

Operational Update

1. Finance Report

VAT inclusive	Budget	Actual	Remaining budget
	2011/2012	2011/2012	2011/2012
Income			
BID Levy	£ 146,470.00	£ 137,000.00	
Interest			
Business introduction		£ 150.00	
Additional contributions		£ -	
Grants/Funding		£ -	
BID staffing (UCP)	£ 3,000.00	£ -	
BID Staffing (Excess Energy)	£ 4,954.80	£ 1,486.44	
Other	£ 154,424.80	£ 137,150.00	£ -
Expenditure			
Marketing, PR and Image (£68,000)			
Marketing, PR campaign and business investments	£ 15,000.00	£ 6,294.00	£ 8,706.00
Website Development	£ 12,000.00	£ 135.00	£ 11,865.00
Publicity Literature	£ 12,000.00	£ 1,525.00	£ 10,475.00
Local Promotions	£ 20,000.00	£ 1,950.00	£ 18,050.00
Business to business marketing service	£ 4,000.00	£ -	£ 4,000.00
Coach promotions	£ 5,000.00	£ 420.00	£ 4,580.00
			£ -
Events (£22,500)			
Host sporting events	£ 5,000.00	£ 4,964.00	£ 36.00
Music, Cultural and Family events	£ 5,000.00	£ 4,852.00	£ 148.00
Supporting existing events	£ 5,000.00	£ 1,400.00	£ 3,600.00
Events publicity	£ 7,500.00	£ 1,894.68	£ 5,605.32
			£ -
Street Environment (£22,500)			
Flags and banners	£ 3,500.00	£ 1,272.00	£ 2,228.00
Business information signage	£ 14,000.00	£ -	£ 14,000.00
Greening projects	£ 5,000.00	£ -	£ 5,000.00
			£ -
BID Delivery Costs (£45,035)			
BID staffing	£ 35,000.00	£ 16,366.36	£ 18,633.64
BID overheads and admin	£ 8,000.00	£ 26,895.74	-£ 18,895.74
Contingency	£ 2,035.00	£ -	£ 2,035.00
Total Expenditure	£ 158,035.00	£ 67,968.78	£ 90,066.22
Profit/Loss	-£ 3,610.20	£ 69,181.22	-£ 90,066.22

2. Marketing and PR

November and December have largely involved distribution of marketing materials, and local PR for the BID's Christmas events, including the lantern making workshop with Trenance Learning Academy, the Lantern Parade and the 12 Days of Christmas events.

- **Event marketing**

In order to effectively market Christmas events in Newquay, we created the Christmas Events Guide which was distributed by the Newquay Voice, as well as the TIC, Trenance Learning Academy and local businesses. We have had really good feedback from the guide and event organisers have given us feedback saying that they were happy the BID was promoting their events.

- **Coach marketing**

It was decided in the last board meeting that all plans for coach marketing would be put on hold until the coach parking situation was sorted out. However, the board decided that we would go ahead with purchasing the Gold Package in the CDC yearbook for 2012-2013 so that Newquay has some presence within the coach industry publications. The advert and information has been submitted and this is the advert that will feature, as designed by CDC (see hand-out).

- **Local press releases**

In house, we have been sending out weekly press releases in order to gain maximum local coverage and presence to residents and businesses regarding the events the BID is supporting and adding value to. From November the following press releases have been sent out and included in both the Newquay Voice and the Cornish Guardian:

- 1) Children's lantern making workshop
- 2) Christmas Events Guide
- 3) 12 Days of Christmas
- 4) Children's lantern parade and light switch-on
- 5) Sum-up of the success of the first lantern parade
- 6) 12 Days of Christmas – First week of events
- 7) 12 Days of Christmas – Second week of events
- 8) Christmas Beer and Music Festival (Chy Bar)

- **Local coverage**

(See filed coverage printed from local press releases)

- **AVE and EVE (in-house local PR)**

In order to evaluate the local PR coverage gained through in-house PR, we have calculated the AVE (advertising value equivalent) and EVE (editorial value equivalent) for all local coverage generated by the BID since September (see below for break down)

Publication	Month	Editorial size	AVE	EVE
Cornish Guardian	September	1/4 page	£396	£1,188
Cornish Guardian	September	24x4	£1,904	£5,712
Cornish Guardian	September	Full page	£576	£1,728
Newquay Voice	September	1/2 page	£468	£1,404
Newquay Voice	September	1/2 page	£468	£1,404
Newquay Voice	September	39x2	£195	£585
Newquay Voice	September	1/4 page	£234	£702
Cornish Guardian	October	10x4	£240	£720
Cornish Guardian	October	Full page	£1,904	£5,712
Cornish Guardian	October	15x3	£248	£744
Newquay Voice	October	39x2	£195	£585
Newquay Voice	October	39x2	£195	£585
Cornish Guardian	November	1 1/4 pages	£2,300	£6,900
Cornish Guardian	November	24x4	£576	£1,728
Newquay Voice	November	Double page	£1,887.00	£5,662
Newquay Voice	November	1/2 page	£468	£1,404
Cornish Guardian	December	1/4 page What's On	£306	£918
Newquay Voice	December	1/2 page	£468	£1,404
Total AVE:	£13,290.00			
Total EVE:	£39,870.00			

- **Excess Energy PR (regional and national)**

Since September, Excess Energy has been working hard to ensure that Newquay gets really great coverage on regional and national scales through the following channels:

- 1) **Press trips:** By the middle of January there will have been six press trips that have taken place in a range of publications with varied markets and readerships such as Bent magazine, Elite Life magazine, G3, Oxfordshire Limited Edition, Archant London (North London papers), London 24 and the Quirky Guide. This has generated some great coverage and is increasing Newquay's presence in a range of media forms. From January onwards, they will be aiming to attract at least a further 10 press trips for commissioned coverage.
- 2) **Press releases:** Since September, Excess Energy has created a total of **eight** press releases which have been sent out and sold-in to a variety of national media. So far, Newquay has had coverage in the Sunday Mirror, the Western morning News and the Guardian online. There is also expected to be a piece of coverage on Newquay Year in Newquay on Yahoo Travel.

The team have also been sending out additional releases and response to Travmedia requests from journalists writing a range of themed articles and BID businesses have been put forward for a variety of angles.

- 3) AVE and EVE to be updated during board meeting.

3. Events

The last few months have involved event support and organisation for Christmas events and BID initiatives for which we have

- 1) **Lantern workshop:** We collaborated with Trenance Learning Academy to make 80 lanterns in order to enhance the Christmas Light Switch-on. We held the workshop at Blue Reef Aquarium so that a BID member could benefit from it, and as a result both Trenance and Blue reef were very pleased and Blue Reef's café takings were up by 300%
- 2) **Lantern Parade:** In order to enhance the light switch-on the BID organised a Children's lantern parade as a result of the lantern making workshop. From adding this parade to the event, there were more than 250 additional people who turned out to the light switch-on. In terms of business benefit, Rossis Pizzeria were pleased that the parade encouraged more footfall to the Fore Street area of town and she even claimed that she made back her BID levy in that one evening.
- 3) **12 Days of Christmas:** We are now a few days into the 12 Days of Christmas events which are taking place throughout the 12 days leading up to Christmas. The BID has supported local businesses in putting on events by funding entertainment to enhance the events and attract further footfall. We have promoted each event individually through Twitter and Facebook, as well as a collective events programme in the local press. Many of the events have already had a number of bookings and interest as a result.