

# Operational Report

## 1. Marketing, PR and Image

### a) Press releases issued

- BID serves up third helping of Food and Drink Guide
- Happy Half Hour for the High Street
- Poster Campaign Promotes Reduction in Evening Parking Charges
- A Step in the Right Direction for Signage and Wayfinding Project
- Newquay BID's Egg-stravaganza Easter Egg Hunt

### b) Press coverage

#### Newquay Voice

- Events to Feature in New Guide
- Sponsors will ensure Carnival is a big hit
- Top resort is fine for dining out
- Cheaper parking on offer in resort
- Posters campaign for cheaper parking
- Entertainment is backed for piazza

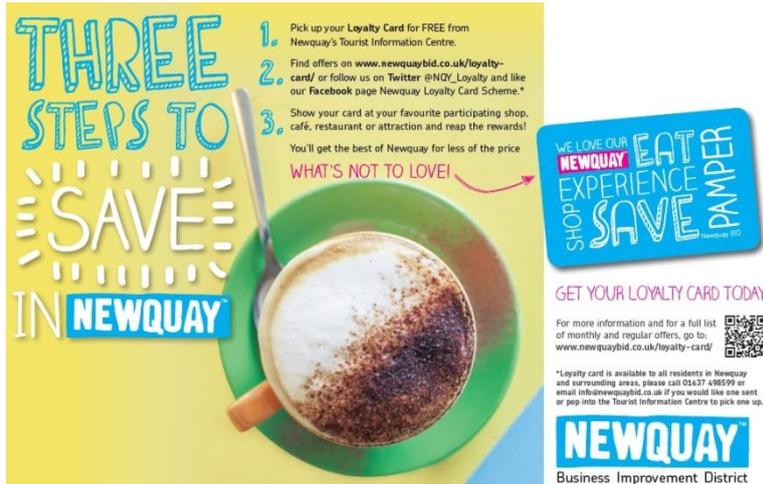
#### Cornish Guardian

- Top nosh and fine drink in guide
- Businesses send event details to new guide

### c) Loyalty card

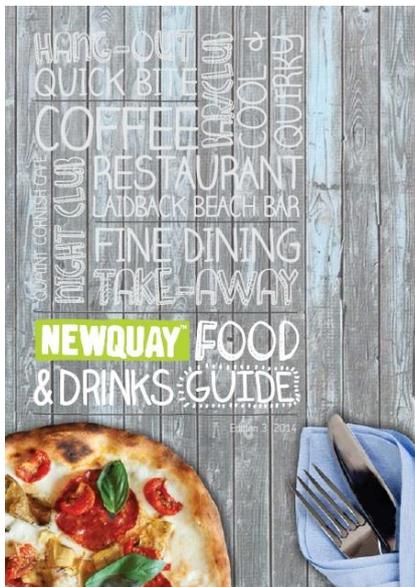


- New display stands to encourage more people to pick a card up when visiting participating businesses. These will also be distributed out of Newquay to attract foot fall from neighbouring towns and villages into Newquay.



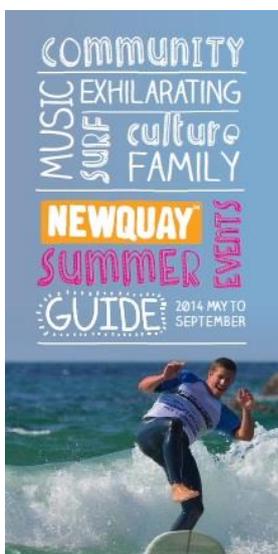
- New look advert for the Newquay Voice
- This has also been made into a poster that is in the entrance to the one stop shop
- Newquay Voice adverts are now every other month to allow money to put into other forms of marketing such as the display stands and Facebook advertising

#### 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

- First Draft Received
- Will be delivered to over 17,000 post codes by Royal Mail
- 5,000 copies to be distributed to TIC and town centre businesses.

## **Seven Magazine Edition 5**

Interviews, editorial and features currently being written in readiness for first draft end of week commencing 24<sup>th</sup> March in readiness for first May Bank Holiday distribution.

### **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**

### **f) Attracting coaches**

New pack to distribute to Hotels for coach drivers in BID branded folders. The packs will 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

## Advert in Coach Tours UK



This advert will be in the March and April edition of Coach Tours. Editorial information has also been sent over to them.

### g) [www.visitnewquay.org](http://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 – 736

Facebook – 8,115



Twitter – 858

Facebook – 423



Twitter – 547

Facebook – 939



Twitter – 547

Facebook – 134

## **2. Events**

### **a) Newquay BID events**

#### **Beach Cricket**

The Beach Cricket date has been set for July 13<sup>th</sup> at Fistral Beach and this year is set to be increasing in profile with the cooperation of the Lords Taverners and the possibility of attracting some celebrities to increase the profile further.

### **b) Supported events**

#### **Night Surf**

The BID will again be contributing to the Night Surf and will be providing event lighting, sound, fireworks and PR.

#### **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**

The BID will be contributing £2000 in total to the Newquay Carnival, this will go towards the printing of the brochure, an event (possibly the Samba Band) and also PR support. The BID will also once again be organising the Mascot Race.

#### **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.

## **3. Street Environment**

### **a) Flags and banners**

Existing flags and banners from 2013 are to be erected before the Easter Holidays. We are waiting for the quote from Kernow Signz in order to complete the necessary application forms and get the banners put in place.

## **b) Signage**

The Signage Project was presented to the full Newquay Town Council on March 5<sup>th</sup> and they pledge £20,000 to the project on the provision that the project include the town noticeboards and looks at including signage in areas outside of the BID (mainly Porth and Lusty Glaze). The Signage tender documentation has been written and a steering committee has been formed. The Public tender process has been opened with advertisements being placed in the Newquay Voice and Cornish Guardian for two weeks. Questions will be answered in writing and supplied to all interested parties. Presentations will take place after Easter.

## **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.

## **4. Town Centre Audit**

### **a) Footfall counter**

Footfall was down over the storm period although at certain peak storm points you can see that people were coming to town to enjoy watching events unfold. Feedback from retailers is that the footfall data is of value in relation to helping them to understand week on week turnover figures plus BID is always asked by potential investors in the town for this type of tangible information.

### **b) TCM Forum**

BID manager attended a TCM forum in Falmouth where ideas were muted with regards to looking into some of the towns marketing themselves together as a package to media sources out of country.

### **c) Car parks**

Cornwall Council has quietly announced two car parking initiatives, a half hour free parking if you use the Ringgo app and a £1 evening rate in the town as a pilot to support the local high street. They did not however publicise this so BID have designed, printed and distributed a poster promoting it. We have also done press releases about it and we are looking to do some advertising in either local radio or on buses to help promote the offer and thus the town. Cornwall Council will be looking to the town for feedback on this and thus we need to make sure we can tell them if the scheme has been worthwhile or not.

Please refer to [www.newquaybid.co.uk](http://www.newquaybid.co.uk) for further details of all Newquay BID projects.