

**Thursday 22<sup>nd</sup> November 2012**

## **Newquay BID Operational Report**

**1. Finance report (available at Board meeting)**

**2. Marketing**

a) Marketing Materials

**Loyalty Card Postcard mail out-** To date there have been three mail outs of the loyalty card postcards to all 9258 TR7 post codes, with the most recent being the November post card. The response to the post cards has been great and they have also been beneficial in helping to market some of the BID events such as the Newquay Fish Festival and the BID's Festive Festival. The next mail out in January is going to be used to promote the Loyalty Card with information about supporting the local high-street and £1 parking until March 14<sup>th</sup> 2013.

**Loyalty Card Newquay Voice Advert-** The Loyalty Card adverts remains to be featured **every month** in the Newquay Voice and each month continue to use an image from a featured business.

Alice is currently creating a new marketing plan in an aim to increase the usage of the Loyalty Card and widen distribution as well as aiming to encourage more businesses to get involved with the scheme.

**Seven Magazine-** The second issue (10,000 copies) of the BID's life style magazine was distributed last month and has again received an excellent response from residents and businesses. Many businesses have asked for more copies to be distributed to them as they have received such a positive response from their customers as well as their staff. The magazine is also available to down load from the Newquay BID website to increase an even wider audience.

**Christmas Events Programme-** The Christmas Events Programme (10,000 copies) has been distributed this week through the Newquay Voice and a copy will also be downloadable from the Newquay BID website and the visit Newquay website. There has been an encouraging amount of events to include this year as well as the BID's Christmas Festival.

The Programme has taken a slightly different design from last year and has a more vibrant design as well the guide being A5

**Event Posters** – There have been 3 events posters delivered to businesses locally since the last report to board. Around 20 businesses in Newquay will put the posters up. The posters have been to promote Endless Summer Screening, Zombie Crawl and the Festive Festival.

The event poster has also had 2 slots in the Newquay voice and has been printed full page in the Newquay Free Trader which goes out to 10,000 households with TR7 and TR8 postcodes.

b) Social Media

There is constant activity on both the twitter and face book accounts for BID, Seven and the Loyalty Card, with increasing followers and likes.

- The BID face book page currently has 185 likes and the twitter account has 332 followers.
- The Christmas Festival poster reached 89 people
- Zombie Crawl press release reached 124 people
- Big Seaside Screening poster reached 132 people
- The Loyalty card is an area where the use of social media is going to be increased; there are currently 127 likes on Face Book and 161 followers on Twitter.
- The November Loyalty Card advert reached 58 people and engaged with 23 people.
- There are also regular tweets and posts to promote the offers each month
- Seven currently has 64 likes on Face Book and 164 followers on Twitter.

As an experiment we asked Newquay Facebook to post our Christmas festival; they have over 96,000 likes. The site is privately owned but they have by far the biggest following in Newquay. The festival poster and tag line has been seen by 7574 people and shared by 27 people.

### 3. PR and Image

- a) Excess Energy (see reports available at Board meeting – Aug-Oct)  
b) In house:

Cornish Guardian

- September-** Town has Brand New Image  
Tough Trading for Restaurants and Bars
- October-** Youngsters wanted for Zombie Crawl  
Portas plea town now wins £10,000
- November-** Zombie Crawl write up

Newquay Voice

**September-** I Ride to Work Every Day” London Underground campaign  
 Fisherman Phil will be on cookery show

**October-** St Ives Cornishman remarks by Rex Henry- Quote from Eve in Response  
 Issue over “Newquay in Bloom”  
 Brave children invited to scare away zombies  
 Newquay Seven magazine hitting shelves

Gruesome fun set to take over streets of town

Double page Zombie Crawl write up “Dozens roam the streets for Crawl”

**November-** Music and Ale Festival push  
 late night shopping push  
 Get Christmas Guide/ Christmas Festival Push

Please find below press plan for Festive Festival and Music & Ale Festival which is a drip feed programme ensuring the festival is getting coverage weekly in both local papers.

Format	Event	29-Oct	05-Nov	12-Nov	19-Nov	26-Nov	03-Dec	10-Dec	17-Dec
Press Release	Newquay's Festive Festival	Christmas festival launch including all events	Late night shopping push	Main events push; Santa paddle, food and craft market and Real Reindeer	Pick up your event guide	Christmas festival events programme detail	Shop window contest follow up		
Press Release	Music & Ale Festival		Music and Ale festival returns				Music and ale festival returns (band spin)		This weekend: music and ale festival
Desired Advertising features			Could do a feature where business promote what they are doing for the late night. Prego and Weird fish are interested.	Can we run a competition to win a ride on the sleigh for the procession? Flash on front page to pick up guide next week	Flash on front page to say guide is inside.		Could maybe do a wider event listing of businesses that are doing bespoke Christmas events plus insert of our listings from the event guide.		
Newquay Voice			1/4 page ad - Festive festival		Events programme insert	1/4 page ad - Festive festival	1/4 page Music and Ale festival and loyalty card advert.	1/4 page Music and Ale festival	

#### 4. Events

**Big Sea Side Screening-** The screening of Endless Summer organised by Event Cornwall was a great success and all of the 500 tickets available were distributed, attendance on the day was about 300, this was due to very poor weather conditions. The wash-up meeting took place and next year we would charge a nominal fee for the tickets to ensure attendance. The event gained publicity in Saturdays Guardian (national).

