

Operational Report

1. Marketing, PR and Image

a) Press releases issued

- Surf's Up for Newquay's Second Seaside Screening
- Blooming Marvellous Teamwork
- Appeal to Cricketers to Step-up to the Play
- Newquay BID adds to Carnival Line-up
- Night Surf Follow up
- Resort Marketed on Underground

b) Press coverage

Online

Alan Stokes Claims 5th Night Surf Title - Online at surfersvilage.com, topix.com, legendarysurfers.com, newquay.co.uk, sunglowpierlive.com, thiscornwall.com.

Newquay Voice

Newquay BID adds to Carnival Line Up

Stokes Wins on Home Waves

Floral Displays Brighten Resort

...and they come out top on the beach!

Resort Marketed on Underground again

Killacourt will screen surf movie

Cornish Guardian

In Bloom team keeping green fingers crossed

'Worst in UK' slur angers

'Best beaches and best community' (I Love Nqy)

Resort images adorn city transport in new advertising campaign

Surf's Up in Newquay with free showing of popular film

c) Loyalty card

Beginning in March 2013 there has been a new lay out of the Loyalty Card advert featured monthly in the Newquay Voice. There are two adverts which are rotated each month, with the offers printed below by the Newquay Voice.

The Adverts have recently been updated with QR codes that will take readers straight to a complete list of offers displayed on VisitNewquay.



d) Publicity literature

Seven 4



- Ideas and features are beginning to be written for the fourth issue of Seven Magazine (see separate attachemetn)

Indies Shopping Guide



- Still under design process but have significantly moved on
- Will list all independent retailers within Newquay's town centre.
- 10,000 copies to be printed.
- Distributed to Newquay residents and BID businesses within the town centre.
- The guide is due to be released on Sept 6th in line with the Small shops day in Newquay lead by the retail forum

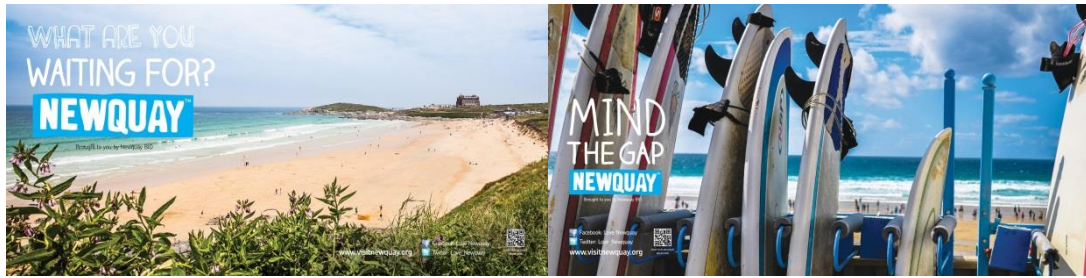
Newsletter

- Please see Newsletter attached for July

e) Marketing strategy activity

- London Underground Campaign – From Monday 15th July the BID's National Marketing Campaign appeared in over 20 of London's Tube Stations. The two poster

both had QR codes that when scanned took commuters straight to a collection of bespoke accommodation offers displayed on the Newquay BID website.



- f) Attracting coaches. A experimental TRO is now in place on Fore Street directly alongside carpark. Coaches can stop here for free for up to 2 hours to allow shopping trips into Newquay. The use of the stop will be for 6 months when feedback will be colleted and the future determined.
- 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 - 449
 Facebook - 2879
See Attached Report



Twitter - 623
 Facebook - 326



Twitter - 389
 Facebook - 470



Twitter - 213
 Facebook - 104

2. Events

Newquay BID events

- Big Sea Side Screening – Sunday 18th August.

The BID's second seaside screening will take place on Sunday 18th August on the grounds of the Killacourt. This year will see the animated classic Surf's Up shown. 30 Posters are to be distributed to locations within Newquay's town centre

BID Supported Events

- Newquay Fish Festival – 6th – 8th September

Newquay BID will be supporting the Fish Festival for another year. The BID contributes approximately £6000 to the festival, including PR support and marketing support. This year the BID will be producing a dine for £10 brochure offering vouchers for various eateries in the town centre in order to not only support the Festival but also ensure that businesses within the town centre will also see the effect of the BID's contributions.

3. Street Environment

- a) Signage – 20/20 have now been appointed to deliver phase one of the wayfinding strategy for Newquay. This will form the business plan that will then be presented to Newquay Town Council in order to secure the additional funding needed to deliver the project.
- b) Greening projects – Working with Newquay in Bloom. Newquay BID via the Town Team funding have paid for the planting of the area outside Sainsburys, Aldi and the Christian Centre on East Street.



4. Town Centre Audit

- a) Footfall counter (See attached sheet)

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