



Business Improvement District

Minutes of JuneBoard Meeting

Newquay BID board meeting held at Ocean Lodge on Wednesday 24th June 2015, 4.45pm to 7pm.

Present

Stephen Hawkey

Peter Butterly

Jenny Craven

Rachel Craze

Jenny Briant

Jonathan Start

Colin Paul

Karen Hoyle

Craig Burnett

John Grant

Andy Cole (arrived at 5.20pm and left at 6.50pm)

Apologies

Darryl Reburn

Andy Hannan

Other

Eve Wooldridge – BID Manager

Kate Cortez – Assistant BID Manager

Alice Beard – Marketing and Event Coordinator

Began at 4.45pm with the Rippin' H2O Jet Ski Event Video

1. Welcome and Apologies for Absence

Board Meeting opened at 5pm by RC. Apologies for absence from DR and AH.

2. Minutes and Matters arising from April Board Meeting

- a. Proposed by AC and seconded by JC. All in favour that the minutes are accurate and correct.
- b. Matters Arising
 - i. Events meeting set up
 - ii. Great Western not open for Summer – JG – how come? RC – because of health and safety. RC to share ongoing updates AB to share with board.
 - iii. East Street Toilets? AH not here to check but the name has now been changed to the Killacourt Toilets.
 - iv. KC circulated budget.
 - v. Estimated event income has been moved to this board meeting.

3. Confirmation of Chamber of Commerce Representative to Board



Business Improvement District

Welcome to CP – CoC representative

4. Approval of Amended Accounts

- a. Signage Appreciation in planted machinery as there for more than one year so will need depreciation – none in this year though as the signs didn't go up until April so wouldn't have decreased in value.
- b. Two ways of accounting for grant income.
- c. Proposed by JS and seconded by SH

5. HR

- a. The board of directors agreed that the staffing provision for Newquay BID for the next 5 year term will be 11 days per week. The HR committee also proposed that they have delegated power to apportion those 11 days to reflect the results of the consultation to be added in to the business plan budget.

6. Operational Update

- a. Banners – The company who has banners and fixings for East Street and bus station has currently taken 2 months of chasing and still hasn't put them up. They were meant to go up on Friday but hasn't yet done it. Going to go and get them from him and find another person to put them up. The reason we are using him is because he'd made the fixings so was the cheapest person to put them up, other companies were triple the price. Going to cost more money as they will want to make their own fixings because of liability. We could however go out and hire the cherry picker for him but either way we need to get them up.
- b. Bunting – Town Council have resolved tendering process for fixing lights which means they will put up the bunting in time for the Carnival Parade. Also starting to look at putting it along Gower Lane. CB – why not across the roads? KC – because of the wayleaves plus it's not high enough and there are different height fixtures all along the town. We also couldn't do it the whole way along. CP – feature areas at Costa Coffee? EC – it's possible but not straight away. CB – how long does it last? KC- should last 2 to 3 years. KC good idea to start with Gove Lane for wayleaves.

AC arrived at 5.20pm

- c. Biathlon – The event has been cancelled due to lack of communication between SLSC and Mad Hatters. Water Safety – BID were going to help with water cover (external cover) and SLSC were meant to cover Fistril. SLSC have not been able to uphold their side of the water cover which means that the event cannot go ahead. CB – any other water companies that can help out? JC – have contacted 6 that have not been able to do it. EW – because of the time of year that was determined by SLSC meant that RNLI could not help out. CB – what is needed? JC – would need 1 boat plus one marshal per 15 competitors. PB – if you were doing it next year would you do it a different time of year? JC – yes definitely. KC – it was at that time of year because of SLSC but next year we would do it out of season. Can we move the underwritten £2,000 to being a definite amount of money given to cover water safety? JG – in September could we use RNLI and make a contribution to water safety and underwrite some. JC to ask them and find out if it's plausible. **Events**

subcommittee meeting to be set up for next week. Proposed by PB and seconded by AC all in favour.

- d. Marketing update – secured an app for the loyalty card which has been developed for free and will be launched in July.
- e. Funding Update – KC applied for £10,000 for coastal time team for different projects such as sea wall and marine group to get some money to write a plan and then there is a million pounds of funding that can be potentially used.

