finalised so that Eve can move these forward.</p> <ul style="list-style-type: none"> a) Food and drink guide b) Loyalty card 	<p>Logan is to read over the coach editorial and ensure that it is aimed at the target market, look at some other examples and then send over to publications.</p> <p>Logan to book advertising campaign as listed in Appendix B.</p>

<p>4) Footfall Counter</p>	<p>The BID Manager has been working on a proposal to get a footfall counter into Newquay Town Centre so that the economic impact of events and peak periods can begin to be calculated.</p> <p>The camera is approximately £3000 per annum. Eve explained that she was working with Cornwall Council and the Newquay Regeneration Forum to raise some funds for the camera and that a BID contribution has been built into the 2012/2103 business plan as this data will form part of the business packs that are to be produced for Newquay.</p> <p>All Board members present agreed that the camera was a great idea and subject to income raised Eve should move forward with this project on either a 1 or 2 year basis.</p>	<p>Eve to proceed with getting the footfall counter installed preferably before the main season.</p>
<p>5)Newquay Junior School</p>	<p>There was a discussion about Newquay Junior School being exempt from having to pay BID Levy. Issues were discussed about how would this affect other businesses that were charitable as it would not be fair to make one business exempt. It was also pointed out that Trenance Learning academy had already paid and were happy with the BID development and the lantern parade that had been provided for their pupils at Christmas.</p> <p>All directors present voted that No business should be exempt from BID levy.</p>	<p>Eve to let Newquay Junior school know to avoid them receiving a summons.</p> <p>Eve to be prepared to write a press release, detail with media enquiries and make sure that all Board members only talk to the press through EE</p>
<p>6)BID Finances</p>	<p>Eve prepared a presentation which listed all the expenditure remaining for 2011/2012 along with any project budgets that were allocated against projects to be undertaken before the end of the financial year.</p> <p>Budgets that were to be carried over to Year 2 were presented.</p> <p>Year 2 budgets were allocated on a percentage basis as set out in the Business proposal. Eve then presented individual project suggestions that would meet the criteria listed in the business proposal.</p> <p>Income was assumed at the actual level as year 1 as confirmation had not yet being received on the projected income for 2012/2013.</p> <p>It was agreed by all members present that the budgets and potential project ideas were agreed in principle and that all elements of the business plan will be fulfilled with these budgets.</p>	<p>Eve to meet with Steve Hawkey once a month to review the budgets and get any further financial help.</p> <p>Eve to finalise the income/expenditure ahead of the next Board meeting when the latest figures will be available.</p> <p>Eve to set up regular finance committee meetings to go over individual projects so sign off the smaller budgets.</p> <p>Unallocated budgets to be discussed at the next</p>

	<p>Unallocated budgets were flagged at the next board meeting.</p> <p>Appendix D shows a full list of the budgets set with explanation of projects and expenditure.</p>	<p>Board meeting and potential project ideas to be scoped out.</p> <p>Eve to move forward with delivery as proposed in the presentation.</p>
	<p>The following 2 agenda items were discussed but no decisions were made as one Board member had to leave so there was not Quorum</p>	
7)Olympic Torch Relay	<p>Eve explained that she was on the working group for the torch coming through Newquay but wanted support from the Board in putting more BID efforts into the town centre elements. Eve will look at how this can be done and update the Board at the next meeting.</p>	<p>Eve to provide an update at the next meeting.</p>
8)Event Funding applications	<p>5)Event Funding applications. Eve explained that the following applications had come in requesting event funding:</p> <p>Cornwall Film Festival £1000 Zapcats £3-5,000 Fish Festival – PR and marketing support Art8 - £2,000</p> <p>The events committee would be meeting the following Monday to review the applications and make the funding decision.</p>	<p>Eve to let the board know of the funding decisions</p>

Appendix A

Board Meetings 2012

- Thursday, February 2 - 5-7pm
- Thursday, March 15 - 5-7pm
- Thursday, May 10th – 5-7pm
- AGM, Monday 14th May 2012 – 7pm
- Thursday, July 12 – 5-7pm
- Thursday, Aug 30 - 5-7pm
- Thursday, Oct 11 – 5-7pm
- Thursday, Nov 22 – 5-7pm

Venue TBC.

