



Operational Report

April-June 2013

1. Marketing, PR and Image

a) Press releases issued

- Social Media Workshop is coming to town
- East Street Banners
- Newquay BID serves up second helping of Food and Drink Guide
- Indies Shopping Guide to Newquay
- Seven three hits the shelves
- Great groups love Newquay
- BID Board gets new line up
- Newquay Carnival Week
- Newquay Fish Festival sponsorship opportunity
- Newquay BID ensures future of the only European night surf competition
- Life's a Beach for Newquay Cricketers
- Newquay BID adds to Carnival line-up
-

b) Press coverage

Newquay Voice

- Bid to help Business's
- Fresh Banners Brighten Town
- Seminars on Digital Marketing
- BID Issues Guide over Indie Stores
- Feel Good Fun at Big Festival
- Carnival Plans are gaining strength
- Tasty Treats in Guide
- Let's Show Resort in it's True Light
- Drive to Show Love for Resort
- Resorts Magazine is hitting shelves again
- Bob the Hat – (well done to Eve and BID team for "love Newquay Campaign")
- BID Directors win their seats
- Festival Aiming to hook new sponsors
- New surf contest is still on crest of wave

- Cricketers Set to Hit Fistral
- Firms Back Fish Festival
- Night Surf to hit waves at Fistral Beach

Cornish Guardian

- A bright Sight to Lift Town
- Special Offers Posted on BID website
- Revamped Guide for the Best of Newquay
- Our Priorities (Geoff Brown on BID Parking Schemes)
- Cloud over Cornish Air Link
- Resort Wedding venues are Featured in Latest Magazine
- Tragedies are inevitable in seaside towns like Newquay
- BID directors win their seats
- Board of BID now includes nine new members
- Sponsorship offered by Fish Festival
- Team up to take on cricket tournament

On-line

- Newquay's Night Surf event saved by local business group after Nike pulls sponsorship
- Newquay BID reveals secret weapon to boost the resorts profile- Cricket

c) Press trips update

Publication	Journalist	Visited	Coverage
Plymouth Herald	Sophie Taylor	14 th – 16 th Sept 2012	Received Oct 12
The Bolton News	Jessica Bell	15 th – 18 th Nov 2012	Received Feb 13
The News, Portsmouth	Jodie Jeynes	18 th – 21 st Nov 2012	TBC
The Western Mail	Wendy Horton	30 th Nov – 1 st Dec 2012	Received Feb 13
Southern Daily Echo	Simon Carter	3 rd – 4 th Jan 2013	Received
Leicester Mercury	Will Johnston	7 th – 10 th Jan 2013	Received
Hull Daily Mail	Emma Wright	11 th – 14 th Jan 2013	Received 19/01/2013
Nottingham Post	Riah Matthews	8 th – 11 th Feb 2013	Received
Oxford Times	Denise Barkley	18 th March 2013	TBC
Dorset Echo	Julian McLeod	19 th – 20 th April	TBC
Woman's Own	Jessica Wilson	26 th – 27 th April	Received
Chat magazine	Rachel Tompkins	29 th – 30 th April	TBC
Liverpool Echo	David Bartlett	1 st May	TBC
Plymouth Herald	Sian Davies	17 th – 18 th May	TBC
Sunday Mirror	Vincent Morris	22 nd – 23 rd May	TBC
Easyjet Trip re Southend routes	Dagmar Dua and x12 regional journalists	21 st June	TBC
Lancashire Living	Phil Wheelhouse	27 th – 28 th June	TBC
Exeter Express &	Sue Kemp	28 th – 29 th June	TBC

Echo			
Scunthorpe Telegraph	Selina Maycock	4 th – 7 th July	TBC

d) Loyalty card

- Beginning in March 2013 there has been a new lay out of the Loyalty Card advert featured monthly in the Newquay Voice. There are two adverts which are rotated each month, with the offers printed below by the Newquay Voice.



