

# Operational Report January 2014

## 1. Marketing, PR and Image

### a) Press releases issued:

- Signage consultation roadshow
- If you love Newquay, you'll love the Newquay Loyalty Card!
- Festive vibes and hoppy favours at the Music and Ale Festival
- Big Success for Newquay BID
- The People's Award 2013 goes to Ben Skinner
- Music and Ale Festival Promises 'Hoppy Christmas'
- Newquay Retailers' Window Wonderland
- We BID a warm welcome to Emilie
- Newquay's retailers hit a festive high note!
- Santa Run Takes Over Newquay.
- Christmas has come to Newquay!
- Lantern Parade Set to Light Up Newquay
- Just the ticket! Park all day in Newquay for only £1 this winter
- It's Beginning to Look a Lot Like Christmas in Newquay

### b) Press coverage

#### Newquay Voice

- Children's Invite to Zombie Crawl
- Festival of top movies for Cinema
- Advanced classes on Facebook platform
- Zombie Fun
- Film fans flock to festival
- Christmas Ale event will return
- Relax in Luxury at Headland with loyalty card
- Newquay's Set for Lights switch on
- Town gets lit up for Christmas
- Newquay's all set for Festive Events
- Santa's on run for Hospice
- Ales event will return
- Top surfer Ben wins first People's Award
- Ales and Top Music at popular festival
- Memorable 2013 for Newquay BID
- Residents urged to take up Loyalty Card offers

## Cornish Guardian

- Walking Dead
- Newquay Zombie Crawl
- Parking is cut price in Winter
- Life style Magazine hits the shelves
- Newquay will enjoy festive lights display
- Ready for Festive Festival of fun as town gets festive
- Support your Cornish Town
- Big crowds enjoy lights switch-on (2 full pages of images)
- Seasonal shindig success
- Festive Frolics for a sea of red and white
- Fun runners go with a ho-ho-ho (front page)
- Santa's reindeer stars of top parade
- (two full pages with images)
- Music and Ale Festival – What's on
- Strictly Inspired work out will feature at festival
- Music and Ale Festival aims to make you feel fitter as well
- Festive beer and free live music
- Hundreds get merry at Newquay's Music and Ale Festival
- It's a hopy Christmas as revellers flock to Music and Ale Festival for festive cheer

## Cornishman

- Festive-ale and local music

## West Briton

- Festive beer and free live music

## c) Loyalty card

- New Web Page –

Offers split into separate categories. Easier to navigate, each business now has an image to represent them.



- E-newsletter – The first e-newsletter is due to be sent out February 1<sup>st</sup> 2014. We are currently running a competition via Facebook and Twitter offering every person who signs up the chance to win a £50 voucher for disco beads.

Information has been circulated to the public and businesses via social media, local press and the BID Buzz newsletter.

- Increased Social Media Following – The Loyalty Card Facebook page has now reached 870 likes and are having continued success with our bi-monthly competitions with local businesses.
- Wider Distribution following – We are now contacting local businesses outside of Newquay in areas such as Perranporth, Mawgan Porth, Cubert and Crantock to distribute the cards to encourage higher foot fall from these towns and villages.

#### d) Publicity literature



Seven 4 – There have been 10,000 copies of Seven 4 printed and are currently being distributed to the high street and hotels. Planning has already started for Seven 5.



Festive Events Programme – Newquay’s Festive Events Programme is going to print this week and is featuring over 30 listings both BID and non-BID.

There are 10,000 copies being printed, 6,000 will be distributed in the Newquay Voice and the remaining 4,000 will be distributed via retail and food and drink outlets, schools and tourist attractions.

Food and Drink Guide 2014 – We are currently in the process of updating the listings for the Food and Drink Guide, with a view to reprinting in time for circulation at the beginning of March.

Summer Events Guide 2014 – Newquay BID’s first Summer Events Guide is going to be distributed via royal mail to over 17,000 TR7, TR8 and TR9 residential postcodes as well as being distributed to the TIC and businesses within the BID area.

e) Marketing Strategy

Press trips are now well underway for Jan-May 2014 with the press releases going out to targeted journalists.

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

Letters are being delivered to Coach Company's 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](http://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 – 636

Facebook – 7147



Twitter – 763

Facebook – 408



Twitter - 482

Facebook – 870



Twitter – 251

Facebook – 133

- i) [www.newquaybid.co.uk](http://www.newquaybid.co.uk)

We are continuously making updates to the BID website. The most current update has been the new Newquay Loyalty Card Page.

