

Minutes of October Board Meeting

Newquay BID board meeting held at the Headland Hotel on Wednesday 22nd October 2014
5pm-6.30pm

Present:

Rachel Craze

Stephen Hawkey

Jenny Craven

Jonathan Start

Darryl Reburn

Sara Black (left at 5.40pm)

Colin Paul

Jane Hawkey (arrived at 5.10pm)

Jess Parkin (5.35pm)

Apologies:

Andy Cole

Andy Hannan

Peter Butterly

Other:

Kate Cortez – BID Manager (maternity cover)

Alice Beard – BID Marketing and PR Assistant

1) Signed:
Name:

2) Signed:
Name:

1. Welcome and Apologies for Absence
 - a. Apologies for Absence given from AC, AH and PB
2. Election of Chair
 - a. AC has raised the possibility of a conflict of interest in the matter of RC having been co-opted on to the Newquay Town Council. In an email sent from AC to the Board AC raises the following points –
 - i. Possible concern some members of BID may have regarding the political relationship between Newquay Town Council, Cornwall Council and Newquay BID.
 - ii. At the beginning of Newquay BID we were challenged by a number of businesses to keep out of any Council or political involvement.
 - iii. Local Councillors have at various times suggested BID pay for services operated by the Authority and have suggested roles for BID in the community.
 - iv. The relationship between BID, Newquay Town Council and Cornwall Council is extremely good, this has to be maintained for the successful future of the Newquay BID, must be totally transparent and completely denied in my view if we are to maintain our neutrality.
 - v. With the Chairman's role as a Town Councillor, Cornwall Councils reduction in local services, the General Election in 2015 understanding and discussion on the potential political aspect of Newquay BID renewal in 2015 is, in my view very necessary.
 - b. RC feels that she is more than capable of maintaining an unbiased view point as chair but the issue raised by AC does need to be addressed. SB – I sat in a Town Council meeting whilst RC was there and never felt that there was a conflict of interest and seems fine at this stage. CP – we already have NTC members on the board so am not aware of what the problem is. JH – RC is not the only person making the decision we make them as a board so if we feel there is a conflict at any point it should be addressed then.
 - c. JS – does anyone have a problem with RC remaining as Chair? **Proposed by CP that RC should stay on as chair until RC feels compromised. Seconded by JH all agreed.**
3. Minutes and Matters Arising
 - a. Proposed by SB that the minutes taken from September's EGM and Board Meeting are accurate and correct, Seconded by JC all in favour.
 - b. Matters Arising
 - i. Face to Face Survey to be moved to look at next year
 - ii. Cost of stage – JH didn't have the accurate information to do so. KC – situation has now changed Quick Panda Productions have taken over management and are able to work to the budget. This is positive as they are also BID members.
 - iii. School Choirs – Not successful as many are too busy, have not been successful or have disbanded. Are now working with more schools however for the lantern parade.

- iv. Craft Market finishing at 5pm however Cornwall Council have quoted half of their monthly income for November from last year to use the car park for 4 days so have asked them to re-assess their prices. Very positive however that the £1 evening parking initiative will be running through till next summer but starting from 4pm instead of 6pm.
 - v. Cheaper marquee quote from Pete – this hasn't happened due to Pete's work commitments.
 - vi. Beach Ranger – Eden project run an apprenticeships programme and there is a possibility that we could have an apprentice come to Newquay for 2 weeks to a month but are currently still waiting to hear from the Eden Project. Possibility of also doing work with Lucy Jenna Brown about the Bin's and messaging.
 - vii. British BID's – this hasn't yet gone in BID Buzz as waiting to meet with the head of British BID's. Didn't get a sense from him that it was necessary as we already have the right legislation and practices in place. **Proposed by JS that we don't join the Association of British BID's, Seconded by JH, all in favour.**
 - viii. Bigger Competitions – Looking at possibility of putting on a Triathlon and bidding for the Surf Life Saving National Championships in 2016. We would like to put on a trial triathlon on the Sunday of Boardmasters next year to prove that we are able to run an event of this scale and Boardmasters are happy for us to use there infrastructure. CP – it'd be great if Newquay could have a Triathlon that would rival Perranporth's. SB – it'd be collaborative with Newquay BID, Newquay Town Council, Newquay Road Runners and Newquay Surf Life Saving Club. DR – but if it's on the Sunday of Boardmaster the Hotels would be busy any way. SB – that is just for the trial run so we can us their infrastructure. The Nationals would be a week later.
4. Operation Update – Questions only based on Operational Report supplied with Minutes <http://tinyurl.com/o8ee77g>
- a. Marketing
 - i. JH –advertising in Seven? RC – it could mean a possibility of some BID members who only receive indirect benefits of the BID to receive a direct benefit. JS/JP – don't want the magazine to be full of advertising as it may de value it. JP – possibility of doing a "Newquay Back Stage"/"Behind the scenes" feature this could help businesses that only normally receive indirect benefits from the BID.
 - ii. Germany – KC – feel it would be important to creat publications that can be translated into German as they have such a high interest in Newquay because of Rosemund Pilcher and our coast line and

