

Newquay BID Operational Update Report – Thursday 12th July 2012

1. Marketing, PR and Image

In house PR

To effectively communicate with local residents and BID members, we have been continuing our in-house communications with weekly press releases being sent to both the Newquay Voice and the Cornish Guardian. Since May's board meeting there have been 10 press releases sent to local media and the values of in-house coverage to date equate to:

AVE: £20,387

PRE: £61,042

Excess Energy PR-7 weeks left of 12 month contract

- 1) **Press trips** – To date there have been 20 press trips, with the most recent being the Daily Star, Bristol Evening Post and Take It Easy magazine. The remaining two trips are scheduled for the end of July and beginning of August with The People and the Manchester Evening News.
- 2) **Coverage** – The team at Excess Energy has continued to generate great coverage both regionally and nationally for Newquay. Through sending and selling in press releases, as well as press trips, Excess Energy has generated over £300,000 of PR coverage and 60 pieces of print and online coverage.
- 3) **Way forward** – The last two press releases scheduled for the 12 month contract will be aimed at promoting the Fish Festival nationally, regionally and locally. The brand photo shoot also took place this week and will be put together for advertising campaigns in the next coming weeks with a follow-up sell-in of the new brand being sent out with the images.

Marketing

- **Underground campaign** – The London Underground campaign will launch on the 25th July for 4 weeks during the Olympics and will run across 20 sites. The banners have received a fantastic response online through social media all of which has been positive feedback for the BID.
- **Newquay Airport advertising** – The BID will have a large advertising space in the luggage collection point in Newquay Cornwall Airport throughout the month of August, promoting Newquay and the new brand identity.
- **Coach Drivers Guides** – The guides have now been printed and will be sent out to coach tour operators in the next month, with some being posted to individual drivers who have contacted us direct, in addition to being supplied in the TIC to drivers with ID.
- **Postcard mail out** – Post cards have now been posted to all TR7 residential postcodes to promote the loyalty card scheme and July monthly offers. We have had a great response from this so far and the next mail out is scheduled for September.

- **Seven Magazine** – The BID’s lifestyle magazine was launched last month and has received a really good response from residents and businesses. As well as the printed copies, there is an online version of the magazine and many local businesses have requested copies for their customers and to keep on-premise. The next issue is planned for publication in September and the features for this will be written throughout August, with voluntary contributions for features/advertorial from businesses outside of the BDI area to generate income in order to increase the print run of the next issue.
- **Radio campaign** – The BID’s summer radio campaign with Pirate FM was launched last month and will run until September across the prime listening periods of the day, aimed at encouraging residents and visitors to Cornwall to come to Newquay for the day.
- **Visit Newquay** – Logan is currently collecting and writing the BDI business listings for www.visitnewquay.org. So far 200 listings have been collected/written and will be managed/uploaded by Visit Newquay.
- **Social media** – Recently there has been a very positive response to the BID social media platforms with increased activity on both Facebook and Twitter including the following:
 - 1) The London Underground advert reached 1,545 people and received 60 shares, 81 likes and 125 comments on the Newquay BID Facebook page
 - 2) The Beach Cricket poster received 6 likes, 5 shares and reached 242 people on the Newquay BID Facebook page
 - 3) 132 people now ‘like’ the Newquay BID Facebook Page
 - 4) The London Underground advert received 17 re-tweets on the Newquay BID Twitter
 - 5) The Newquay BID Twitter now has 249 followers
 - 6) Newquay Loyalty Card Scheme now has 106 followers on Twitter and 87 ‘likes’ on Facebook

2. Events

- **Beach Cricket** – This event took place on Friday 6th July at Fistral Beach. There was a small turnout (partly due to the weather forecast and the fact the schools had to pull-out) the event did get good coverage in the local papers, however, and received a good response on social media.
- **Outdoor Screening** – The date has now been confirmed to go ahead on the 25th August on the Headland overlooking Fistral Beach. Event Cornwall will be organising the event with input from the BID and permission from The Headland. 500 tickets will be available and released in the weeks leading up to the event free of charge.
- **Harbour Sports Day** – Logan will be offering local PR support for this community event on behalf of the BID to encourage more footfall to the harbour for this annual event.
- **Farmers market** – We are now desperately trying to find a location for the Farmers market for 4 weeks in August. We are currently in talks with the Aquarium and Cornwall council over Fore Street car park.

3. **Street Environment**

- **Hanging Baskets** – All baskets that are hanging on buildings from Fore Street to Bank Street (Rocky Point) have been paid for by Newquay BID. We have also put them on lampposts by

Fore Street carpark and down as far as Rossi's piazza. To keep costs down we have utilised existing brackets and in some cases had new brackets installed to gain an even spread of flowers. In total the BID has put up over 40 baskets in the town centre this summer.

- **Gover Lane** – There have been 6 large flower pots put in Gover Lane to brighten up the street. The Gallery, Emoceaneal Surf and Morris Pasties are going to keep them in their buildings and then put them out in the mornings when they open. The baskets are pot movers so that they can be wheeled in and out of the premises.
- **Footfall Counter** – The camera has been installed onto a light column in Bank Street outside boots and is currently undergoing diagnostics checks. Once working I will be trained on the use of the system and will be able to start collecting data.

4. Consultation

The BID Managers have been asked to feed into consultation of car parking charges for the year April 2013/2014. We have been asked to come up with options that will support the local high street whilst still taking into consideration that Cornwall Council has an income budget they have to meet through car parks. I have attached the proposals that I have sent through as workable options for your information.

5. Steering groups

The following steering groups have now been set up to drive forward activity:

- 1) Christmas planning
- 2) Signage and Signposting
- 3) Marketing