

## **BID Board Meeting – Minutes**

**Date:** 8 January

**Time:** 2:00pm

**Location:** The Headland Hotel

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### **1. Apologies**

Apologies were received from A Hannan and L Davies

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### **2. Attendance**

**Present:**

J Start, A Cole, S Venn, D Parker, V Palmer, G Moore, J Jacobs, M Honey-Thornhill, Mark Warren- Bid Manager, Zoe Ball- Bid Assistant

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### **3. Welcome**

The Chair welcomed all attendees to the meeting.

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### **4. Minutes of the Previous Meeting**

The minutes from the previous meeting were approved.

- **Proposed by:** A Cole
  - **Seconded by:** J Start
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### **5. Manager's Report**

#### **5.1 Christmas & New Year's Eve Review**

- Both Christmas and New Year's Eve events were successful.

- Christmas was noted as a strong joined-up approach between Newquay Town Council (NTC), the BID, and the NTC Events Team.
- There was a significant amount of positive feedback from Newquay residents.

### **High Street Focus – Future Ideas:**

- A need was identified to push high street shopping more strongly next Christmas.
- Ideas discussed included:
  - A social media campaign encouraging people to “buy one thing from the high street”.
  - A “buy something today and receive 10% off next time” incentive, or similar scheme, to encourage return visits after Christmas events.
  - Early promotion via Facebook in early 2026 announcing late-night shopping, including quotes from businesses with ideas and inspiration on how they have previously attracted customers.
  - Sharing examples of what worked well last year (e.g. the reindeers at The Clover Club).

### **Street Entertainment:**

- Discussion around introducing street entertainment to increase footfall, such as:
    - A buskers or street entertainment competition.
    - Using chalk to mark out available performance spots.
    - Potential locations included opposite the cinema, which was highlighted as a good entertainment spot.
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## **5.2 New Year’s Eve**

- Social media and press coverage were strong, particularly considering planning and promotion only began in early December.
- The event is moving in the right direction, though attendance is still below St Ives, which reportedly reached around 40,000 people.

### **Future Considerations:**

- Family-focused early evening events, potentially including a 7:00pm fireworks display for children.
- Ongoing discussions with the council around silent fireworks which will provide Newquay with a USP.
- The possibility of a road closure from the cinema to Sailors during the countdown period.

Overall, businesses were happy to be involved, many participated more than in previous years, and several reported increased footfalls.

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### **5.3 Business Support & Engagement**

- Meetings with Noah Law are ongoing, looking at the introduction of monthly business clinics to support businesses struggling with rates.
- Concerns among businesses were acknowledged, and support is being offered where possible.
- A Boardmasters meeting is coming up to allow businesses to communicate directly with organisers.
- Street Meets meetings are also scheduled. Some directors are attending, but more support is needed on Tuesdays throughout February.
  - Directors able to attend were asked to contact Mark or Zoe.

The BID reiterated its commitment to gathering all business feedback (positive and negative) and demonstrating that it is listening and responding.

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### **5.4 Funding & Projects**

- Additional funding for body-worn cameras has been confirmed, and units are currently being ordered.
- All current murals are now complete.
- Work is underway to secure additional funding for:
  - New murals
  - Shop front improvements

#### **Experience Newquay Funding:**

- Funding has been secured for mural text and a Google Maps trail, which is currently in development.

#### **Future Mural Ideas:**

- The Board discussed ideas for future murals, including:
  - Involving emerging and grassroots artists.
  - Creating a collective mural project, potentially in areas such as Sprout Lane, the tram tracks, or on BT boxes and benches.
  - This would provide opportunities for local artists to showcase their work.

#### **Arts Council Match Funding:**

- Exploring match funding opportunities with the Arts Council was discussed.
  - Mark and J Jacobs will discuss this further as a potential future project to drive community involvement and engagement.
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## **6. Any Other Business**

- None.

## **6. 2026 Forward Planning Session**

The Chair, V Palmer, introduced the 2026 forward planning session. It was explained that moving forward, Board Directors will be encouraged to take on more responsibility through focused roles, aligned to their experience, connections, or areas of interest. This approach is intended to strengthen governance, engagement, and long-term BID sustainability.

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### **6.1 Retention**

- The retention role will focus on ensuring the BID maintains regular contact with all levy-paying businesses throughout the full five-year term.
- There are currently approximately 290 businesses where it is unclear whether they would be positive or negative voters.
- Mark's goal is to achieve a 90% positive vote at renewal.
- Mark and Zoe will centrally track business communications.
- Board members are asked to inform Mark and Zoe whenever they speak to levy-paying businesses so that engagement can be logged.

#### **Involvement:**

- S Venn noted strong connections with small businesses and offered to support retention in this area.
  - G Moore confirmed she is happy to focus on the Trenance area and small charities.
  - More involvement is encouraged
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### **6.2 Finance**

- J Start will be stepping down in March and has been heavily involved in finance to date.
- The finance role will focus on:
  - Cash flow
  - Transactions
  - Reviewing financial reports
  - Supporting funding opportunities

#### **Involvement:**

- A Cole and Andy Hannan are already involved and will continue in this role.
- M Honey- Thornhill, who has financial experience, will also take on responsibility for this area.

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### 6.3 HR and Health & Safety

- This role will involve reviewing and updating policies and ensuring compliance.

#### Involvement:

- V Palmer will take the lead.
- L Davies is happy to be involved in supporting this role.

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### 6.4 Council Liaison

- J Jacobs will take responsibility for the council role, given her position and experience within the council.

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### 6.5 Future Murals

- This role will focus on:
  - Identifying funding opportunities
  - Potential locations
  - Artists and design ideas

#### Involvement:

- D Parker confirmed he would be happy to be more involved in this area.

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### 6.6 BID Brand Perception & Communications

- Discussion took place around the brand perception of Newquay BID and how this is communicated publicly.
- Ideas included:
  - Creating a more personal and authentic platform for Mark, or
  - A dedicated channel showcasing transparent but entertaining content, such as:
    - “Day in the life” videos
    - What is happening in the BID in real time
  - Exploring the potential for a Newquay BID Instagram account to support this approach.

Board members with additional ideas or those wishing to put themselves forward for any roles were asked to email Mark or Zoe.

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- Business rates remain an ongoing concern for levy payers.
  - It is important that the BID continues to demonstrate that it is proactive, visible, and supportive.
  - The BID was described as the “fifth emergency service” for businesses.
  - Directors were encouraged to:
    - Make themselves available where possible
    - Support improved communication channels to ensure businesses know where to turn for help.