



Business Improvement District

Operational Report July 2015

1. Marketing, PR and Image

a) Press releases issued

- Positive Press Coverage for Newquay
- Newquay BID's for extra funds for the town
- Newquay's Carnival back in town
- Newquay MP opens doors to business
- Crucial time for newquay businesses to have their say and to shape the town's future
- Roll up, roll up for the sizzling Newquay Summer Festival
- Baskets, banners, bunting and benches – BID's summer makeover for Newquay
- If you Love Newquay then you'll Love the new "Love Newquay Loyalty Card App"
- Newquay secures £10,000 grant for growth

b) Press coverage

Newquay Voice

- Carnival Sponsors
- Signs row erupts
- Countdown's on for Carnival fun
- MP talk's with business chiefs
- Funds sought to get projects off ground
- Bob the Hat
- Blooming judge due
- Carnival capers
- BID seeks second term
- Blooming judge set for tour of top resort
- BID team invest in spruce up for town

Cornish Guardian

- Newquay BID applies for Coast Town funds
- Carnival week kicks off with fun festival
- New-look Newquay (front page)
- MP gets down to business when it comes to helping town's traders
- More than 1,000 in 'one of best carnivals to date'

West Britton

- Carnival returns to make us laugh



Business Improvement District
Western Morning News

- On the crest of a wave with stronger air links to come

c) Loyalty card



- The loyalty card app, which we secured development of for free, has been launched on Android and will soon be launched on iPhones.
- We have also designed a poster for all Loyalty Card Businesses so that they can tell customers what their monthly offers are.
- To date we have distributed almost all of the 20,000 cards originally printed in 2012.

d) Publicity literature

Seven Magazine



- 10,000 copies of Seven Magazine have been distributed with Cornwall Today magazine all over Cornwall
- The first editorial meeting has been conducted for Seven 8. It will be ready for distribution at the start of September.

e) Marketing Strategy Activity

Excess Energy

Excess Energy is organising press trips for the 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.

14 press trips have been carried out this year for the following publications:

- Cosmopolitan
- Cornwall Life



Business Improvement District

- Fabulous Magazine
- Bristol News & Media
- Tabler Magazine
- Stour & Avon Magazine
- Health & Magazine
- Daily Sun & Daily Star Sunday
- Birmingham Post
- Daily Record
- Exeter & Echo
- Razz Publications
- Coast Magazine
- Herald & Times

f) Social media



Twitter: 1,603 – **1,689**

Facebook: 10,237 – **11,969**



Twitter: 1,441 – **1,479**

Facebook: 586 - **608**



Twitter: **910 – 934**

Facebook: 1,683 – **1,745**

2. Events

a) BID Events

Kate and Alice have both taken part in a Road Closure course for community events to enable the BID to be able to reduce costs in event management.



Cliff Road and Killacourt Events

With Newquay Town Council we have organised a 6 week programme of events on Cliff road and the Killacourt.

All of the events are free and family friendly.

To view all of the events please visit <http://newquaybid.co.uk/event/newquay-bids-summer-of-family-fun/>

b) BID Supported Events

Newquay Carnival Week



Newquay BID helped to organise the mascot race and also assisted in the road closures for the parade.

Newquay BID is also supporting the following events in 2015.

- **Miracle Theatre 13th – 15th August**
- **Fish Festival 11th – 13th September**

3. Street Environment

a) Signage



The second phase of the signage is at the end of the design stage and will be installed in August.

The third phase of signage to be installed will be the event and Town Council Notice Boards.

b) Greening projects



There has been an additional 20 hanging baskets hung along Cliff Road and there has also been additional planting at the Train Station.

Newquay BID has recently been judged for the second year in a row for a special BID award for South West in Bloom.

c) Bunting



Bunting has currently been erected from the end of Cliff Road through to Costa Coffee on Bank Street. The remaining bunting will be erected before the end of the week commencing 20th.

We are in the process of gaining wayleave agreements for all of the businesses for Gover Lane so that we can have cross road bunting erected.

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