

Operational Report July 2014

1. Marketing, PR and Image

a) Press releases issued

- Newquay BID joins up with Newquay Lions Club for the launch of the Newquay Carnival Week brochure
- When the sun goes down the Night Surf suits up Night Surf Press release Excess Energy
- Newquay BID Beach Cricket Tournament 2014
- Nightsurf 2014 Saturday Final Press Release
- The West of Cornwall rise to victory after taking on England's past cricketing pro's
- It's a piece of cake at Pirate FM's live broadcast
- Newquay's hanging baskets 2014
- Escape to Newquay

b) Press coverage

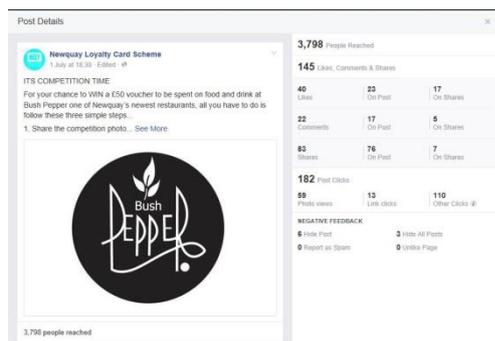
Newquay Voice

- Carnival fever is to sweep Newquay (front page)
- Final Countdown's underway to week
- TV show will focus on drinking issues
- Beach cricket invite
- Pro's partake in 2014 Beach cricket games
- Local's mix it with the pros (backpage)
- Stormy classic to be staged on hotel headland
- Bistro Live on Pirate

Cornish Guardian

- Surfing the flood lit waves
- Will Kyle show put town in bad light?
- Filming starts on ITV's teen alcohol series
- 5 of the best...wow beaches
- Celebrate 35 years of Miracle Theatre in Cornwall

c) Loyalty card



- Second 2014 Loyalty Card Facebook competition launched featuring Bush Pepper restaurant.
- 3,798 Facebook users were reached though the post.
- The next competition is scheduled for the start of September.

d) Publicity literature

Seven Magazine Edition 5



- We are about to a second drop of Seven with the Newquay Lions. This will include accommodation providers in Newquay, campsites in and out of Newquay plus tourist attractions.
- Work will also be beginning soon on edition 6 of Seven Magazine that will be released in October 2014.

e) Marketing Strategy Activity

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

Four trips have already taken place with many more being arranged. This year, the BID has targeted top regional publications in areas within a three hour drive of Cornwall such as Gloucestershire, Somerset and Exeter; as well as locations linked to flight routes including Scotland and the South East; and other key regions such as Manchester and the North West.

Recent press trip coverage:

- Dorset Echo AVE £3,714
- Scottish Sunday Mail AVE £18,057
- Plymouth Herald Holiday AVE £3,261

The following press trips have also taken place:

- Trinity Mirror Series, 24th – 26th Jan

- Northern Echo, 30th Jan – 1st Feb
- Chat magazine, 1st – 3rd March
- Gloucestershire Echo, 14th – 16th March

Escape Magazine



- This advert has been printed in the Summer/Autumn edition of Escape Magazine.
- 100,000 copies of Escape magazine are distributed throughout First Great Western train network.
- The BID has also secured a competition slot with 250 word article being used to tell people more about the town and to provide them with the chance to win a two night break in town.
- Editorial space promoting the Fish Festival.

Caravan Magazine



- Whilst this advertising was not paid for by the BID the magazine utilized the BID bank of Images to promote the town as top seaside camping destination.

f) Attracting Coaches

Plans are underway to create press trip style visits for Coach Drivers to encourage them to choose Newquay as one of the destinations on their tours. This is still to be discussed further with Excess Energy who will be driving the campaign.

g) www.visitnewquay.org

Encouraged businesses to place their business in the VisitNewquay.org listings whilst using the discount available to them as BID members.

h) Social media



Twitter – 1,047

Facebook – 9,228



Twitter – 1,038
Facebook – 461



Twitter – 655
Facebook – 1,159



Twitter – 325
Facebook – 143

2. Events

a) **Newquay BID events**

Beach Cricket 13th July



- Beach Cricket went well with international players turning up to play as part of the Lord's Taverners. Whilst this event still needs to grow further the Lord's Taverners are keen to return next year and are eager to work with us to make the event bigger and better.

b) **BID supported events**

Newquay Carnival 5th – 12th July



Bid provided the Carnival with:

- Website updated
- Brochure printing with over 5000 copies being distributed.
- PR Support

- Helping to organise Mascot Race
- The BID also paid for Pirate FM to conduct a live broadcast from Fresh Bistro on the day of the Carnival – this was in a BID to help promote the Carnival, Beach Cricket and the Tempest and encourage further foot fall to the town that evening. The BID also purchased 40 discounted cinema tickets that were given away on the day plus 4 tickets for the Miracle Theatre and a family pass for the cinema.

Open Air Theatre 19th July



the event.

- The Tempest was performed by the Miracle Theatre in the grounds of the Headland Hotel.
- BID has contributed £500 towards fencing, porta-loos and security guards. BID be helped to promote this event out of Cornwall area as well as having posters made for the town to help to promote

3. Street Environment

a) **Flags and banners**

Existing flags and banners from 2013 have been put up in the town in time for the Easter Holidays. We used local company, Kernow Signz for this.

b) **Signage**



20/20 Falmouth based Signage Company has been confirmed as the full implementation partner for the entire wayfinding and signage project.

A full audit of the town's signage took place on Wednesday 9th July. 20/20 made observations concerning where they think the signage should be replaced or extra needed. This information has now been compiled in to report.

c) **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.