

Operational Report January 2015

1. Marketing, PR and Image

a) Press releases issued

- Elf Trail Reminder
- Keep a look out for Newquay's 'Wintery Windowlands' as local retailers get festive!
- Fantastic festivities attract biggest crowds yet
- Looking Back at the Year – Newquay BID 2014
- Newquay BID Welcome New Loyalty Card Member

b) Press coverage

Newquay Voice

- Reindeer row! Animal rights group appeals for festive ban
- Pleas issued on visit of Reindeer
- Lanterns light up town...and fireworks too
- Lanterns and smiles light up Newquay (Front Page)
- Music and ale treats for all
- Newquay all lit up
- Reindeer and surfing Santa
- No problem over visit of reindeer

Cornish Guardian

- Fears for road service's future after company is put up for sale
- Fears that bus service could come to a halt
- Resort offers calendar packed with festive fun
- Your Guide to what's on and when
- Hunting for naughty Elves in resort shops
- Huge crowds join switch on (double page with images)
- Life's a beach for Santa at the seaside (front page)
- 7,000 visitors join Santa Fun

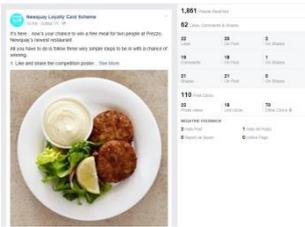
BBC Spotlight

- Feature on BIDS with a focus on Newquay BID and interview with business.



Business Improvement District

c) Loyalty card



- The newest business to join the Loyalty Card Scheme is Prezzo offering 20% discount until May 5th. In conjunction with this offer we are also giving away a free meal for two at Prezzo each week through January and February.
- We have now distributed 18,000 cards to locals living in and around Newquay and continue to recruit new businesses to

the scheme.

d) Publicity literature

Seven Magazine Edition 6



- Seven 6 has been distributed to all guest houses and hotels in the Newquay area plus businesses throughout the high street.
- Magazines have also been distributed to businesses throughout Chester Road and petrol stations and tourist attractions in surrounding areas.

e) Marketing Strategy Activity

Excess Energy

Excess Energy is now looking to plan press trips for next year. These will be centred on a theme of “Discovering Coastal Cool and Laidback Luxury in Newquay”.

Press trips will be either a surfing break, relaxing spa break or Exhilarating activities break all aimed at attracting the mid 20’s to 40’s demographic.



The most recent piece of national coverage is a full page feature in Chat Magazine with a “Getaway Guide to Newquay”.

The AVE is £10,774 and PRV is £32,322. The readership of chat magazine is 1,130,815.

Newquay BID

We have run a competition in the London Edition of Cornwall Living which targets high spenders who are known to visit Cornwall. This is in partnership with the Fistral Beach Hotel and The Breaks restaurant.



Business Improvement District

We have also started using vinyl banners for promoting key events.

f) Attracting Coaches

Following on from the event attended by Newquay BID and Excess Energy event at the Eden Project aimed at tour operators from the UK and Europe, there has already been a number of tour operators that have been interested in working with the BID to create bespoke packages aimed at encouraging more coach trips to Newquay. This has already enabled us to contact a number of hotels that would be suitable to meet the needs of these tour operators.



An enhanced (half page) listing has gone into the annual Coach Drivers Handbook which goes to 4,000 drivers nationally.

A half page advert has gone into the annual Coach Touring Directory (aimed at tour planners) promoting Newquay and the support that Newquay BID and the TIC can provide in supporting tour companies in planning their itineraries.

We are now working with Cornwall 365 to develop cultural itineraries for independent travellers.

g) Social media



Twitter: 1,255 – **1,318**

Facebook: 9,595 – **9,838**



Twitter: 1,132 – **1,170**

Facebook: 509 – **520**



Twitter: 737 – **773**

Facebook: 1,239 – **1,299**

2. Events

a) Newquay BID events

Festive Festival Friday 28th to Sunday 30th November

The evening of the BID's Festive Festival witnessed a 22% increase in foot fall to the town centre on the previous year. All of the schools in Newquay participated in the parade and many traders noticed a real benefit of the increased foot fall during the late night shopping event. Moving the date and location of the Music and Ale Festival proved a popular one with huge numbers of festival goers turning up to sample local ales whilst getting the chance to see some fantastic local musicians.

3. Street Environment

a) Signage



The first phase of the signage project is due to be installed in March and Eve and Kate are currently working on putting together all of the copy for the welcome signs. Each business in the town centre will also receive a listing on these signs.

b) Greening projects



The hanging baskets have now been erected in the town centre on behalf Newquay in Bloom. This financial contribution to the greening of our town enables Newquay in Bloom to focus their efforts in other areas with both the BID and the town. BID has also paid for the seeds and the planting of the pictorial meadow.

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

c) South West in Bloom

- The Newquay BID received a Silver Award for their work with Newquay in Bloom as part of a new award especially designed for BID's. This is not judged solely by the work that Newquay BID has done with Newquay in Bloom but also the events, marketing and street environment improvements that the BID has carried out.

