



Business Improvement District

## Minutes of July Board Meeting

Newquay BID board meeting held at Newquay Conservative Club on Wednesday 29<sup>th</sup> July 2015 17:00-18:10

### **Present:**

Karen Hoyle

Jenny Briant

Steve Hawkey

Craig Burnett

Jon Grant

Jenny Craven

Rachel Craze

Colin Paul

Daryl Reburn

Johnathan Start

Andy Cole (arrived at 17.15pm)

### **Apologies:**

No apologies given

### **Other:**

Kate Cortez – Assistant BID Manager

Alice Beard – BID Marketing and Events Co-ordinator

1) Signed:  
Name:

2) Signed:  
Name:



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1. Welcome and apologies for absence

No apologies given.

2. Minutes and matters arising

The minutes from June's Board Meeting, proposed by JB and seconded by KH all in favour

Matters Arising

**Biathlon** – JC spoke to Mad Hatters but they feel it's got to a point that it is a no go for this year. Checking it works at Carlyon and if it works there they will bring it to Newquay next year.

**Baseline Agreements with Cornwall Council** – KC has circulated original baseline agreement with Cornwall Council to directors, there's been no revised baseline agreement since the start of the BID though. With renewal document there will be a new base line created for BID 2. Therefore we can't make any decisions until we have new ones. As businesses need to accept that there will be more cuts within street environment from Cornwall Council so that will be reflected in the new business plan. It will be a document from Cornwall Council saying what they are going to do as well as from NTC.

**Safeguarding** – KH's safeguarding is up to date.

**Taxi rank** – KC is currently waiting to hear back from Geoff Brown – issue with Taxi drivers on Gover Lane. CP – fore street included? RC – it is being considered with Cliff Road and a number of other areas. JG – also need to look at them individually. RC – they will be considered individually as well but it's the cheapest way to for Cornwall Council to get them through if they're put through altogether.

3. Approval of Directors Report of Accounts

Signed by RC

4. Operational Report – no questions arising from the operational report (attachment)

- a. **Seagulls**

CP – issue with seagull attacks, there's 6-7 attacks in town a week. **AB will give spreadsheet to TIC** so people can report attacks so we can make a case to authorities to do something about it as it's already a health hazard. DR – Should encourage accommodation to provide guests with information educating them to make sure they don't feed the seagulls. There should be please don't feed the seagulls signage in town. Seagulls are actually causing a loss of revenue for the hotel as they make some rooms unlettable. KC – there are ways of stopping them without culling but it's very expensive.

First step should be to educate visitors and businesses. It will be proactive for BID to educate visitors as a first step. **KC to look into cost effective seagull signage for the**



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town to see if it makes a difference. Will also circulate information to food outlets and accommodation providers to ask them to put the same information in all rooms. Proposed by DR 2<sup>nd</sup> by KH, all in favour.

b. **Signage – AC arrived at 17:23pm**

The main totems are in production now so will be in before the end of August. Company had the text in April. There is an issue that the content has come back 9 times in that time and there are mistakes each time and quite often there are 5 days in between. Last instalment won't be paid until the last sign is in.

Signs for toilets have been ordered to go in between East Street and Bank Street by Newquay Town Council.

DR – Criticism from Bob the Hat over signage? KC – arrows were pointing the wrong way on one of the signs but had been rectified before he'd written it. CB – hard to put a value on the signage to other businesses as its all perception. KC – should be able to understand once it's all been erected. JB – once it's all up create more great press around it and show the back ground. DR – tie it in with the fact we've done what another BID town has done? To show that other towns are doing similar. AC – it's best to wait until all of the signs are up and then address the problem. Then you can give them all of the facts.

JB – need to find a way to say that it's a part of original BID brief and that it's 4 years' worth of funding not just one year of levy, plus £20,000 from Town Council – need to make sure that BID members know that. 2 thirds of cost was BID spread out over 4 years.

