

# Newquay BID Strategic Events Vision to 2021

## ***The Vision***

To create a more vibrant town by scaling up signature events and increasing our support for sustainable community and sport / lifestyle events.

Newquay BID is a catalyst for events and will assist the event organisers with the funding, coordinating, planning and guidance. The BID will also organise its own events that will add value to the visitor and resident experience whilst generating growth for the town's businesses.

## ***What are the objectives of the Newquay BID?***

### **1) Support local businesses by:**

- Creating events that will generate additional bed nights for hotels, B&B's and surf lodges.
- Increasing the dwell time in the town for day visitors.
- Increasing day visitor numbers to Newquay.
- Supporting events that bring valuable economic benefits to Newquay.
- Creating events that attract visitors to Newquay during the shoulder seasons.

### **2) To raise the profile of Newquay by:**

- Continuing to increase the profile of the town on a regional, national and international level.
- Maximising the potential of Newquay through showcasing our landscapes and spaces by using them as venues.
- Developing progressive, diverse and cohesive events.
- Attracting high profile, international scale events.
- Creating community spirit by involving businesses and local resident in events.

### **3) To promote sustainable events by:**

- Creating an environment that supports sustainable events.
- Creating events that are sustainable and will becoming self-funding.
- Creating a culture for attending and supporting local events.

### **4) To support event organisers with:**

- Funding or relevant advice/guidance.
- Assistance with publicity materials through either funding or in house BID marketing resources.

## **Types of event**

- 1) **Major events** – Attract significant number of participants and spectators that will generate a direct economic impact on the town. The event will have a nationwide profile and gain significant media coverage. e.g. Boardmasters.
- 2) **Business tourism** – Flying the flag for Newquay as a place to do business. The event will include the use of BID venues for meetings, conferencing and seminars. Attracting business people from across the county; business tourism events are key in raising the profile of Newquay and encouraging inward investment e.g. Newquay Business Week.
- 3) **Sport / Lifestyle events** – Sporting events that are already happening in the town attracting participants and spectators. Lifestyle events are part of Newquay's success and can be grown by encouraging a larger audience demographic by adding value through music, heritage and culture e.g. surfing competitions.
- 4) **Community events** – Events that are aimed at local residents and day visitors from across the region. These events attract new day visitors to Newquay and use local strengths to encourage community spirit and involvement e.g. Lowender Peran and The Fish Festival.
- 5) **Food festivals** – Events that have food produce and demonstrations at the core of their activity. These events must complement the existing offer that Newquay has and attract a new audience to the town.

## **What will the BID fund?**

The priority for the BID is to fund lifestyle and community events that have growth potential and are inclusive, heritage-based, involve community spirit and participation and create a feel-good factor. Commercial and not for profit events will be considered under this priority.

The BID has £10,000 per annum that it will be looking to commit to events that meet the objectives laid out above. We will be looking to fund a number of events with this budget. The BID events committee, made up of Directors and the BID Manager, will review the applications and decide on which event to fund and how much will be allocated.

## **What will we expect in return?**

In return for the investment into your event the BID will expect to be an event PARTNER, irrespective of the investment being financial or in-kind support. Newquay BID will also expect the following:

- 1) The Newquay BID logo on all publicity materials.
- 2) Acknowledgement in media communications of Newquay BID's support for the event.
- 3) A submitted marketing plan for the event (we are able to offer resource to help with this).
- 4) Invitation to regular planning meetings for the event.
- 5) Full visibility at the event in the form of a banner or events flags (we will provide these).
- 6) A copy of the event budget/profit and loss before and after the event.
- 7) A copy of all press releases that are produced (we are able to help write these if need be).
- 8) A post event breakdown of the success of the event.
- 9) A post event debrief.

### ***What you will receive from Newquay BID***

- 1) Funding, marketing or guidance for your event.
- 2) Contact and links with local businesses to help you grow your event.
- 3) Press release writing and distribution.
- 4) Event promotion via our digital platforms.
- 5) Event promotion to businesses in the town.
- 6) Help with local authority forms if needed.
- 7) Event planning support via planning meetings.

### ***How should the impact of the event be measured?***

Over the next five, Newquay BID want to measure the impact of events that we support, enabling us to provide a return on investment for our members. Please have a think about how you might measure the success of your event. This could be one of the following or you might have your own ideas.

- No of spectators/visitors/applicants.
- Bed nights generated – perhaps if you work with a local accommodation provider.
- Tourism revenue generated, visitor statistics and spend. All are available from Visit Cornwall.
- Measurement against the objectives of the Newquay BID events vision.
- Use of social media insights and campaign tracking including You Tube and Blogs.
- If you have an event website use of google analytics and email campaign tracking.
- Live and post event surveys.
- Benchmarks from previous year's events or the event debrief.



Business Improvement District

- Feedback from local businesses on footfall, sales etc.

## **What's next?**

To apply for funding please complete the 'grant application form' which can be downloaded from [www.newquaybid.co.uk](http://www.newquaybid.co.uk)

Once complete the Board of Directors will review the application and make a decision. If you are applying for over £1000 you will be expected to come and 'pitch' your event plan to the events committee at a mutually convenient time.

If you want events support, please complete this form and the BID Manager will get in touch to set up a meeting about how we can best support you within our resources.

## **Contact**

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