## 2. Events

- a) Newquay BID events

Festive Festival – The BID’s Festive Festival 2013 has seen growth once more from the previous year. The Parade on Friday 30<sup>th</sup> November saw over 100 lanterns carried by parents and children from Trenance Learning Academy plus LED costumes made by children from Newquay Junior School. We had Santa and his Reindeer join the parade, they were also outside the Hotel Victoria from 3-7pm. On the night of the parade, the town saw 1.7% rise in footfall from the previous year! The weekend also saw numerous free workshops held by local businesses and street entertainment in order to bring people to the town centre. The Food and Craft Market moved into its second year, however changed location from the Hotel Victoria to Fore Street Car Park, feedback from stall holders indicates that their most profitable times were at the end of the parade and Saturday day time.

Music and Ale Festival – The BID’s Music and Ale Festival saw hundreds of visitors and residents to head to Newquay to enjoy the BID’s Music and Ale Festival. Ben Skinner was also presented with the first “Peoples Award” which will hopefully become a yearly award but run by the town council so people can nominate who they think is eligible for the award. Despite the bad weather there were higher numbers than last year and was steadily busy the whole weekend with a nice mixture of residents attending the festival.

### Event Planning 2014

We are in the process of planning for the Beach Cricket event which will be held on 13<sup>th</sup> July at Fistrall Beach, the Night Surf, which will be on 4<sup>th</sup> -5<sup>th</sup> July and meetings are due to be held next week to start the planning for the Big Screen Event.

Press Coverage – 10 pieces in total

## Pre-event coverage:

- 11.12.13 Cornish Guardian, AVE £211, PRV £634
- 11.12.13 Cornish Guardian, AVE £211, PRV £634
- 11.12.13 Newquay Voice, AVE £197, PRV £592
- 18.12.13 Cornish Guardian What's On, AVE £476, PRV £1,428
- 18.12.13 Newquay Voice, People's Award
- 18.12.13 Newquay Voice, Bob the Hat
- 19.12.13 Cornishman What's On, AVE £409, PRV £1,228
- 19.12.13 West Briton What's On, AVE £697, PRV £2,092

## Post-event coverage:

- 010113 Cornish Guardian, AVE £952, PRV £2,856
- 010113 Newquay Voice, AVE £329, PRV £988

Altogether, ten pieces generated £3,482 AVE and £10,446 PRV.

## b) Event publicity materials

### Festive Festival Poster and Festive Events Programme



### Music and Ale Poster



### 3. Street Environment

a) Flags and banners

The banners have now been removed for the winter; they will be refurbished and put back up in time for Easter.

b) Signage

Having had a very limited response to the questionnaire that was sent out with regards to the public consultation requirement for the wayfinding and signage project, we have been planning a four day public consultation for the week commencing 20<sup>th</sup> January. Locations and timing will be as follows.

Monday 20 <sup>th</sup> January	Hotel Victoria	10am to 3pm
Tuesday 21 <sup>st</sup> January	Herron Tennis	2pm to 7pm
Wednesday 22 <sup>nd</sup> January	Pauline's	10am to 3pm
Thursday 23 <sup>rd</sup> January	Greyblackwhite	10am to 4pm

Posters explaining the Wayfinding project are being prepared including some of the conclusions from the Signage audit that took place in summer 2013. This consultation will conclude the initial stage of the Signage project. The aim is to get the public's input into what needs to be address as well as to pull together interesting anecdotes and facts about the town that will help to add interest and value to the signs and maps once they have been designed.

The findings of the consultation will need to be presented to Newquay Town Council (March 5<sup>th</sup>) and the Town's Tourism and Leisure Committee (February 5<sup>th</sup>) in order to ensure the Town Council's involvement. At present £20,000 has been set aside by the Council for signage on the provision that all 12 public information notice boards around the town are included in the project. The findings will also be presented to the BID Street Environment Committee (date to be confirmed).

Once this report has been put together and the findings have been tabulated, we can start the tendering process for the actual design and deliver of the new signage. This process will include putting applications in for any planning requirements that might need to be met.

- c) Greening projects  
£600 was used to provide Newquay in Bloom with new blubs to plant outside the Methodist Church and other locations. Newquay in Bloom are due to have a plaque put up to say that we have helped with the planting.  
Pricing has been provided for the planting planned for the green area down from Sainsbury's car park as you walk to Fore Street. This will need board approval together with the tree path walk map.

#### 4. **Town Centre Audit**

- a) Footfall counter  
I have attached the counter data as a separate document.

- b) Car parks

We have used posters put up around the town together with monthly adverts in the Newquay Voice to promote the park for a £1 winter rates in the town. We will also be sending a press release out next week to remind residents and visitor about the £1 car parking. So far this has been very well received by businesses.

The Coach park in Fore Street is coming to the end of its trial period. Feedback has been requested on the trail period. As it has not been trialled during the main tourist session it is difficult to report on the overall uptake of the space. We have therefore feedback that a continuation of the trail period would be preferable to it reverting back to full double yellows in order to give us a change to promote it the tour operators.

Please refer to [www.newquaybid.co.uk](http://www.newquaybid.co.uk) for further details of all Newquay BID projects.