



Minutes of Board Meeting

Newquay BID board meeting held at Newquay Zoo on Wednesday 30th October 2013 5pm-7pm

Present:

Rachel Craze	John Coltman
Steve Hawkey	Colin Paul
Rob Barber	Ben Ridding
Jonathon Start	Sara Black (left at 6.20pm)
Carl Lamb	Andy Cole (arrived at 5.20pm)

Apologies:

Jess Parkin	Jane Hawkey
Andy Hannan	

Other:

Eve Wooldridge – BID Manager

Emilie Calhaem

Alice Beard – BID Marketing and PR Assistant

1) Signed:
Name:

2) Signed:
Name:

Item	Discussion	Action
	The Board meeting was opened at 17.00pm with 9 Board Members present chaired by RC.	
1) Welcome and Introductions	Welcome from RC and introductions for Emilie Calhaem, Eve's maternity cover to the board members present.	
2) Minutes and actions of the August Board meeting approved	<p>Actions from last meeting-</p> <p>EW circulated PR planner. PR planner to be recirculated following week. EW explained that a new contract had been signed with EE.</p> <p>TR7 Productions are still being chased regarding the Newquay footage.</p> <p>Everyone in favour for board minutes from August to be signed by RC. Minutes were thus passed as read.</p>	
3) Mr Hubber – BID Levy – Property reference 9650035239	<p>EW explains to board that Mr. Hubber did not want to pay BID levy as the property is empty and derelict. EW had informed him that it would have to be taken to the board for such a decision to be made.</p> <p>RC - Is it that he doesn't think he should be paying BID levy or that he shouldn't be paying business rates as BID Levy is linked to Business Rates, he ought to take the matter up with Cornwall Council rather than the BID.</p> <p>All agreed therefore that no exception should be made for the property and BID levy needs to be paid.</p>	
4) Finance Update	EW distributed updates of the financial deliver chart for 2013-2014 and offered explanations for under-and over- spend for the year.	

	<p>JC - what does amendments entail?</p> <p>EW explained that this was to show where there had been over and underspends, for example, Seven Magazine was £1000 over budget so amendments have been made to cover this.</p> <p>Salary budget EW included in 2 year budget.</p> <p>EW explains that all outstanding BID levy payment had now moved from court appearances to Bailiffs. There is an understanding for those businesses that come forward early on and say they may not be able to pay until x date.</p> <p>Detailed income of voluntary BID payments, Food and Craft Market, Social Media Course and money from other campaigns were circulated.</p> <p>CL – Is there is any Portas money left?</p> <p>EW - Yes there it is but it is technically Town Teams money so has been moved into the street environment budget. To date some of this money has been earmarked for wild flower planting provision.</p> <p>SB - If the outstanding BID payments do not come in does it affect the overall budget?</p> <p>EW – Yes it does but there is £10,000 contingency build into the plan for this event.</p> <p>SB - Could this be used as a PR story to let people know all businesses haven't paid and contributed to the good BID is doing?</p> <p>AC - Concerned it could turn negative story.</p> <p>RC - We could turn it positive, show that 97% for example have paid and are</p>	
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	<p>supporting town.</p> <p>JC – Does the BID receive any money from town council? EW - Yes the BID does get help with the database and canvassing but does not get any direct financial support.</p> <p>JC - Can we use our standing budget to attract a new BID?</p> <p>EW requested extra budget to have Food and Drink Guide updated and re-printed in the coming month or so as we had sent out all the existing copies. All agreed to raise budget accordingly.</p>	<p>EW/EC to check legalities as it has been raised.</p>
<p>5) Operational update</p>	<p>The new Summer events guide was explained by EW, this would be circulated via Royal Mail to households within TR7, TR8 and TR9. The budget costing for this was also requested.</p> <p>All agreed to the budget commitment.</p> <p>New Seven Magazine and Indies Guide and print out of Christmas Events Guide were circulated by EW to the members present.</p> <p>CP- How does the foot fall counter work? EW explains increases and decreases based on the previous year's figures.</p> <p>EW - No other towns in Cornwall has a foot fall counter. It's great to be able to see the impact of events, for example, moving the fish festival date this year had actually lead to a drop in footfall when compared to the time that the event was held the previous year.</p>	
<p>6) Art based street environment project.</p>	<p>EW – The BID had spare money left over from the hanging baskets due to us not being billed for this previously.</p> <p>JC – This extra £3000 should be put into the contingency fund and used for re-election if</p>	