Appendix B

Marketing Plan

Month	Publication	Advert size	Advert theme	Editorial	Deadline
April	Coach Tours UK	1/2 page	Generic	editorial and image	
April	Coach Monthly	Full page	Generic	editorial and image	
May	CDC News	Full page	Generic	editorial and image	
June	Coach Tours UK	1/4 page	Events		
July	Coach Monthly	1/4 page	Events		
August	Coach Tours UK	1/4 page	Events		
September	Coach Tours UK	1/4 page	Generic		
October	Coach Monthly	1/2 page	Christmas and New Year		

Appendix C

Budget

Project Budget		£5,000	
Publication	Size	Cost	Plus VAT
Coach Tours UK	1/2 page	£ 300.00	£ 336.00
	1/4 page	£ 200.00	£ 224.00
	1/4 page	£ 200.00	£ 224.00
	1/4 page	£ 200.00	£ 224.00
Coach Monthly	Full page	£ 500.00	£ 560.00
	1/2 page	£ 250.00	£ 280.00
	1/2 page	£ 250.00	£ 280.00
CDC News	Full page	£ 200.00	£ 224.00
CDC Yearbook	1/2 page	£ 420.00	£ 470.40
Coach driver's pocket guide	Print x 1000	£ 1,000.00	£ 1,120.00
Design of adverts and guide		£ 850.00	£ 952.00
Contingency			£ -
Total		£ 4,370.00	£ 4,894.40

Appendix D

VAT	2011/201	2012/2013	% Allocation Of budget
		Projected	

Income

	£	£	
BID Levy	146,315.00	146,000.00	
Interest	£	£	
		1,565.00	
Business introduction	£		
	150.00		
Additional contributions (voluntary, sponsorships)	£	£	
	-	3,000.00	
Grants/Funding	£	£	
	-	5,000.00	
BID staffing (UCP)	£	£	
	2,250.00	750.00	
BID Staffing (Excess Energy)	£	£	
	3,295.00	1,486.00	
Total	£	£	
	152,010.00	157,801.00	

Expenditure

	£	£	
Marketing, PR and Image (£68,000)	61,000.00	63,120.00	40%
Events (£22,500)	£	£	
	22,500.00	31,560.00	20%
Street Environment (£22,500)	£	£	
	19,500.00	15,780.00	10%
BID Delivery Costs (£45,035)	£	£	
	46,296.00	47,341.00	27% & 3%
Total Expenditure	£	£	
	149,296.00	157,801.00	100%

Year 1 remaining budgets	Year 2	Total project		
Marketing, PR and Image - £63,120.00				
£ -	£ 12,000.00		Ongoing PR campaign	Marketing and PR
£ 2,865.00	£ 3,000.00	£ 5,865.00	Marketing campaign to launch the new www.visitnewquay.org	Website development
£ 4,000.00		£ 4,000.00	to develop www.newquaybid.co.uk for BID members	Website development
£ 1,000.00		£ 1,000.00	Photography budget for to commission photography for publicity materials	Website development
£ 4,475.00	£ 15,000.00	£ 19,475.00	Lifestyle magazine for Newquay. 48 pages, 15 000 copies for distribution locally and regionally	publicity materials
	£ 5,000.00	£ 5,000.00	Advertorial pieces to bump up features in national and regional publications	publicity materials
	£ 5,000.00	£ 5,000.00	Uniquely Newquay festival Summer 2013	publicity materials
£ 11,500.00		£ 11,500.00	design of all publicity materials	Publicity materials
£ 4,000.00	£ 2,000.00	£ 6,000.00	put together business investment packs including a retail study	Business to business
	£ 5,000.00	£ 5,000.00	On-going loyalty card promotions	Local promotions
	£ 3,200.00	£ 3,200.00	Business to business networking events (4 per year with guest speaker	Business to business
	£ 4,000.00	£ 4,000.00	on-going campaign to attract coach drivers to Newquay	Coach promotions
	£ 1,000.00	£ 1,000.00	Footfall counter	
	£	£	NEW PROJECT	

	7,920.00	7,920.00		
Total	£ 63,120.00			
Events - £31,560.00				
£ 5,786.00			Events publicity for Summer campaign/Radio/Billboard/Bus	Events publicity
	£ 1,000.00		Beach Cricket Event	Host sporting event
	£ 4,000.00		Events support for sporting event	Host sporting event
	£ 1,256.00		Food market on Killacourt (add to allocation from year 1)	Music, Cultural and family
	£ 2,000.00		Big screen session with Event Cornwall	Music, Cultural and family
	£ 5,000.00		Christmas food fair/craft market	Music, Cultural and family
	£ 1,000.00		Olympic torch relay	Music, Cultural and family
	£ 6,000.00		christmas late night shopping event, including reindeer, 12 days of Christmas and lantern parade	Support existing events
	£ 3,804.00		Events support funding	Support existing events
	£ 1,500.00		Underwriting services to provide link up to town centre events.	Support existing events
	£ 6,000.00		Christmas events guide	Events publicity
	£ 31,560.00			
Street Environment - £15,780.00				
£ 2,228.00	£ 5,000.00	£ 7,228.00	Flags an banners for East Street	Flags and banners

£ 12,000.00	£ 10,000.00	£ 22,000.00	Business Signage. Apply for coastal communities funding and use as matched funding	Business signage
£ 4,000.00	£ 780.00	£ 4,780.00	Greening	Greening
Total	£ 15,780.00			