

Operational Report April 2014

1. Marketing, PR and Image

a) Press releases issued

- Easter Egg Hunt Press Release
- Summer Events Guide Goes Postal
- Newquay's Big Ticket Giveaway

b) Press coverage

Newquay Voice

- Easter egg hunt help for resort businesses
- Bob the Hat – Cheap evening parking is a boost
- Piazza entertainment go-ahead
- Invitation to enjoy eggs hunt
- Resorts new guide has launch ahead of season
- Newquay and Pirate in massive 'give-away'
- Prizes galore with station

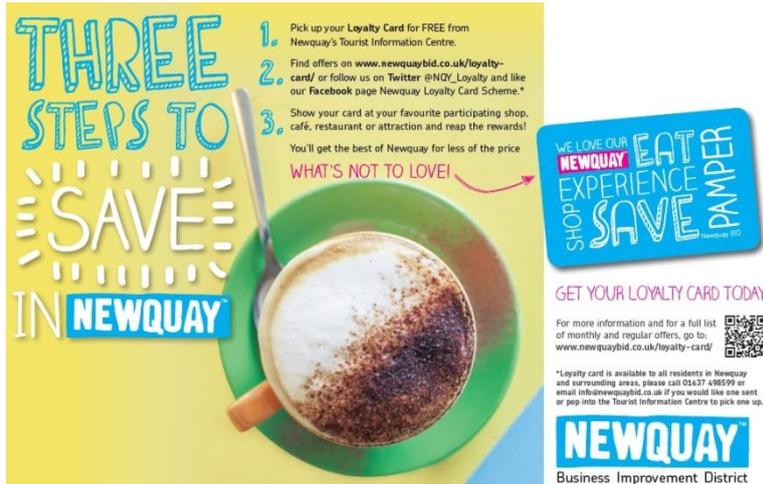
Cornish Guardian

- Scheme offers free half parking
- Beach wins a place in UK top ten
- Emilie Calhaem – My six favourite things
- Town is flying high

c) Loyalty card

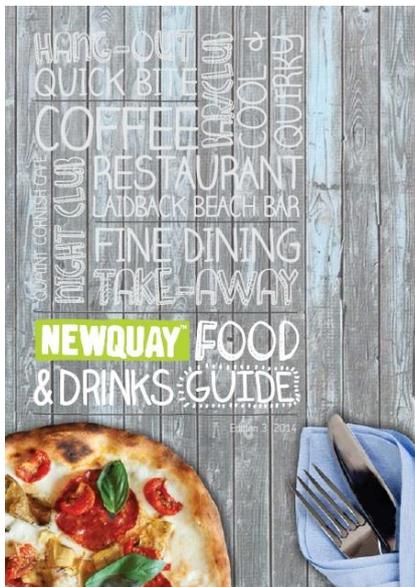


- New display stands to encourage more people to pick a card up when visiting participating businesses. These will also be distributed out of Newquay to attract foot fall from neighbouring towns and villages into Newquay.



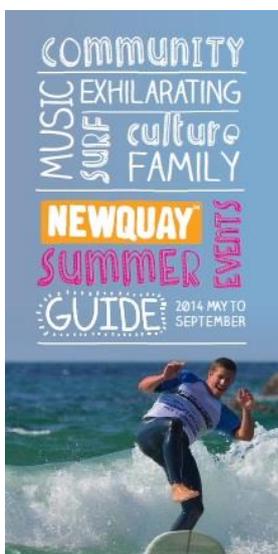
- New look advert for the Newquay Voice
- This has also been made into a poster that is in the entrance to the one stop shop
- Newquay Voice adverts are now every other month to allow money to put into other forms of marketing such as the display stands and Facebook advertising

d) Publicity literature



Food and Drink Guide

- 10,000 copies distributed
- Delivered to hotels and guesthouses in the Newquay area
- Hand delivered to shops and cafes in town centre



Summer Events Guide

- Guide has now been delivered to over 17,000 post codes TR7, TR8 and TR9.
- The guide has also been given to Newquay Tourist Information Centre and will be distributed to businesses throughout the town.

Seven Magazine Edition 5



- 20,000 copies of Seven Magazine have been printed and will be distributed by the Lions in the coming week to all hotels and guest houses in Newquay area including campsites and tourist attractions.
- Enquires have been made into arranging distribution outside of Cornwall to reach the main gateways to Cornwall such as Exeter and Gordano services. Quotes for this are expected next week.

e) Marketing strategy activity

Press trips are now well underway for Jan-May 2014 with the press releases going out to targeted journalists.