	<p>it is needed or accrued in case the invoice was present after all.</p> <p>Extra £5000 for street environment project had been put aside for projects, with a maximum of £1500 for Sainsburys area and Harbour.</p> <p>There was some discussion regarding possible wall art project for either or both of the Red Lion or Barracuda buildings.</p> <p>SB – The status of BID meant that it would be possible to apply for match funding for this project from the Arts Council. This could amount to some £10,000. On the basis that SB was a board member with Arts Council application experience, it was agreed that she ought to spearhead this application and this project. This would enable the project to be larger and more ambitious than previously thought.</p> <p>SB – If it is agreed by the board, there needs to be a plan and strategy in place before funding is applied for.</p> <p>AC - Could money be used for lighting at Harbour?</p> <p>SB – We will need to bring in experts and use a proper consultation period.</p> <p>AC – This will potentially avoid situations such as Wickerman in boating lake where majority of town were against them when it was built.</p> <p>EW – Need to agree on 3 areas that will be targeted for Arts Council grant process.</p> <p>SB – Board needs to agree on a group and if we go through the appropriate process, we can get extra funding.</p> <p>EW – we all need to agree if we are all</p>	
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	<p>happy for Sarah to run the process.</p> <p>JC – Which are the three areas?</p> <p>EW – Red Lion, Barracuda and Harbour.</p> <p>EW – The Landlord of the Barcuda is happy to work with Newquay BID to work on building’s gable end.</p> <p>JS – What if a business wants to use the gable end?</p> <p>EW – We would need to meet with the Landlord in order to ensure that any new tenants would not be able to paint over or remove the art installations.</p> <p>JS – Raised concerns that not many people will see Harbour Lights.</p> <p>SB – But lights could potentially make this part of town more of a destination thus generating more interest in the historic harbour.</p> <p>SB – it can all be done in stages but it needs to be agreed that there will be a group of outsiders to consult on it.</p> <p>AC – If GreyBlackWhite is putting together the grant application for the Arts Council funding, a process that presumably takes some period of time and would normally cost the BID money if we were to use a consultant to put this in place, then we ought to pay for the process in somewhat.</p> <p>SB – Would consider this and let EW know what costing would be incurred as a consequence of the application process.</p> <p>All agreed that it will be open and transparent to a group of experts and for SB to begin the process.</p>	
<p>7) Festive Festival and</p>	<p>EW explains the weekend of the Festive</p>	

<p>Music and Ale Detail</p>	<p>Festival from Friday 29th November to Sunday 1st December.</p> <p>EW – change in location of Food and Craft market, made smaller and therefore will offer free parking in the rest of the car park.</p> <p>AC - Would it be possible to have a cooking demonstration, EW – not enough budget.</p> <p>EW – Did try to book a small children’s fairground ride but discrepancies with fairgrounds on Cornwall Council car parks.</p> <p>EW – Explained that BID was currently finding it hard to book walking band for parade.</p> <p>EW – New LED project with Newquay Junior Academy to add to the Lanterns for the parade thanks to a grant from FEAST which was persuaded by SB. EW was also pleased to confirm that there would be Christmas Lights in the town for the Switch on thanks to the hard work and effort of Newquay Town Council.</p> <p>Parade would include late night shopping and the time of the fireworks has been moved forward in order to encourage people to stay in town for longer for late night shopping.</p> <p>EW - free parking available in Manor Road from 4pm on 29th November after negotiations with Cornwall Council. BID would cover the cost of having the free parking in order to try to help promote people to come to the town.</p> <p>AC – Have marshals been organised?</p> <p>EW – We have Event Cornwall to organise marshals.</p> <p>RC – Do we also have Chapter 8?</p>	
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	<p>EW – we have road closure but no security as yet.</p> <p>Music and Ale – EW – We already know who are playing, this time last year the budget had only just been signed off by the board so we are much further ahead!</p>	
8) Signage and Way finding Strategy Update	<p>EW – Consultation document has been sent to all BID businesses but to date only two responses have been received. It is therefore proposed that AB will man a public consultation potentially in the last week of November to allow the public and businesses to voice their opinion on this project. SB kindly offered Greyblackwhite for consultation space.</p> <p>BR – when are they due to go up?</p> <p>EW – End of next year hopefully, funding has been set aside. Still needs more community engagement in order to ensure consensus.</p>	
9) Cornwall Council Parking Charges	<p>EW gave update on parking promotions poster. Advert in the Newquay Voice.</p> <p>EW – more money spent than last year but it is very important to promote £1 parking than negotiate free parking with Cornwall Council as it will come at a much higher cost.</p>	
10) A.O.B	<p>RC – Board Meetings. Tried to change from Wednesdays to Tuesday but not ideal so moved back to Wednesdays but avoiding the first Wednesday of the month for NTC meetings.</p> <p>All agreed with proposed dates for Board Meetings</p> <p>EW presents Board with Code of Conduct used for St Ives BID.</p>	

	<p>All agreed to use this Code of Conduct.</p> <p>AC – I think we need to discuss toilets.</p> <p>RC – BID was approached to join in discussion on public toilets, but moved from BID to Chamber of Commerce to act on BID’s behalf.</p> <p>NTC came up with three different ways but all speculative. RC asked NTC to come back with a plan with costing before it is fed down.</p> <p>Chamber is currently supporting NTC and advising on how they move forward.</p> <p>JC agreed with all said by RC but feels that Council still need to put in more money and keep responsibility for businesses.</p> <p>EW – we do need to be careful that the BID doesn’t pick up the slack from Council cuts such as cut of town centre manager and loss of Steve Kessell.</p> <p>RC – need to move on from the subject of toilets.</p> <p>JS – agrees that is this something the BID needs to be discussing.</p> <p>All agreed to move on from subject.</p> <p>EW – complaints from Fore Street businesses that they don’t want the Coach Parking Space. BID is trying it’s best to promote it but if business’s complain then we won’t get a free one again.</p> <p>CP - Should we advertise?</p> <p>EW – We have followed this route before but it does not yield the best response for the cost.</p>	
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	RC closes Board Meeting at 7pm	
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