

Love Newquay / Newquay BID Assistant

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Minutes

Newquay BID Board Meeting

18th July 2024

Present:

- Mark Warren MW
- Jade Ullrich JU
- Abigail Hubbucks AH
- Vervan Palmer (Chair) VP
- Jonathan Start JS
- Jeff Garside JG
- Dirk Parker DP
- Gill Moore GM
- Darran Warwick (Newquay Town Centre PCSO, guest) DW

Apologies:

- Alan Goudge AG
- Andy Cole AC
- Jenny Yelling JY

Handed over to:

Meeting handed straight to DW for their update.

- Crime in Newquay is 17% below national average
- Newquay awarded £1 million from the Home Office funding for the Hotspot policing.
- Newquay Rangers (ASB Marshals) starting next week (WC 29th July) until end of March '25
- There will be "boots on the ground"

VP raised road rage, DW advised that alarm/harassment/distress should be a 101 log.

DP raised Cliff Road issues, DW informed that Cliff Road is a focus area at the moment.

JG asked for clarification between the Rangers and Hotspot Policing, DW specified that Rangers are not the police and that the ASB marshals in Truro are effective.

MW raised that NTC are considering employing the same company to fill their full time street marshal vacancies.

JG asked how this will benefit the night time economy. DW answered that the hotspot and rangers will operate until 10pm.

AH commented she is working to get the night time economy to utilise DISC and that she and JG will work on this together.

VP raised that it could be contentious to use levy pot money to fund Rangers in order to fill policing gaps.

Welcome and Apologies

- DW closed his update, left and VP opened the meeting and noted apologies, welcoming new Board Member JG.

Previous Minutes

- May meeting minutes confirmed as accurate – JS moved, DP seconded.

Financial Report

- MW shared report from Crane and Johnson
- MW commented we have a healthy funding stream
- Salt Projects and NTC Funding Officer keeping an eye out on opportunities for us
- DP interested in working with Funding Officer

Manager's Report

- MW reported back on the first market with BID's own gazebos.
- VP suggested getting feedback from permanent businesses around market site and share success stories
- MW highlighted importance in holding markets so customers choose Newquay
- MW raises possibility of increasing the number of gazebos available to BID businesses at each market.
- August market is only on Killacourt, September will be on Bank St and Killacourt, November's market will be the weekend after Zombie Crawl (last Saturday of October half term)
- Mark gave Christmas Market and Miracle on Fore Street update. It was thought that MOFS should not compete with night time economy nearby (no bar, JG) and that the weekend before Christmas is too late (VP).
- JS reflected that the BID invested a lot in the Christmas market before with the intention that it would become self-sustaining but that didn't happen.

- VP suggested that the Rising Tide festival should be used as a case study of how BID can support without heavy financial investment.
- JG offered that Sailors could be used as a market space.
- JU highlighted the importance of consulting all businesses on Fore Street before any plans solidified.
- GM reiterated that any event supported by BID must add value to all businesses in the area.
- VP spoke on the available niche now that Padstow Christmas Market has stopped and how nice the lights would look in the Harbour.
- GM commented on the impact of having the NTC basement Christmas lights last year and that they're aiming to hold a Yuletide festival in Trenance in coming years.
- MW spoke on Boardmasters funding which has been awarded and shared copies of the draft hire agreement with the board.
- Unanimous feedback was that stage hire was too cheap. AH would look into this and edit.
- MW told Board of our plans to keep 10 gazebos in local storage for loan to businesses.
- DP supported free hire to BID businesses as it gives the opportunity to businesses to take a risk with an event.
- VP suggested that adding a cost encouraged hirer to take more care.
- MW spoke on Newquay Rangers and that BID have taken the reigns on coordinating this. Axien have been hired to fill this role.
- JG said that Axien are the only CSAS trained team in the area
- MW outlined that the funding runs to March '25 and we have a flexible contract with Axien.
- JU gave marketing update: businesses running competitions with Love Newquay support. Working closely with Experience Newquay. 14 businesses attended the social media masterclass and it was very well received!
- JU planning a local influencer event
- JU having conversations with City Dressings to arrange gifting arrangement.
- MW, AH having greater involvement with Spooky Newquay and working to involve NTE more
- VP asked how we can achieve that
- JG Sailors could hold school disco, Halloween always a busy time, fancy dress is a big thing.
- AH to confirm the Halloween night amongst NTE at next Pubwatch
- MW spoke on workshops to be held across town
- JS proposed flipping the Zombie Crawl so it ends on Fore Street
- MW explained the idea behind taking ZC up Cliff Rd to highlight that end of town

- VP suggested encouraging adults to join ZC from Wesley Yard and families/children to join from Sainsburys.
- JS highlighted importance of making it a week long event to support all businesses
- JU said BID will be scheduling events and possibly making a trail
- VP raised using Newquay's heritage as the base for spookiness – harbour tales.
- DP suggested coffee shop story-telling
- VP suggested making a Spooky Newquay Passport
- MW spoke about Lantern Parade – it's moving to Trenance, BID has stepped back, Experience Newquay leading on this now.
- GM meeting with Blystra Arts, can't reschedule too much further back as it will clash with Santa's Grotto.
- MW updated on Council A-Frame visit. BID has supported businesses
- MW experiencing push back from East Street, we have offered to meet and speak but no further comms via email.
- MW behind Portuguese restaurant was filthy. Has been cleared now thanks to cross body effort.
- GM lets put together an up-to-date list of responsibilities – who owns what, whos responsible for what
- VP agreed, contact details for FAQs to share with levy payers and signpost
- Next ballot is sept/oct 2025
- **VP recommended traffic light rating businesses so we can gauge where we are.**
- JU raised that Love Newquay serves hotels more than BID
- JS suggested **arranging hotelier meeting**
- VP: every business does better when accommodation is busy
- Discussion around influencers wanting pay on top of free experience. VP suggested that local, micro influencers would have most impact for off-season boost, DP asked if influencers would be approached directly. JU confirmed BID would contact them directly. JS asked about the role of Excess Energy now we have in house marketing manager. MW explained they organise 8 press trips and manage the in-print press.

MW's AOB

- AH: Re shop front enhancements: if BID doesn't secure its next term the free-standing shop front enhancements will become property of Newquay Town Council.

AOB

- DP update on street art. It will be complete by September. Boardmasters will fund indefinitely afterwards to constantly update. It will be listed as Town Team/BID
- JU asked if the street art will have a launch for each mural.
- JS asked if BID has been invited to airport discussions. MW said no. DP suggested BID should get onto the airport consultation board. GM agreed that BID should have permanent seat on the airport panel.
- MW said that the NTC C&T meeting has been moved to a different day and BID is now unable to attend.

Date of Next Meeting

- August 28th (Wednesday) 11am, The Headland Hotel