

## Minutes of January Board Meeting

Newquay BID board meeting held at the Carnmarth Hotel on Wednesday 14<sup>th</sup> January 2015  
5pm-7.20pm

**Present:**

Andy Cole

Peter Butterly

Jenny Craven

Johnathan Start

Andy Hannan

Stephen Hawkey

Jane Hawkey

**Apologies:**

Rachel Craze

Darryl Reburn

Sara Black

Jess Parkin

Colin Paul

**Other:**

Eve Wooldridge – BID Manager

Kate Cortez – Assistant BID Manager

Alice Beard – BID Marketing and Events Co-ordinator

1) Signed:  
Name:

2) Signed:  
Name:

1. Welcome and apologies for absence
  - Meeting opened by AC, Vice Chair at 5pm.
  - Apologies given from RC, DR, SB, JP and CP
2. Minutes and matters arising
  - Minutes of November 2014 board meeting proposed by JS, seconded by SH, all agreed that the minutes arising from November's board meeting are correct and accurate.
  - Matters Arising
    - i. AB to ensure AH to be moved from absent to present for last board meeting
    - ii. KC to talk to AH regarding finance and planning meeting with Newquay Town Council.
    - iii. Site for tour eyes proposal will be circulated in BID Buzz only, no other time will be spent on this project.
    - iv. KC waiting for breakdown of costs from Music and Ale Festival
    - v. Thundercats told that the BID will not be putting any monetary investment into the event.
    - vi. Paddle for Life have suggested that the BID pay for advertisement in the Cornish Guardian as they already have money invested into advertising with the Newquay Voice. PB – why an advert? KC – to encourage more people to the event and into Newquay. Proposed by AH and Seconded by SH to invest £500 into advertising for the Joe Way Paddle for Life, all agreed.
    - vii. St Pirans – to be discussed in events
    - viii. Signage document circulated by KC – any notes from board to be discussed after meeting.
    - ix. 20/20 – KC written to director to express concerns and we are now receiving much better co-operation from our account manager.
3. Operational update – download the Operational Report at <http://tinyurl.com/pyexxm8>
  - Marketing
    - i. Priorities for next quarter
      1. 7<sup>th</sup> Edition of Seven Magazine (suggested by JS to not concentrate on 7/7 as a name)
      2. Food and Drink Guide – costs are cheaper from Oracle rather than Absolute, they are also Newquay based. Official decision to move to them completely will be decided at next Board Meeting.
      3. Summer Events Guide will be continued again this year
      4. Will also be continuing again with Press Trips
  - Events
    - i. Festive Festival/Music and Ale Festival  
Music and Ale Festival very successful with much higher foot fall than previous years. The craft fair was not as successful and will not combine the two for 2015 but instead move the craft fair to another location, possibly in a Hotel. There we're issues with the toilets and their opening times however we can look to resolve this for this year's

event. The Event organisers we're great and will be looking to work with them again.

The parade was the biggest yet with all of the schools in Newquay taking part. Approximately 4,400 people attended according to the foot fall counter. Feedback from shops was that the late night shopping event was starting to work for them.

Hoping to half allocation for next year for Music and Ale and ask event organisers to put money into the event. AC – did they contribute money this year? KC – a small amount yes. AC – should we ask them for it? EW – they organised and managed the event at very short notice so we can't really.

ii. Surf Life Saving Biathlon

Plan for Newquay Surf Life Saving Club to support bi-athlon to help Newquay BID for nationals. Will be held Boardmasters weekend as we can use infrastructure and the nationals would be at this time of year as well. JH – what about accommodation issues? KC – we know this may be an issue but it would have to be at this time of year to ensure that it could work at this time of year. KC – the event will also pay for itself so there will be minimal costs to the BID. KC – Boardmasters are keen to get involved and Boardmasters will also be a free platform for PR and extra promotion. JC – Mad Hatters will be going ahead with the event any way. **Next board meeting circulate quotes, will circulate before next meeting if urgent.**

