

## Minutes of Newquay BID Board Meeting

September 22<sup>nd</sup> 2011, HEADLAND HOTEL, 8-10 AM

### ATTENDEES

John Steer

Daniel Trotter

Stephen Hawkey

Jane Hawkey

Mark Hazell

John Coltman

### APOLOGIES

Edward May

Andy Cole

Veryan Armstrong

Gill Moore

John Fitter

Lyndon Harrison

1. **Minutes and actions of August Board meeting approved**
2. **Finance report:** Eve issued a budget spreadsheet of total expenditures thus far, indicating what has been spent in each key project area, such as banners, PR and events support, as well as future commitments including the Christmas Shopping and Events Guide, lantern workshop, local promotions and website. The website development is discussed and it is clarified that the BID will have control over its section of the website and will be constantly involved. **Action: board agree on expenditures, both current and future, and agree that Eve will report back at the next board meeting with an update on where we are with local promotions, such as the endorsement feature and total cost for this.**
3. **Operational update:**
  - a) **Marketing PR and Image** is discussed in terms of what coverage has been achieved so far for Newquay BID, nationally, regionally and locally, for the September Swell (Excess Energy September release) and in-house local PR, followed by an update on marketing materials, photo shoot and social media. **Actions: Eve to collect more high resolution imagery from Nick Webb to effectively promote Zapcats; Logan and Eve to follow up on the possibility to adopt the Newquay, Cornwall Facebook page; Logan to ensure local releases go out; Logan to email further information on MailAway's free e-marketing workshop.**
  - b) **Events:** Update and reminder on what events the BID has supported so far, and the allocated funds towards those events. **Actions: Eve and Logan to carry on with event promotion in-house and Logan to call out for more 2011-2012 events locally.**

- c) **Zapcats:** Update on where we are with the BID's support of the Zapcat Racing Championships, and initiatives to further enhance the event and drive footfall to the town centre are discussed, such as a launch party , boat viewing in town and a shuttle service.  
**Actions:** Eve to move forward with launch party arrangements for Thursday 29<sup>th</sup> September at the Central including printing of posters; Logan to send out a local release on the Zapcats and Excess Energy to sell-in their national release.
- d) **Street Environment:**
- Flags and banners – the flags and banners are now up at the Bus Station and I will now be working with Cornwall Council to move forward new locations ahead of 2012. **Action:** Logan to re-send press release and Eve to contact Newquay Voice for a photo opportunity.
  - Open discussion over other street improvement initiatives including hoarding, window wallpaper for vacant shops, and attracting new business/investors. **Actions:** Eve to approach the Council about converging with the BID to provide hoarding around the town; Eve to look into Transition Towns scheme and other similar initiatives.
- 4) **Five year budget plan:** Update on where we are so far , reflecting on year one of the business plan, including budgets allocated in year one that can be re-worked according to what should be achieved, including coach promotions, Newquay First scheme and residents newsletter. **Actions:** Eve to sign-off on year one of the PR plan; Eve to rework budgets to encompass the BID reviving the Newquay First Scheme, , promotional materials for coach package and the possibility of producing a residents newsletter; Logan to create a coach package proposal for the next board meeting.
- 5) **Seaside Town Funding update:** The BID's application for the final stage of Sea Side funding has been submitted. **Action:** If the application is successful, Eve will arrange for a feasibility study up and running by January.
- **Signage project- Gover Lane:** The issues with Gover Lane as a key route down to Towan Beach is discussed in terms of how the street environment project could improve the visual appearance and functionality for businesses. Jane puts forward her plan to attempt to get rid of the allyway by the Beach Nightclub leading out to Gover Lane, requesting support. Eve also suggests using bunting to slightly improve the visual appearance. **Action:** Eve to write to businesses on Gover Lane about this and cost up bunting options.
  - **Greening projects are also discussed.** Eve has met with Kim Parish from Serco to discuss the possibility of hanging baskets – the poles that hold them are rotten and cannot

withstand. Another option that could work is to have palm trees in the town centre for £500 each. **Actions: Eve to look into renting trees or supply through local garden centres; Eve to further pursue Eden about working with them on greening projects in the future.**

#### 6) Communication with stakeholders:

- Eve has met with Mike Jarvis at the Cornish Guardian who has agreed to allocate a space in the paper to facilitate communication between the BID and stakeholders. This would involve a feature( 6 month update) on what the BID has been doing with BID director business profiles.
- All present attendees agree on the set up of a website for BID members on the newquaybid.co.uk domain which will be used to update BID members on finance reports, board reports, the business plan, etc. It is agreed that a budget of around £1,000 will be allocated to design and build a website for this purpose. **Actions: Eve and Logan to contact web designers/developers for quotes on this and report to board accordingly.**
- Newsletters: Update on the BID newsletters to be sent out on the 26<sup>th</sup> of September and the proposed e-updates which will be emailed out to BID members with updates on activity.

#### 7) New initiatives

- a. Christmas activity: Eve puts forward the idea to create a 12 Days of Christmas event held throughout the town centre in various business premises, which the BID would support by funding entertainment. **Action: The board agree to set aside £2,000 to support this event and Eve will look into businesses that would like to hold events.**
- b. Empty shop windows: Discussion over how to improve the visual appearance in the town centre by decorating shop windows with BID branded wallpaper and the idea is approved by the board. **Action: Eve to move forward with this initiative.**
- c. R8 Art Festival: Eve introduces this new event that approached the BID with the possibility of supporting it through funding a printed out guide, or to take it on in its entirety, making it a BID event. The board agree to support this event. **Action: Eve to go ahead with talks to have the event as a BID initiative.**
- d. Business to business networking and marketing service: Discussion over the possibility of the BID holding a networking event . **Actions: Eve and Logan to come up with a proposal for this.**

- 8) **Branding day:** Update on the Branding Day being held on Monday 17<sup>th</sup> October and the tender process for design which will follow once brand guidelines are reproduced from this workshop. **Actions:** Eve to invite people to attend, and directors to suggest people who would like to attend.
- 9) **AOB:** None