KC – need to repeat information on the BID Facebook page – using it to anticipate criticism before it starts.

CB – v.important to communicate out what the BID has done. RC – very hard to do this as people don't open the newsletter and come to AGM's so definitely worthwhile to utilise Facebook and Twitter. Just trying to be more pre-emptive. JG – Perhaps there should be a penalty clause if the companies we use don't complete on time.

c. **Film Update**

KC – shows the initial pitch from Dogbite Film Company to the board.

JG – make sure we don't use locations outside of the Newquay BID area.

KH – Aim is to have three or four edits that businesses can use depending on who their audience is. Film company isn't from Newquay but they we're the best on the day and we need to make sure the film company we use will be able to deliver on time.

5. **Newquay Business Week** – event to focus on business to lengthen season that will bring money into Newquay in off season. Week before half term, proposal has been circulated with a network group in Newquay. KH – have had a brilliant response from really influential people wanting to come and speak at the event. Going to be great week for businesses to come and get involved in, as well as the rest of Cornwall. Trying to find venues so if anyone



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has capacity please let us know. KH – they're designed to be different sizes, Finsiterre would fill the cinema just as trip advisor would, there are various different networks that will be promoting the event so I think it will be an impressive turnout. Just waiting to finalise 3 speakers. There will be 3 sessions per day. KC – proposing to charge £2 per session, offering it as free for BID members though. Also have businesses asking to sponsor the event such as PSP and Coodes.

### 6. BID Renewal

Friday deadline for consultation forms to be returned which means businesses have had a month to consult. Eve will have a week to turn data around. So far we have 136 back, if we haven't chased them we would have had 30. Hoped for 200 but haven't managed to reach it. About 80% yes vote from responses, there are a few no's, have been going into all businesses as well though in an attempt to get a wide range of responses. Have had some businesses comeback that we thought would be no's come back as yes's and vice versa. RC – need 50% of RV to vote so need to make sure that there are big RV's voting. Give list of big RV's to board that they may be able to influence. Nationals are hard to target. CB – that would be the easiest way to get the yes vote through. **KC to circulate list after next renewal meeting.**

### 7. Finance

£5,000 left in events budget so need to take it to a committee. KC to share dates via doodle.

Any money left at the end of the BID will be carried over unless the BID doesn't go through and then board will need to decide what to do with it.

### 8. Company Administration

### 9. AOB

CB – How was the meeting with Steve Double? RC – it was a last minute meeting for an informal chat for what we can do to help each other – we have been put in contact with Anne Chapman who is Steve's business contact in Cornwall and have discussed what we can do to work alongside him. CB – Possibility of him coming to our meeting? KC – 30<sup>th</sup> September there will be a 2 hr business focused drop in session for people to talk with him. Discussed Gove effect and LEP, also managed to secure Sandra Rothwell who will be coming across for a meeting on the 9<sup>th</sup> October to see how businesses will be able to benefit from LEP. First time ever that LEP has recognised that it should be put in to tourism. AC – he's very knowledgeable about Cornwall and it gave us a chance to ask questions about things that are affecting Newquay and what he can do to help. He expressed that he felt the BID in Newquay is working and likes that we are working together as a town compared with other BID's, he feels it is a useful mechanism as touch point for the town.

CB – can we use him to say something good about BID? RC – would be good to have it in the business plan. Ask him to support us nearer the time of re-ballot. CP – what came from gove effect discussion. RC – PM categorically said no there would no change on law but suggested that tourism industry needs to talk with education industry to change the term times in different areas to move it



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around. CC has set a specific fortnight in March to change it. Allows those employed in Cornwall to go on holiday out of term time. CB – I've had schools visiting for three years but it's getting harder for schools to do this as they don't want to take children away during school time when parents aren't allowed to. RC – Central Government needs to talk to academy's.

10. Next board meeting Wednesday 9<sup>th</sup> September – apologies from SH.

Board meeting closed at 18:10