iii. St Pirans Festival

£200 agreed at last board meeting towards programme no longer needed as Newquay Voice will be printing it for free in the paper. It has been suggested that BID could maybe contribute money towards refreshments for children in dance. Board feel this is not necessary but would be more beneficial to put money towards something promotional such as roadside banners. **KC to feed this information back to committee.**

iv. Newquay Carnival

EW – we have concerns that we are contributing too much on behalf of businesses when businesses are being approached again to contribute as well. We would be happy to support the brochure is there wasn't as much advertising. AC – sponsorship money being asked from businesses is not all for Carnival, it is a three tiered sponsorship and only a small percentage goes to Carnival. EW – before we sign off on amount we need to see budgets so we know where our money is going to justify it to BID members. **SH – will send letter to Eve explaining sponsorship.** JS – money would be best spent going towards promoting the Carnival, EW – would like the BID to produce the guide but without advertising. KC – we will take out concerns to Jill Wilmott when we meet with her next and then feed back to the board in the next meeting.

v. Night Surf

JH – concerns from event organisers that BID is contributing less this year. EW – we are giving £3500 which will cover all of the same costs from last year as we we're never invoiced for more than this.

- Street Environment  
Draft of content for welcome and location signage gone to 20/20 estimated installation of these signs will be the beginning of March. EW – every business will have a a listing at key shopping points but they are interchangeable. AC – even non-BID members? EW – yes they are. AC – what about the issue if the shop is selling something inappropriate? EW – Mirage Cigarettes I have just excluded the word Cigarettes as it isn't on the sign outside their shop. AC – decide as a board what we'll exclude? EW – they can't have anything inappropriate on the outside of shops any way so we will follow what their signs say and if we come across a problem we will tackle it then.

#### 4. BID Renewal

- BID is set to expire in March 2016
- Re Ballot set to take place from mid-November to mid-December over a 28 day ballot.
- There must be a 50% turnout of voters from the 450 BID members and 50% off those who vote must vote yes in order for the next BID to go through.
- In accordance with BID legislation there must be one-to-ones with each paying BID member. Having the extra person in the office has allowed us to do this.
- There must be two consultations – First to find out how BID payers perceive the BID is doing and the second to find out what they like the most and what they feel we don't need to continue.
- Will need to produce a new business plan as original one is outdated for what Newquay needs now. It may be a case of bringing in cleaner and safer and working out how we fill the gaps that Cornwall Council will be leaving.
- There will be a 16 week consultation period consisting of road shows throughout town.
- JH – will be the business plan be similar to last time? EW – no it will be much smaller.
- EW – there is soon to be no BID support team at Cornwall Council so will need to ensure they do as much for us as possible between now and March.
- AC – shall we form a subcommittee for renewal? EW – yes ideally 4 board members. All agreed that subcommittee will be made up of RC, AC, JS and SH to meet early February. There will be a formal vote as to whether the board want the BID to go ahead after the first sub-committee meeting.
- EW – Ideally will want the ballot to end on Thursday 10<sup>th</sup> December so will need to start 28 days before. All agreed.

#### 5. Finance

- Budget Update  
KC – There have been errors in budget for staffing and Excess Energy Costs. £5000 over spend. We have had to move money but it has been signed off by the finance committee. The contingency was spent twice which is where the errors have come from. Have therefore triple checked finances in master cash and actual budgets. Excess Energy budget was also set at the lower rates too soon so therefore £3000 over spend. We are however expecting a £5000 increase in BID levy and money to come from Feast and Craft Market.