Four trips have already taken place with many more being arranged. This year the BID has targeted top regional publications in areas within a three hour drive of Cornwall such as Gloucestershire, Somerset and Exeter; as well as locations linked to flight routes including Scotland and the South East; and other key regions such as Manchester and the North West.

Recent press trip coverage:

Plymouth Herald Holiday AVE £3,261

Liverpool Echo AVE £11,500

Cornwall Today, Fore Street AVE £2,700

Hull Daily Mail AVE £8,424

Scunthorpe Telegraph AVE £2,124

Total AVE £28,009

Escape Magazine



- Full page Advert has been taken out in Escape magazine due to a good value last minute offer. Advert was put together to show the two sides of the town, the adrenaline and the chillout side.
- 100,000 copies of Escape magazine are distributed throughout First Great Western train network.
- Advert featured in Summer's edition.

- The BID will also be able to have 250 words worth of editorial in the next edition in which we will be able to run a competition using the space to support the Fish Festival.

f) Attracting Coaches

New packs to distribute to Hotels for coach drivers in BID branded folders. The packs include:

- Tree Walk Map
- Newquay Map (courtesy of newquay.co.uk)
- Information re toilets and coach park on Fore Street for Drivers
- Seven
- Indies Guide
- Food and Drink Guide
- Coach drivers guide

g) www.visitnewquay.org

There are regular updates each month to the Visit Newquay Business listings. The Loyalty Card offers are also featured in the websites shopping page and the BID events are listed in the events listings.

h) Social media



Twitter – 803

Facebook – 8,230



Twitter – 917

Facebook – 428



Twitter – 584

Facebook – 959



Twitter – 299
Facebook – 135

2. Pirate FM



- We paid for Pirate FM to come to the town and do a live broadcast on Easter Saturday, providing 4 hours of live broadcast from Newquay Tourist Information Centre.
- In order to attract people to the town, we asked businesses to provide us with prizes that people could come to the TIC to enter a competition to win. In total, 13 prizes given away. We used Love Newquay Facebook page to help promote the event and to provide people with the questions which changed every hour. We had over 100 entries into the competitions and Scott Temple the DJ mentioned the businesses that had provided the prizes. HE also did live interviews to cover events like Art8, Fish Festival, Carnival and £1 evening car parking.
- 25 radio adverts were aired in the lead up to the event.

3. Events

a) **Newquay BID events**

Easter Egg Hunt

Having had the 12 eggs made by Trenance Learning Academy, we hide them in 12 businesses within the BID area. Children and their families could then get a map complete with clues from the Tourist Information Centre. Having found the eggs in the shops and collected 12 stamps on their map, they could take the maps back to the TIC for an Easter treat and a sticker while mum and dad were able to enter the raffle for prizes donated by the businesses that had provided the hiding places. This map based Easter egg hunt was well received by businesses involved as it had increased footfall and encourages people to visit their shops.

Art8

The BID will be contributing £1500 to Art8 to enable them to put on a series of street theatres and entertainments for families throughout the last May bank holiday. These will include Story Republic and Squashbox who have a large Cornwall based following with the view to attracting near locals to the town. The BID will also be giving them PR support and helping them to try to get press coverage out of Cornwall area.

Newquay Carnival

Bid provided the Carnival with the funds needed to update their website and to have their brochure printed allowing them to use the money that they had secured as sponsorship to contribute to the event itself.

Open Air Theatre

The Miracle Theatre will be performing The Tempest at the grounds of the Headland Hotel, the BID will be contributing £500 towards fencing, porta-loos and security guards. BID will also be helping to promote this event out of Cornwall area. Tickets are now on sale via Hall for Cornwall. A family ticket was provided for the Pirate FM competition and Nick Webb came and interviewed to help promote the event.

4. Street Environment

a) Flags and banners

Existing flags and banners from 2013 have been put up in the town in time for the Easter Holidays. We used local company, Kernow Signz for this.

b) Signage

Tender advertisements were placed in the Newquay Voice and the Cornish Guardian. We had 7 companies request the documentation with a mix of local and national. The tender process closed on Wednesday 23rd April and we had one company put their documentation in on the time and they will be presenting to the Signage Steerage committee on 1st May.

c) Greening projects

The BID will be paying for the hanging baskets to be put in place in the Fore Street, Bank Street, East Street parts of town. This financial contribution to the greening of our town enables Newquay in Bloom to focus their efforts in other areas with both the BID and the town.

Please refer to www.newquaybid.co.uk for further details of all Newquay BID projects.