

Love Newquay / Newquay BID Assistant
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Minutes

Newquay BID Board Meeting *28th August 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
- Andy Cole AC
- Andy Hannan AHA

Apologies:

- Jenny Welsh JW

Welcome and Apologies

- VP opened meeting, welcomed AHA to the Board as NTC representative.
- Initial conversations around airport and whether BID could be on the consultative board. MW arranged meeting with Councillor Gardener.

Previous Minutes

- July meeting minutes confirmed as accurate – GM moved, JS seconded.

Re-Ballot

- VP suggests that re-ballot should be on the agenda at every upcoming board meeting
- Re-ballot meeting with Mel Richardson booked in
- **Hotelier meeting to be arranged**
- VP reiterated importance of creating and maintaining a traffic light rating system to track relationships with businesses
- AC suggested creating a working group for this.

Financial Report

- AC and JS happy to continue signing off payments, AHA accepted by Board to also sign off payments.
- AC questioned difference in levy collected this April, MW explained we're at about 80% collection.
- JS suggested keeping money aside for renewal
- VP commented that the end of the year looks like it will be tough – **could we organise more press trips with Excess Energy with a mid-range hotel focus, linking into Experience Newquay's November festival?** VP highlighted the importance of hotels sharing bookings information. DP asked if we can see self-catering data
- VP suggests **Cornish BIDs linking up to buy and share Air BnB data**

Manager's Report

- MW reported that footfall is up this year but spend is down
- Weather has impacted visitors
- Hasn't been much late-night trading this season. AC added that the charges for parking in town has affected this
- MW going to meet with local events organiser and football club to discuss ticketed events
- Boardmasters was tough on the town. MW spoke to director this week, the crowd was very young this year, poor security, train station difficult to get through. We have collected feedback and will collate and discuss this with festival organisers.
- VP reflected that the trains brought people in hours before the first buses to the festival site.
- DP felt the shuttle buses worked well and the queues cleared quickly.
- MW recalled the BID victory supporting businesses near the train station with their car park issues over the festival. Cliff Road became a hub of activity.
- Local radio stations all warning away from Newquay because of traffic but most traffic issues were only on Quintrell Downs side
- Boardmasters put off day-trippers and families
- Skate ramp at Fistral used to be a big attraction, there ought to be a bigger attraction at Fistral again to draw festival-goers through town from the bus stop.
- Festival organisers need to work harder to engage town centre businesses
- Possibility of Boardmasters funding events in Newquay outside of peak season
- DP stated importance of BID having a clear request to Boardmasters
- Festival goer customer profile to share with businesses to allow them to tailor their offering to festival-goer

- AC posed closing Cliff Road and turning it into a market street for duration of festival, which DP believed will happen naturally
- VP suggested that if the festival had no parking for festival goers this could clear up parking issues as everyone would use out of town park and ride or public transport
- Summer market on Killacourt success, harbour event and NTC event fall on September market day, AC and AHA can both support road closures.
- AH working with East St and Cliff Rd to start business communities planning Christmas events in their areas. Facilitating conversations, planning initial talks.
- BID Xmas event is the lights switch on and market on Killacourt. Event organiser and Cornwall Shop Small may create big event on Fore st
- VP spoke about the potential of Sailors as a weatherproof indoor market venue. AC commented on chef demonstrations being a draw at Padstow market.
- **Link up Shop Small with Sailors to discuss**
- Conversation around possibility of bringing back Newquay Carnival. AHA & AC have experience in Newquay Carnival.
- Upcoming meetings for Zombie Crawl plans. Adding more workshops - £4K from gz RU67 Experience Newquay..
- MW met Inspector Steve Johnson this week. Insp Johnson championing cleaning up the town and is personally processing intelligence shared by BID. Hotspot policing hours not all being filled – **questioned whether Rangers could be used to fill those empty hours?**
- JG praised Rangers
- MW stated Ranger statistics. In 10 shifts they've intercepted 4 shoplifting incidents, and dealt with 7 ASB incidents, 4 fights, 1 report of drunk and disorderly, disposed of 20 needles and supported 3 first aid incidents.
- JG asked about potential of bringing rangers into the NTE. MW explained that funding stipulates the hours of rangers based on data available and reiterated hope that Newquay Town Council will employ the same company to fill their ranger vacancies.
- VP told the board that the majority of UK BIDs hire private security. AC spoke on the importance of ensuring members are behind any decision around employing private security.
- MW explained that Truro BID increased their levy to fund security.
- AHA commented that it is not a statutory responsibility of the council to ensure safety. The two council enforcement officer roles remain vacant.
- VP suggested that BID and NTC write to police to request boost in security as a whole town approach.

- Gazebo hire agreement, MW believes BID businesses should not pay for hire, only a refundable deposit. JG commented that without charging businesses we will not have the funds to replace them in time for wear and tear. VP felt that for-profit companies should be charged for hire. AC requested that an email vote be sent out. VP option 1: no charge for BID businesses, option 2: £20 charge for BID businesses.
- Railway contractors, PACE, have contacted us to offer community hours.

AOB

- Marketing update from JU: Marketing focus for Sept-Dec.

Social series - local stories starting with Newquay Harbour Festival build up, Harbour series, fishing, local produce, businesses and local influencer cold water dips.

Competitions- Potentially logan air competition PR, 3x local business competition.

Local guides - mizzle guide, cold water dip spots, walking routes and many more..

Harbour festival marketing

Murals- Art street walking tour MUQY

-Influencer collabs

Spooky Newquay Marketing and PR

Cornwall Shop Small events

Experience Newquay arts festival marketing

Christmas markets

- AH has submitted funding application – Newquay BID Rejuvenating Spaces (shop front funding, £9.5K sought to support 13 businesses and install a wayfinding trail to fringe areas of the BID) and has been supporting businesses within the Towan Beach Triangle project with their applications including one joint application for the whole of Beach Parade.

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Date of Next Meeting

- Next meeting Wednesday 9th October at 1pm. Location TBC