

Operational Report

1. Marketing, PR and Image

a) Press releases issued

- If you love Newquay you'll love the Newquay Loyalty Card!
- Newquay residents called on to offer direction to signage project
- BID Spreads Summertime Cheer to 17,000 Postcodes
- Residents Think BID Signage is on the Right Path
- BID to Attract National Journalists to Newquay is Working

b) Press coverage

Newquay Voice

- Residents urged to take up Loyalty Card offers
- Residents to point way for new signs
- Residents urged to have say on a new signage project
- Final call to take part in major Art8 Festival
- Bob the Hat – “Newquay is virtually the centre of the drug and alcohol trade in Great Britain.”
- Residents thanked for sign feedback
- MP Backs Signage project
- New guide promotes fun events
- Tree Walk Launch for bloomers
- Bob the Hat – “contrary to what I knew, they do indeed publicise Newquay up country, and in quite a big way”
- Loyalty card offer at Atlantic Hotel for hungry Newquay Cinema goers

Cornish Guardian

- Pointing the right direction with new signs
- Map shows locations of town's botanical rarities
- Family restaurants to replace stag and hen havens in Newquay following £1.35 million investment.
- Business: send event details to new guide
- Sorting out it's tatty signs will help inspire Newquay
- Fish Festival appeal after cash shortfall

c) Loyalty card

Moving into its third year the Loyalty Card continues to grow. We have to date distributed approximately 13,000 cards and will aim to distribute the remaining 7, 000 within the next year!

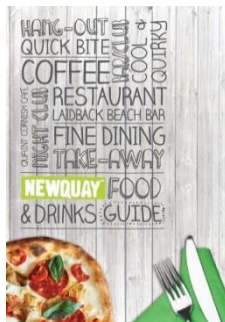
The Facebook page also continues to increase in likes and we are currently working towards the 1000 mark!

New advertising avenues are being explored for the following year beginning in April.

d) Publicity literature

Food and Drink Guide

Going to print February 21st, 10,000 copies to be distributed to campsites, businesses and Hotels in the Newquay area.



Summer Events Guide

Still under the design process the guide is being distributed via the royal mail door to door service on April 21st to over 17,000 TR7, TR8 and TR9 residential postcodes.

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

An advert has been designed that will be entered in to Coach Tours UK in March and April. We have also been asked to contribute 250 words for consideration for editorial for the April edition on Cornwall.

Letters are being delivered to Coach Companies throughout the UK informing them of the TRO on Fore Street and are also distributing them Coach driver's guides and a copy of Seven Magazine. We have also written to all hotels reminding them of the FREE space on Fore Street so that they can inform drivers

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 – 678

Facebook – 8,006



Twitter – 811

Facebook – 415



Twitter – 513

Facebook – 911



Twitter – 272

Facebook – 134

i) www.newquaybid.co.uk

All Newquay BID and BID supported events have been updated for 2014 with continuous updates to all aspects of the site.

2. Events

a) Newquay BID events

- Easter

Plans are underway for an Easter Egg hunt throughout Newquay encouraging families to head into Newquay Town Centre over the Easter holidays. We are aiming to work with a small group of children and supplying them with the materials to make their own papier-mâché eggs which will then be distributed within shops and cafes throughout the town centre.

Children will receive a free Easter treat for completing the trail and all entries will be put into a drawer for a grand prize at the end.

- Beach Cricket

The Beach Cricket date has been set for July 13th 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.

- Big Screening

This event will be different this year. We have had a meeting with Cinema to see if we could hold free screenings of well-known films there during other events eg fish related film during Fish Festival in order to draw more footfall to the town. A business pitch needs to be put to the cinema regarding this. It is hoped that other businesses will want to be involved with these events, eg Zoo.

- Zombie Crawl

We are in the process of booking Mackerel Skies to help with the Zombie Crawl and will be putting in a road closure to help with this event.

- Christmas

Whilst it is still a while away yet the Reindeer have already been booked for the Festive Festival 2014. We are also in discussions with a company to help organise the food and craft market.

b) Supported events

- Art8 Newquay Art and Culture Festival

Newquay BID will be supporting Art8. This will include PR support for the Festival plus funding an event on the Saturday of the Festival to encourage foot fall into Newquay's town centre. They are in the process of booking two acts aimed at families in order to attract people to the town.

- Night Surf

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

- Fish Festival

The BID will be providing the Fish festival with PR and press support. We have three press releases earmarked for the Fish Festival. We are looking to put something together aimed at food magazines to see if they are able to provide some coverage. We will also be contributing to their banners, posters and other promotional material.

3. Street Environment

a) Flags and banners

Kernow Signz has been asked to quote for the reinstallation of the banners in East Street.

b) Signage

At the end of January, we held four days of Public Consultation on the signage. We had a good attendance with over 50 completed questionnaires. The MP Stephen Gilbert came along on the Monday to see what we were doing. The project has been presented to Newquay Town Council Tourism and Leisure committee and they have recommended that the full council consider including the money previously earmarked for the signage project. The council will want us to include the noticeboards and signage for areas outside of the BID if they agree to give the money.

c) Greening projects

Newquay in Bloom were provided with the funding to complete their Tree Walk Map for the Trenance area. This was successfully launched in February. Discussions are also being had with regards to the hanging baskets.

4. Town Centre Audit

a) Footfall counter

According to the Footfall counter, numbers are down compared to last year. This could be due to the adverse weather.

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