

Love Newquay / Newquay BID Assistant

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Minutes

Newquay BID Board Meeting

9th October 2024

Present:

- Veryan Palmer, VP (Chair)
- Dirk Parker, DP
- Andy Cole, AC
- Jeff Garside, JG
- Mark Warren, MW (BID Manager)
- Abigail Hubbucks, AH (BID assistant)
- Jade Ullrich, JU (BID marketing/socials)

Apologies:

- Jonathan Start, JS
- Gill Moore, GM
- Andy Hannan, AHA
- Jenny Welsh, JW

Welcome and Apologies

- VP welcomed those present and noted apologies.

Previous Minutes

- August meeting minutes confirmed as accurate – VP moved, AC seconded.

Financial Report

- MW reported that he and AH met with accountants last week and accounts look healthy. Experience Newquay funded website changes needed for MUQY page.
- DP explained that there is potential funding for more murals (which if awarded would be paid to BID and Jack(Slapdash) would be commissioned)
- MW commented that BID/DP/Experience Newquay are currently collating a list of potential artists and sites.

- VP asked if BID could fund a Love Newquay photo opportunity mural – would be great for social media
- JG suggested his sister who has experience in National Lottery funding applications could also help

Manager's Report

- Events: Christmas market on Killacourt in collaboration with NTC; Zombie Crawl bigger than ever, £4,000 from Experience Newquay
- CGS: MUQY getting brilliant coverage and very exciting. Senior Inspector has said that Newquay's Ranger feedback is setting the bar. MW and AH met with Boardmasters management – very unlikely that the festival will move out of August, good conversation about how businesses can work with the festival and Boardmasters supporting other events in town. VP added that Boardmasters will employ a Local Community Liaison.
- BSR: Majority of the Towan Triangle Project fund awarded to Beach Parade. We have received email from CC that our Town Delivery Funding application was successful (£9,500) for shopfronts and storytelling trail to fringe of BID. AC asked if we have a relationship with NTC funding officer. MW said they have met
- Marketing: MW said we will update the website more frequently/seasonally and passed to JU: SEO was struggling due to log-in issues, now resolved. Social media pages have been switched up since moving away from Digital Natives with move to reshare businesses and offering social media masterclasses. JU shared marketing snapshot report for last month with board. MW asked for year-on-year stats. VP asked to see engagement. MW expressed importance of being different to Visit Newquay, upgrading the content and being more seasonal. AC asked for interviews with holidaymakers and residents. VP suggested marketing golf courses internationally. AC asked if working with Boardmasters could boost American visitors.

AOB

- MW asked for support with Zombie Crawl marshalling. AC and Diverse Events managing road closures.
- Should BID fund hanging baskets or bunting? MW: hanging baskets cost £2,500 a year but don't serve whole town centre. Good quality bunting could go across town. VP suggested direct vote to Board.
- MW informed that money in The Fish Festival accounts are being gifted to the Harbour to part-fund festoon lights for the businesses.
- Conversation around when the next term's aims are decided – VP explained that there is a very structured process to be followed. DP

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Business Improvement District

commented that not every business will see the return on investment on everything but on the whole will feel the benefit.

Date of Next Meeting

- TBC