**Zap Cats** – The BID funded the Zapcats event on Fistral beach in Oct. This event proved much more successful than previous zap cat’s events and spectators have increased. The boats were on display outside the Hotel Victoria and on the Piazza for a short time which helped link the event back to the town centre. The event made the front page of the West Britton the following week.

**Zombie Crawl-** The Zombie Crawl had an amazing turn out with more than 100 children and their parents taking part in the crawl and received a good response from local media with double page spreads in the Newquay Voice and the Cornish Guardian. The zombies went on to attend a free party hosted by the Hotel Victoria

**Festive Festival-** The BID’s Christmas Festival is set to take place from the 30<sup>th</sup> November to the 3<sup>rd</sup> December there has so far been good local Media coverage with posters and regular press releases appearing in the Newquay Voice and Cornish Guardian. There have also been posters in several locations in and around the town centre. The BID’s Christmas Events Programme also serves as a great way of marketing the festival.

**Music and Ale Festival-** the Music and Ale festival will be taking place from the 21<sup>st</sup> to the 23<sup>rd</sup> of December at the Piazza.

## 5. Street Environment

### a) Footfall Counter

<b>Footfall Counter -Bank Street 2012</b>			
<b>W/C</b>	<b>Footfall</b>	<b>Highest footfall count</b>	<b>% inc/dec on previous week</b>
09-Jul	183,000.0	Sat	4.3+
16-Jul	192,000.0	Sun	4.3+
23-Jul	247,000.0	Fri	28.32+
30-Jul	234,000.0	Mon	5.1-
06-Aug	273,000.0	Sat	16.48+
13-Aug	239,000.0	Wed	12.1-
20-Aug	242,000.0	Sun	1.4+
27-Aug	227,000.0	Fri	6.14-
03-Sep	177,000.0	Sat	22-
10-Sep	162,000.0	Sat	8.5-
17-Sep	139,519.0	Sat	13.99-
24-Sep	126,917.0	Sat	9.03-
01-Oct	105,394.0	Sat	16.96-
08-Oct	96,648.0	Sat	8.3-
15-Oct	81,114.0	Sat	16.07-
22-Oct	112,962.0	Sat	19.24+
29-Oct	120,642.0	Tues	6.8+
05-Nov	76,770.0	Sat	36.37-

## 6. Operations

a) Town Team – Newquay BID is now an official Town Team partner and off the back of this we are able to unlock £10,000 of funding to execute initiatives that will improve the trading environment of the high street. The money has been awarded to the Town Team which is responsible for the delivering the projects and accountable for the decision of how the money will be spent. Newquay BID is the lead on the town team but all decisions have to be made by the town team which currently consists of Eve Wooldridge and Andrew Curtis (Newquay Town Clerk). Now we have town team status we will need to build this town team to include other businesses (independent and nationals), landlords and residents. I will set up a town team group after the retail forum this week to look at the delivery of this project as it is not down to the sole responsibility of the BID.

b) List of current voluntary BID members:

Harbour Rest Café  
 Errant Surf  
 Surfing is Therapy  
 Koncept Gym  
 The Kiosk  
 Porth Veor Manor  
 Rob Barber School of Bodyboarding  
 Lusty Glaze

Current Income:

Newquay Regeration Forum	Footfall	£ 3,333.33
Devolution and Major Proejects Team	Footfall	£ 625.00
Harbour Rest Café	Voluntry	£ 62.50
Excess Energy (Feb, Mar & Apr)	management charge	£ 1,238.70
Cornwall Council	BID Levy	£ 110,000.00
Errant Europe Ltd	Voluntry	£ 75.00
Surfing is Therapy	Voluntry	£ 75.00
Koncept Gym	Voluntry	£ 75.00
The Kiosk	Voluntry	£ 75.00
Porth Veor Manor	Voluntry	£ 173.44
Barefeet promotions	Voluntry	£ 75.00
Cornwall College_UCP	Logan Mather 1/2	£ 2,250.00
Quiksilver	Photo for London underground	£ 150.00
The Headland Hotel	Photo for London underground	£ 150.00
Excess Energy (May, June & July)	management charge	£ 1,238.70
Cornwall Council	BID Levy	£ 22,000.00
Cornwall College_UCP	Logan Mather 2/2	£ 750.00
Cornish Meadow Preserves	Xmas Food and Craft market	£ 15.00
Cornish country cordials	Xmas Food and Craft market	£ 15.00
HSBC business introduction		£ 50.00
Retallack resort and spa	Full page advertorial	£ 250.00
Rob Barber Bodyboarding School	Voluntary membership	£ 75.00
Cornwall Council	BID Levy	£ 15,000.00