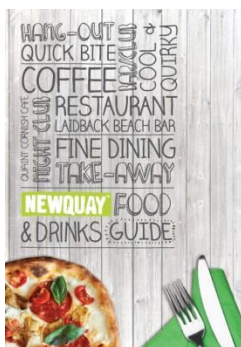
e) Publicity literature

Seven



- 20,000 copies printed.
- Distributed to Hotels, Guest Houses and Businesses within the town centre. Distributed by out of hand media to campsites, bars, restaurants within a 30 mile radius of Newquay on a monthly basis.

Food and Drink Guide



- Second edition of Food and Drink Guide.
- 10,000 copies printed.

- Distributed to Camp Sites, Hotel Guest House, and food and drink outlets and BID businesses.

Indies Shopping Guide



- Still under design process.
- Will list all independent retailers within Newquay's town centre.
- 10,000 copies to be printed.
- Distributed to Newquay residents and BID businesses within the town centre.

News Letter

- Please see Newsletters attached for May.
- f) Marketing strategy activity
- Bus Backs – There have been two different images printed across the back of seven Western Greyhound Buses across Cornwall (not Newquay).



- g) Attracting coaches
Working with Cornwall Council and Cllr Geoff Brown we have secured Newquay's first FREE coach stand on Fore Street. Coaches will be able to stop and drop off passengers and stay for up to 2 hours on a designated space on Fore Street
- h) 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 also listed in their events listings.

i) Business to business

The Business to Business Scheme was launched on the first of March with a three month trial period.

There has however been a very low uptake of offers presented on the page and therefore needs to be decided on whether the scheme will continue to run.

j) Social media



Twitter – 335 Followers

Facebook – 1,813



Twitter – 577 Followers

Facebook – 315 Likes



Twitter – 357 Followers

Facebook – 444 Likes



Twitter – 200 Followers

Facebook – 102 Likes

2. Events

a) Newquay BID events

- Beach Cricket

- Saturday July 13th



b) Supported events

- Feel Good Festival

- PR and Event Support
- Event Posters Printed and Distributed to Business in Town Centre



- Newquay Carnival Week

- Peppa Pig appearance organised and funded.
- PR and Event support
- Event Brochure coordination
- 2 Events banners design and print
- 30 Event Posters design and print



- Night Surf

- PR support
- Funded infrastructure and fireworks
- 30 Event Posters Printed



3. Street Environment

a) Signage

Two tender documents received for phase one of the signage project. 20/20 vision have been chosen to present their approach, subject to approval from steering group and board they will appointed to undertake this piece of work.

b) Greening projects

Working with Cormac Newquay BID is paying for approx. 30 hanging baskets to be erected on businesses across Fore St and Bank St during early July.

4. Town Centre Audit

a) Footfall counter

Footfall Counter -Bank Street 2012			
W/C	Footfall	Highest footfall count	% inc/dec on previous week
01 April 2013	135,631	Tues	11.37+
08 April 2013	108,977	Fri	19.64-
15 April 2013	97,475	Sat	10.57-
22 April 2013	95,474	Sat	2.05-
29 May 2013	127,523	Sat	33.57+
06 May 2013	107,413	Sat	15.77-
13 May 2013	112,380.00	Sat	4.62+
20 May 2013	146,218.00	Sat	30.11+
27 May 2013	185,442.00	Sat	26.83+
03 June 2013	152,606.00	Sat	17.71-
10 June 2013	69,464.00	Thur	54.48-
17 June 2013	156,163.00	Sat	17.77+

b) TCM Forum

Attending BID and Town Centres Managers meeting for Cornwall to discuss relevant town centre issues.

c) Town Team

To date 6 grants have been paid out, I am waiting for 32 to complete their work or send in details of completed projects. They are due to be chased again this week. Gateway projects that have been tackled so far are Sainsbury's, Aldi & the church on East Street. Still to come is a project with the Barracuda planters and cord lines for Sainsbury's.

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