7. BID Renewal

- a. EW circulates the consultation document to all directors. This document will be going to all BID members and will be used to formulate the projects in the next business plan. Need to get just over 200 back for best practice. Free post envelope to be included? Estimated £150 pounds in total, CB – board members can all speak to 10 businesses each to get feedback. EW – would be great help. KC – why is there a yes, no and maybe option? Concerned that given the option everyone will pick maybe. EW – they have the yes, no, maybe option in case there just being a yes and a no deters people from sending the form back. RC – gives the girls an indication of who they need to be going and talking to. EW – All forms due back by 31st July and aiming to have majority of responses back before the school holidays start. Would like to have first draft of business plan ready by 1st September. EW – Are you happy for us to use Royal Mail for the free post service? Proposed by JG and seconded by JS, all in favour.

8. Finance

a. Budget Update

Shaded areas are indications of proposed additional spend.

We are proposing a few different things to spend the money on. There is (£) unallocated amount in the budget, and we have to set the certain amounts of budgets in the areas they we're allocated too, either Marketing, Events or Street Environment. The current income is allowing that we don't get all of the money back from unpaid bills. We do get the fees back though from the businesses that don't pay. £100 fine from summons? Don't think it would be £100 unless they've been taken to court as well.

They can't tell us our additional costs unless everyone has paid. KC there are various unknowns from our end and have been asking the Council to try and get the answers as we no longer have our own BID team to work with. KC has factored in a buffer to make sure we don't over spend.

KC we pay Cornwall Council £1,500 a year to collect the levy but they didn't bill us last year so we have carried it over this year which is why it's a higher amount. EW – cannot get involved with BID members bills and summons. CB – not fair in the time we get billed. EW – it has been brought up but it would be at a higher cost to the BID to get billed in August. EW – would be a much higher cost to get an external billing company.

No Questions relating to the budget

b. Additional Spend

Range of different ways to spend the additional money. Marketing £3,7344. Events £4,934 and Street Environment £3,624.

- i. Approaching lines – We have cut £1000 from the budget to wait and see where we are nearer the time.
 - ii. Love Newquay - £1000 cut to reflect current spend. JG – why less? It's needing less and less work so we have cut it down.
 - iii. German Media Pack – JG – direct to German media? KC yes there is a translation company that will do it for free so long as they get a mention. So will send out an English copy of Seven with translated inserts and allow for a little bit of money if any of the journalists are interested. AC – any other languages? KC could do Spanish and could look at getting Dutch done as well. CB – is there any one monitoring the number of visitors? KC Visit Cornwall do market research and a certain proportion of that is face to face research to find out where people have come from so hopefully we can use that and possibly do some of our own as well. CB – Many German coach trips come here though and stay but don't look at going anywhere in Newquay. KC – looking at growing market of younger 'surfy' and 'outdoorsy' types that want to do nature, local history and adrenaline instead of just coaches as they are already here. CB – ask other hotels for data of where their bookings are coming from? KH – use google analytics to find what certain countries are searching for. UKTI have got funding confirmed so will be doing more. AC – give this facility to cafes and hotels as well to translate menus etc – **All agreed to allocate £500 to this.**
 - iv. Seven Mag – print of extra mags? – **All of board agreed not to allocate the extra budget.**
 - v. Film – Can cut the £5,000 set aside for the film but could also move to events budget if we need to as it will promote the events in Newquay. EW – 3 minute film with short edits focusing on different personas and the main aim is to encourage businesses to use it. PB – would use the film so long as it's not too long. Will keep to 2-3 minutes with shorter edits – will need to take £1,766 out of events to do it. **YES to moving forward with films.** EW meetings set up already with three film companies. JG – completion? Get it ready for mid August.
- c. Events - £3,668
- i. Family fun event – very tight on time now so probably something for next year. **All of board agreed to move this to a project for the next BID but not to pursue it this year.**
 - ii. Newquay Business Week – **All of board agreed to move forward with this event.**
 - iii. Additional length of Zombie Crawl – EW – propose that we use three or four venues to start event and a wet weather plan for Titan. Want it opposite Chy

Bar but if it's wet will see if we can move to Walkabout. Want then four or five different businesses to do pre events whether its dance groups or face painting. CB what is the point of spending more money on the event if it isn't making people spend money in businesses. KC – other places did make money. JC – it's about bringing people to the town. AC – it's publicity for the town. AC – there is an issue with it moving further up the high street. PB – if it's bad weather you don't want to have them outside for too long. EW – we are splitting it between businesses as we had one unhappy business last year so we are opening the option up. Trying to find somewhere where we can split 600 people to watch Titan. CB – it's a good event but concerns that there is a lot of money put to these events that are not generating income. KC – we do not have the capacity to monitor the spend per person. RC – how do we know that we will need the extra capacity? EW – we definitely need a different venue to the cribbar. EW – £1,000 would go towards businesses workshops. RC – don't see any benefit in it going past the Hotel Victoria to Cliff Road. EW – so keep it outside of the Hotel Victoria and go inside if there's wet weather.

