

Operational Report June 2014

1. Marketing, PR and Image

a) Press releases issued

- Newquay's Seven all set for summer Seven 5 (Excess Energy)
- 2020 Vision for Newquay May 2014
- Local - Art 8 Celebrates Newquay's Creativity (3)
- Newquay Business Improvement leaps and bounds....
- Mascots Muster for Newquay's Carnival Annual Race!

b) Press coverage

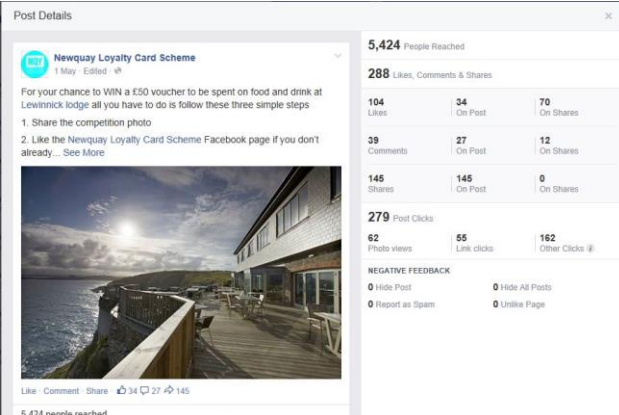
Newquay Voice

- Town aquarium's set to get creative for Art8 Festival
- New edition of Seven is showing town at its best
- Firm set to point way ahead in town
- Resort set to explode in big blaze of colour
- Culture and arts enjoyed across town (two full pages)
- Carnival is all set to go with a bang

Cornish Guardian

- Newquay to flood with Art8 creativity
- Firm to create new signs for resort
- The top ten things to do this weekend (Art8)
- Art8 fun enjoyed in town (two full pages)

c) Loyalty card



The screenshot shows a Facebook post titled "Newquay Loyalty Card Scheme" dated 1 May. The post text reads: "For your chance to WIN a £50 voucher to be spent on food and drink at Lewinnick lodge all you have to do is follow these three simple steps: 1. Share the competition photo 2. Like the Newquay Loyalty Card Scheme Facebook page if you don't already... See More". Below the text is a photo of a wooden deck overlooking the sea. The post has 5,424 people reached, 288 likes, comments, and shares, and 279 post clicks. The engagement breakdown is as follows:

5,424 People Reached		
288 Likes, Comments & Shares		
104 Likes	34 On Post	70 On Shares
39 Comments	27 On Post	12 On Shares
145 Shares	145 On Post	0 On Shares
279 Post Clicks		
62 Photo views	55 Link clicks	162 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

At the bottom of the post, it says "Like Comment Share" with icons for 34 likes, 27 comments, and 145 shares. Below the post, it says "5,424 people reached".

- Loyalty Card Facebook competitions re-launched starting with a competition with Lewinnick Lodge.
- 5,424 Facebook users were reached though the post.
- The next competition is scheduled for the start of July.

d) Publicity literature

Seven Magazine Edition 5



- 20,000 copies of Seven Magazine have been printed and distributed by the Lions in the coming week to all hotels and guest houses in Newquay area including campsites and tourist attractions.
- 4000 copies have been sent to Ilminster for distribution during summer holidays at Exeter and Gordano Services.

e) Marketing Strategy Activity

Press trips are now well underway for Summer 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:

Scottish Sunday Mail AVE £18,057

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

Escape Magazine



- This advert has been reprinted in the Autumn edition of Escape Magazine.
- 100,000 copies of Escape magazine are distributed throughout First Great Western train network.
- The BID has also secured a competition slot with 250 word article being used to tell people more about the town and to provide them with the chance to win a two night break in town.
- Editorial space promoting the Fish Festival.

Swamp Circus/Fish Festival Post Card



- Post Card promoting Swamp Circus's The Wave which will be doing three free shows over the course of the Fish Festival weekend. This is totally funded by Newquay BID hence the show being free...thus making Newquay the only town where the show is free for all to come and enjoy.

• This postcard was distributed during Art8 Festival to try to attract a following. It is also available in the TIC.

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

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 – 934

Facebook – 8,554



Twitter – 979

Facebook – 451



Twitter – 629

Facebook – 1103



Twitter – 311

Facebook – 141

2. Events

a) Newquay BID events



Night Surf 4th – 5th July

Newquay BID has paid for:

- Design and print of the posters
- Fireworks at the end of the Saturday plus lighting for the event
- PR support from Excess Energy

Newquay Carnival 5th – 12th July



Bid provided the Carnival with:

- Website updated
 - Brochure printing with over 5000 copies being distributed.
 - PR Support
 - Helping to organise Mascot Race
- Newquay BID have again booked Pirate FM to come and do a live broadcast from the town on the day of the Carnival. The broadcast will be from Fresh Café on East Street on the day of the carnival procession helping to promote the Carnival and encourage residents and visitors to the town centre. We also have advertising slots in the lead up to the Carnival as well as in the run up to the Fish Festival.

Beach Cricket 13th July



- Due to start at 10.30 on 13th July on Fistral Beach, the cricket will be attended by two teams from the Lords Taverners and a further 6 teams made up of local and county cricket teams as well as a team from Pirate FM.
- The BID had managed to get the Ping! Pingpong tables will also be available for spectators to play on.
- A popular radio 1 DJ will also be attending the event playing for the Lords Taverners and it is hoped that he will help them to collect funds for their charity.

Open Air Theatre 19th July



- The Tempest is being put on by the Miracle Theatre in the grounds of the Headland Hotel.
- 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 as well as having posters made for the town to help to promote the event.
- Tickets are available via Hall for Cornwall.

3. 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

20/20 Falmouth based Signage Company has been confirmed as the full implementation partner for the entire wayfinding and signage project.

A full audit of the town center's signage will take place week commencing Monday 7th July to identify which signs will need to be replaced for the initial phase of the project.

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. BID has also paid for the seeds and the planting of the pictorial meadow.

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