

Operational Update – February 2012

1. Marketing and PR and Image

a) PR Campaign - In house

- Local in-house PR plan: In line with our 12 month PR plan with Excess Energy, we have developed a schedule to follow for all local PR which can be dealt with in-house that promotes BID activity and planned initiatives, as well as events. Press releases include 2012 events and coach marketing.
- Social media: Similarly to the above, we have created a social media plan that will work alongside all other media communications to promote Newquay's business and events, as well as communicate with BID members. Twitter followers are now up to 117 and Facebook pages "likes" up to 65.
- AVE and PRE: So far, local coverage gained through in-house PR comes to the PR equivalent of £41,222.50

b) PR Campaign – Excess Energy

- 2012 planned PR: Excess Energy has updated their PR plan in line with the BID initiatives planned for this year. Along with the 7 press releases created and sold-in to the media thus far, there will be a further 5 planned press releases to be created in the coming months that will coincide with events and seasonal activities to promote the very best of Newquay to the regional and national media.

In addition, up until now there have been over 30 BID businesses mentioned in press release and/or published media coverage.

- Press trips: So far, 6 press trips have taken place resulting in great coverage for Newquay. We have now lined up a further 8 press trips (plus more to come) to take place in the coming months for large regional publications which we hope will generate lots more positive exposure.
- Additional planned PR activity – as well as press releases and on-going sell-ins to the media, Excess Energy will also be working with Reef Productions on a promotional video for Newquay that is in-keeping with our new brand. This will be put in motion once a design company has been appointed and the brand is put in place.
- AVE and PRE: Circa £129,000 (PRE)

c) **Publicity literature**

- Food and drink guide – 32 page guide to cover all of the food and drink businesses in Newquay, which will also include adverts and promotional pages for events such as the Fish Festival, as well as a map. Printed copies are a minimum of 10, 000 and distribution includes hospitality businesses in Newquay as well as TIC. It will also be available as PDF to download. **Launch date is April 1st 2012.** All Food and drink businesses have been approached by letter in the first instance.

d) **Local Promotions**

- Endorsement features – So far there have been three NQY High Street features printed in the Newquay Voice. These have included products from 20 different businesses in Newquay and we have three more scheduled within the 6 month campaign. So far we have had a good response and positive feedback from retailers who have taken part.
- Loyalty card scheme – We have now sent out a letter to all BID businesses explaining that we are launching a new loyalty card scheme and have invited businesses to take part and put forward offers for themed months. Quotes have been obtained for the supporting advertising and businesses outside of the BID area are being approached this week to become part of the new scheme. **Scheme launches date April 1st 2012.**

e) **Attracting Coach Visitors**

- Coach marketing – While the TRO situation remains uncertain, we feel that it is still necessary to move forward with our plans to encourage coach drivers to add Newquay to their itinerary. The coaches can still drop off and pick up from the bus station, and can park at Tolcarne Road, so in all promotional adverts this will be made clear. Therefore, we are planning to go ahead with the following coach marketing initiatives upon board approval:

- 1) Advertising in Coach Tours UK, Coach Monthly and Coach Drivers Guide
- 2) Editorial in relevant issues of the aforementioned publications (FREE)
- 3) Design, print and distribution of Coach Drivers Pocket Books with discounts, offers and incentives for coach drivers.

f) **Promotion of Newquay to potential investors. Meeting to look at Mount wise development and other development areas of Newquay. Actions to be undertaken.**

- Installation of footfall counter into Bank Street to measure footfall
- Invite all businesses to the core strategy presentation
- Briefing with Newquay estate agents to find out what they are doing
- Commission retail specialist for Newquay to find out what the current demand is for Newquay

2. **Events – BID events**

- Food Festival – Cornish food producers market 5/6th May (Killacourt)
- Olympic Torch Relay -19th May
- Beach Cricket Event – 22nd July (Mistral Beach)

- Outdoor screening sessions x 2 – August 2012 (Fistral Beach and Tolarne Beach)

3. Street Environment

- Flags and banners - Banners are being sought for East Street to be installed by Feb half term (subject to design).
- Enquires have been made as to the empty flag poles at the entrance to Trenance leisure park with the thought of using them as promotional space.