heritage. KC – is the board happy for me to look into this further?

Proposed by DR, seconded by JS all in favour.

- iii. CP – Coaches and press trips. KC we will now use Seven to help encourage the press trips. KC approached ALFA and has had a very encouraging conversation with the Elliot hotel. We also now have two adverts in a guide aimed at drivers and one aimed at the Coach Tour Operators. DR – Are there any statistics on where the tour operators coming to Newquay originate from? KC – the UK tours are down however the international tours are rising and there is definitely potential for more. DR – possibility of picking passengers up directly from Newquay Airport if Lufthansa are willing to co-operate.

b. Events

- i. Miracle at the Headland – this Summer the Newquay BID offered them £500 towards the infrastructure of their production at the Headland Hotel. This year they would like to expand it to a full weekend. Would the board be happy to underwrite this £500 again? There could also be the possibility of working with the TIC and creating theatre weekend packages. JH – are they confident they'll sell them all? KC – they only need to sell 100 tickets a night to break even and will perform in most conditions. They are one of the most popular theatre companies in Cornwall and people will travel to see them. Proposed by JS seconded by DR all in favour.
- ii. Beach Cricket – Watergate have now launched their own Beach Cricket Event and also have the Lords Taverners on board so therefore will no longer be running the Newquay BID Beach Cricket Event.

c. Street Environment

- i. Signage- KC shows board most recent signage document. KC – first set of signs will begin to be installed in November. It will be in phases because of the copy writing for the signs and will be working with Newquay Town Council, Tourist Information Centre and the Old Newquay Society. DR – important to be aware that the signs don't have large spaces of emptiness on them. KC – we also have a good relationship with Cormac so far. Just problems contacting the Rail Network. JP – Can the Chamber of Commerce be kept in the loop with the time line of when the signs are being installed as they can use this to ensure that Cornwall Council are going to ensure the up keep of bollards and benches etc.
- ii. CP – Buskers and Public Spaces. Need to ensure that Newquay Town Council is taking advantage of the PSPO as amplified music is getting louder and longer. RC I believe that one committee member is waiting for approval from Cornwall Council but it wouldn't hurt for the BID to contact the Newquay Town Council as well. CP – I don't think we

should stop busking but we do just need to control it. KC to ask Newquay Town Council what they are doing to tackle street traders and buskers through the use of PSPO.

5. Finance
 - a. Authorisation Levels <http://tinyurl.com/o5j8ohp> – JH – I think that £1-£500 is more than the original authorisation level for the BID manager. BID Manager Authorisation levels changed to £1-£250. Authorisation levels with changes proposed by JH and seconded by JS, all in favour.
 - b. Tender Levels <http://tinyurl.com/o5j8ohp> – JH How would the amount of £200 be decided upon? RC – It would go to board. Proposed by JH seconded by CP all in favour.
6. Company Administration – No matters arising
7. HR – No matters arising
8. A.O.B
 - a. Approaching Lines Festival <http://tinyurl.com/kbc6aal> – Surf Film Festival began last year but originally was split between Newquay and Falmouth. Next year they want it to be exclusive to Newquay. Demographic of customers is high spending. KC – propose that Newquay only supports this if it's a specific investment that the BID can lay claim to. Possibility of creating accommodation providers or hosing VIP press trips. Looking for £5000 investment from Newquay BID. Board feel this is a large investment for a new event. JS – perhaps offer them support such as PR and helping to connect them with businesses and then offer them more money for the following year. KC to invite them to next Board Meeting to present at 4.30pm.
9. Date of next Board Meeting: 26th November 2014