RC – so all businesses in area will be invited to give us there event but will not be given extra money. Last event will be at Hotel Victoria and won't go to Cliff Road. KC – therefore would need an extra £600 allocated to parade management. All agreed.

d. Street Environment

- i. Signs Maintenance Budget – There needs to be budget allocated to the maintenance of the signs. All agreed.
- ii. Mural – CB issue that it's on just one specific business that should be able to pay for it. CP YES rest of board NO.
- iii. Painting Benches – JB – why aren't council doing it? EW – it is not council's responsibility, KC, AB and I will be doing it on our own time. CP – volunteers? KC still waiting for people to come and do it that we spoke to a year ago. KC – will be concentrating on the high visibility benches, Killacourt, green outside of chy and bowling green. KC – trying to do something that will make Newquay look nice. EW – can't brand them or else BID will have to take liability for them. RC – it is not a statutory responsibility of Cornwall Council. CB – who has said that Cornwall Council won't do it? RC – their budgets have been cut and they will not do anything that is non statutory. AC – Representatives of Cornwall Council, Cormac and Cory have said that they will not do it. CB – but other towns are looking beautiful. AC – These towns have a Town Council that has ownership of these elements in the town but ours does not. In Newquay Cornwall Council has the responsibility and aren't able to do it. Town Council has no responsibility because when Restormal Borough Council became Cornwall Council everything it owns has gone to Cornwall Council, Newquay Town Council is going through devolution in order to try and reclaim ownership. CB – can't market a town

that looks dishevelled. RC – there is something in place in which the Town Council are trying to work towards getting ownership of these areas. EW – should only do above and beyond what Cornwall Council is doing. RC – should be able to go to Town Council and Cornwall Council about these issues. CB – head of marketing at Cornwall Council has told us to go to BID for any issue. CB – almost everything you go to them about you get pushed back to BID.

PB – need to be careful we aren't doing what the Council should be doing when we're paying BID levy but at the end of the day we need to get the benches painted. EW – Yes and it won't cost the BID more than £500 as KC, AB and I will be doing it in our own time.

CB – need list of what Cornwall Council aren't doing. KC – there are many things that we aren't coming to you for money that needs doing and we won't be coming to you about. CB – you have though as you are asking us to pay for a mural which is on someone else's building. EW – that was because it was something that was pinpointed many years ago. EW – our business plan doesn't have a variation policy so we can't deviate. KC – let's get information from Newquay Clean to find out what will be done in Newquay. Agreed to paint benches – EW – to circulate dates we're painting benches in case any director's would like to help.

- e. Bus Station planters – bus station will pay for planters if we get Newquay in Bloom to plant them with plants that are all year round. EW – first buses will also be poster-ing the bus shelters to brighten them up. All the BID has had to do is cover the design costs
- f. Signage maintained – commit 2/3 budget to life time of bid towards maintenance of signage. £500. All agreed
- g. Gover Lane bunting – KC estimated bunting cost for print and installation. All in favour. JG declared an interest.

10. Company Administration

- a. Deferred until next Board Meeting

11. AOB

- a. Safe guarding policy – KC is covered with CRB. All agree with policy and agree for Eve and Alice to have CRB check. BID will need to appoint a safe guarding officer when Kate's contract ends in Sept. Karen stated that she may be able to take this on.
- b. Food Festival - Eve explained concept of food festival. CP expressed concern about local cafes and restaurants backed up by PB. KH in agreement. CB in agreement. BID to let Town Council be the decider of the event.
- c. CP – Can we look at turning taxi rank in Gover Lane and Fore Street to `1 hour parking. Can we ask Geoff Brown to include in TRO. All board in agreement. EW to coordinate.



Business Improvement District

Board meeting closed at 7pm. Date of next board meeting Wednesday 29th July 2015 at 5pm, venue TBC.