



Newquay BID Board Meeting Minutes

Date: 7 September 2026

Time: 11:00am

Venue: The Headland Hotel

1. Attendance

Present:

- V. Palmer
- A. Hannan
- A. Cole
- G. Moore
- S. Karkeek
- D. Parker
- M. Honey-Thornhill
- J. Jacobs
- Mark Warren – BID Manager
- Zoe Ball – BID Assistant

Apologies:

- L. Davies
- S. Vann

2. Minutes of Previous Meeting

The minutes of the previous meeting were proposed by D. Parker and seconded by A. Hannan.

Veryan reiterated the importance of Board members sending apologies when they are unable to attend meetings. This is particularly important to

ensure that the Board is aware of whether there will be sufficient attendance to make decisions and maintain quorum.

3. Holiday Tax

Veryan proposed that the BID take a formal stance on the proposed holiday tax.

Following discussion, it was unanimously agreed that Newquay BID is opposed to the decision to enforce a holiday tax.

4. BID Manager's Report

Boardmasters

Feedback from local businesses following Boardmasters was mixed, as is generally the case, but overall feedback was positive.

The Beyond Boardmasters campaign was considered a good start and an initiative that can be developed and grown year-on-year. Press coverage surrounding the campaign was also positive, and visitor numbers were up.

It was agreed that momentum has now been established around Beyond Boardmasters and that the BID should continue to build on this in future years.

The main concern raised again was Cornwall Council allowing larger businesses to operate within the town during the event period, including handing out free samples and drinks. This was seen as potentially impacting local businesses.

Events Programme

The Board discussed the upcoming events programme. It was also mentioned that Cornwall Council has confirmed there should not be a food festival in August.

There was agreement that external companies should not be encouraged to come into Newquay during peak periods and take footfall away from local businesses. This principle will be considered when planning future events.

Earthwave

Earthwave was discussed as a brand-new event with the aim of attempting to break a world record for the number of people surfing a wave.

East Street Market

A trial of the East Street Market is going ahead at the end of September.

The market will be a produce market located outside the Post Office, with the aim of bringing additional footfall towards East Street and Cliff Road.

The trial will be monitored to assess whether the new location works effectively.

Zombie Crawl

Planning for the Zombie Crawl is progressing well.

New graphics have been designed by WAX, and planning is currently ahead of schedule.

Christmas Planning

The Board discussed the cost of the Christmas marquee and the possibility of reducing the amount funded directly by the BID.

The option of Shop Small funding half of the cost was discussed, given that they benefit from the additional trade.

Absolute Canvas was suggested as an alternative supplier if required.

S. Karkeek and A. Hannan recommended Absolute Canvas, and S. Karkeek agreed to pass on the relevant contact details.

New Year's Eve

Planning for New Year's Eve is underway.

A meeting between S. Karkeek and Zoe Ball is to be arranged to discuss the event in more detail.

5. WAX Events Feedback

The Board noted that WAX had delivered a number of successful events throughout the summer.

An upcoming Surf and Turf sporting event was also discussed.

Other potential event ideas were considered, including:

- Exploring the possibility of starting a parkrun at the Zoo. Mark will speak to the Zoo to establish whether there is interest.
- Organising free fitness pop-up classes in different locations around the town, potentially working collaboratively with local gyms.

It was emphasised that the BID needs to maintain a balance when planning events, ensuring that events generate footfall and benefit the town while also keeping local businesses happy.

6. Cliff Road Roadworks

The planned Cliff Road roadworks are going ahead.

The Board discussed the importance of clearly communicating that free parking is available, in order to encourage people to continue visiting the area and avoid perceptions that the roadworks make the area inaccessible.

Free parking will also be available towards the end of October.

A social media campaign/post will be created to highlight the free parking and generate awareness and positive noise around the area.

7. Clean, Green & Safe

Rangers

The Board discussed potential partnership working with Cornwall Council regarding the town ranger provision.

There is also potential for match funding from Newquay Town Council (NTC) to provide additional support and increased ranger coverage.

Further discussions will take place regarding how this partnership could work. The Board also discussed the need to review costs going forward, taking into consideration the current levels of BID levy being paid and ensuring that expenditure remains appropriate and sustainable based on the income available to the BID.

8. Social Media – Love Newquay

A social media report for Love Newquay was shared with the Board.

Engagement and numbers have remained consistent throughout the summer, with a strong volume of content being produced and shared.

Visit Newquay has expressed an interest in increasing its social media activity.

The possibility of a collaboration was discussed, including potentially sharing the costs of social media activity and producing/sharing joint content.

There are also a number of larger businesses that are interested in becoming involved with Love Newquay but are not currently BID members.

It was noted that businesses wishing to participate would need to join the BID and pay the 1.7% BID levy.

9. Any Other Business

Newquay Food Week

The possibility of introducing a Newquay Food Week was discussed.

The concept would involve multiple local venues and businesses participating over a set week, with businesses offering special deals, discounts or promotions.

The initiative could potentially be linked with the Love Newquay Card to encourage local spending and increase awareness and use of the scheme.

The possibility of linking Love Newquay with the Jam & Meme card was also discussed.

Tourism Tax

The Board discussed the upcoming meeting regarding tourism tax.

A meeting is being held on Friday at the Atlantic Hotel, from 2:00pm–5:00pm.

Board members were encouraged to attend if interested, particularly to ensure that Newquay BID and local businesses are represented in the discussion.

Meeting closed.