**KC to talk board through budget changes**

- Excess Energy over spend shown.
- Website development under spend went towards Eve's lap top
- Underspend in hosting journalists moved to salary
- Love Newquay under spend allocated to salary
- Delivery costs overspend has come from Cornwall Council now charging us for the summons costs upfront we anticipate we should get most of this back but have budgeted for worst case scenario. AC – has this been looked at from a legal point of view and discussed with Cornwall Council if it wasn't in our original agreement? EW – we will do research into it but would be costly to the BID. In the next BID there is possibility of all of the BID's in Cornwall collectively hiring a private company to collect the bills
- Distribution under spend allocated to Christmas Festival
- Shopping Guide budget re allocated to hiring Titan the Robot
- Hotels under spend allocated to salary
- Pirate FM underspend allocated to salary
- Foot fall counter currently staying the same but attempting to negotiate a lower cost.
- Night Surf underspend allocated to salary
- Art8 underspend allocated to salary
- Cornwall Film Festival budget allocated to Approaching Lines Surf Film Festival.
- Beach Cricket budget re allocated to admin
- Tempest underspend allocated to admin
- Summer Events Guide underspend allocated to admin
- Signage has overspent because waiting for money from Newquay Town Council, Harbour Regeneration Forum and Newquay Regeneration Forum.
- Delivery – Staffing is £4,909 over but can be covered by above changes. There is also £4000 left over of Portas money.
- **Total underspend of 9,448**
- 2015-16 Budget and cash flow  
JH – why have payroll costs have raised? EW – based on estimated costs because we are unsure of exact maternity and NI contributions.  
**EW – to update on cash flow next board meeting.**
  - Lower budget for Excess Energy as will bring more B2B PR in house.
  - Seven lower distribution costs
  - Love Newquay has been estimated by hours per week
  - Visual Marketing Campaign in Cornwall Services for £400. **All agreed.**
  - Events
  - Choir Festival – KC to find out exactly how much cost will be incurred by the BID and see if other BID's are keen to get involved. JH – where do they normally get finding? KC – they only need it for initial set up costs so just need to see how much we can help when I meet with them next. **All agreed.**

- Sausage and Cider Festival – in May similar to Music and Ale Festival but will resurrect the Barrel Roll through Newquay. EW – believe they will make it work as it's a unique event. **All agreed for EW to continue work on this.**
- AC – concerned there is not enough budget allocated to Fish Festival. EW – BID need's more recognition of its sponsorship though. AC to put together proposal from Fish Festival for BID board. EW – need to make sure that BID members know exactly what we're doing.
- Approaching Lines £2000 already agreed and £1000 pending.
- Zombie Crawl budget reduced as will bring event management in house.
- PB – can budgets be moved? Yes can move them within sectors but need board approval to move from sector to sector. PB – could Seven Magazine be made a two year run? EW – no because it would be out dated too quickly. **Events committee meeting to be arranged.**
- Staffing split into BID renewal.
- **BID Renewal Costs**
  - British BID's Renewal Course - £395, £500 to include travel costs **all agreed.**
  - Arial map of entire BID area, estimated £100, **all agreed.**
  - Administration – cheapest way is to use Cornwall Council.
  - Additional Staffing – KC and AB dedicate 1 day each a week and EW 3 days.
  - Consultation document £1,500.

EW – Extra staff means can bring event management, PR and other services in house.

AC – believes board members should help out where they can to meet trickier BID members or if they can help identify certain members they can be of service to.

Budget proposed by JS seconded by AH, all agreed.

## 6. Company administration

- Communication with members
  - EW – want to ensure that all of board are happy to read the Operation Report and don't need us to go through it.
  - AC – need to ensure that all of board are up to speed.
  - JH – concerned that bringing street cleaning into the new BID plan will turn people off the BID.
  - EW – we're very keen to show each BID payer what they get for their money.
  - EW – we will also be putting a public perception questionnaire in the Newquay Voice to feed back to BID members with.
  - EW – the e-newsletter currently only has a 40% open rate so we're taking the time to go through it and make sure all of the correct people are signed up to it.
  - EW – Could we have permission to cancel the o2 contract as we don't use it enough? **All agreed.**

## 7. A.O.B



Business Improvement District

- KC – Cornwall Council want to raise parking charges by almost 46% so emails to Joanna Kenny with your support would be appreciated as she has an alternative proposal for Cornwall Council that would be more beneficial to Newquay.
8. Date of next meeting: 25<sup>th</sup> February 2015 at the Hotel Bristol

**Actions**

**Decisions**

Meeting closed at 6.25pm