



BID Board Meeting 12th Dec 2023 via teams

Attending- Steve Cross (chairman), Christine Chard, Sarah Hooper, Phil Barnett, Simon Sharp, Helen Tripconey

Apologies- Alex Ward, John Hill, Justin Morgan

Minutes of last meeting approved by Christine Chard & Phil Barnett.

No declarations of interest.

BID Manager update

New Years Eve- All arrangements going well with Diverse as event managers, very good signage up re road closures & they have been dropping information into businesses. Contracts still being processed for Town Council.

Winter Lights

Many problems with circuit and capacity issues and timers which Event Power Engineering have been dealing with. Tree in Royal Square donated by Steve Hewlett is going to be erected this evening Dom is here to deal with the switch on tomorrow night.

Blanchere have visited and have advised they would not be happy installing features with the current infrastructure but they would happily supply them, feelings were that Dom needs to visit to discuss future years displays and installation.

Gift Card

Promotion this month with the Pesky Piskie is being followed by 17k followers on social media with the £10 per day advent giveaway which resulted in £1000 sales last week alone Ideas needed for further competitions for marketing campaigns for next year.

Meetings to be arranged early in the new year with holiday companies to discuss including them as a welcome gift.

Looking to have a banner made to promote the gift card to be displayed at Tesco car park as they have granted permission.

Locals Discount Scheme

Looking to run this for Jan Feb & March. New posters are being designed to display in all businesses who are participating with QR code to scan for full list of participants & offers. Phil suggests a tagline for BID to be on everything we are doing so ideas needed for catchy wording?

Business Breakfast Meetings

First one this Friday 15th at Host to discuss events for next year.

Tate have offered space to do a meeting about sustainability end Jan early Feb TBA.

Falmouth BID -Cruise ship collaboration

Sarah met with Falmouth BID who want us to collaborate with them to bring cruise passengers here for day visits March to November, mainly from Germany France & Belgium (approx 50 ships).

Discussions around workshops with businesses to make this a really good opportunity for increased trade.

They will all be brought here by bus which is a real plus point.

Dates to follow.

Phil would like a BID mascot.

Sarah advised HUQ provide footfall data using a heat map via GPS which shows numbers, where they are parking & where they are then going. A number of larger businesses have said they would like this sort of info to benchmark from year to year and to see the impact events have. Costs are £1200pa for quarterly reports. Phil suggested contacting those already using HUQ for their feedback and then asking if any business or the Town Council would be interested in collaborating with us or sponsoring for the first year.

SITA update

Discussions around more handling of the website by BID & looking at seasonal footage to change the appearance & keep it fresh looking.

AOB

Chrissy asked if it was felt that policing had improved? No obvious changes noted in recent criminal activities. Both Pubwatch & Shopwatch were quiet as is the DISC system. Trewin gardens has new CCTV & gates are being locked daily. Reports of a few ban 2nd home stickers being displayed- no further info on this.

It was requested that dates of all Board meetings for 2024 be sent to directors in January.

Next Board Meeting 23rd January 2024

END