



Business Improvement District

Operational Report April 2015

1. Marketing, PR and Image

a) Press releases issued

- Local businesses donate prizes for town trail
- What a difference a year makes AGM 2015
- Newquay BID supports a host of events this Summer
- Newquay BID supports businesses to “Tweet” and “Post” their way to success
- As the night draws in, the surfers will be out
- A taste of Newquay
- New signs offer a warm welcome
- Newquay BID Board gets new line up
- Discover the seven wonders of Newquay with the seventh edition of Seven magazine
- Newquay is on the up
- Positive Press Coverage for Newquay

b) Press coverage

Newquay Voice

- Summer events in Newquay unveiled
- BID is set to stage annual meeting
- Authorities tough on rogue buskers
- Iconic surfing event under cover of the night
- Iconic event set to turn heads (back page strip)
- Russ wins thrilling Night Surf
- Resort’s smart new signs are going up
- Dozen sign on BID Board
- Eating guide is out again
- Carnival Week Funds delight
- Seventh Seven hits the street

Cornish Guardian

- BID team prepares to send out guide
- Newquay BID’s annual meeting
- What’s on: Night Surfers
- Night Surf returns to Fistral with music and fireworks
- New signs to clear up confusion
- Fourth year for eating out guide



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- Promotional magazine is hot off the press

Sunday Independent

- Former champ Stokes keen to win back 'Night Surf' title

The Daily Star

- Travel News: Night Surf

West Britain Online

- Newquay Night Surf

Woman and Home online

- 12 Reasons to Visit Cornwall (For Foodies)

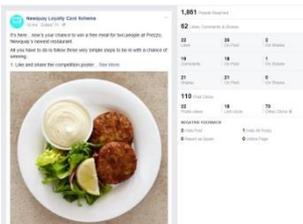
Burton Mail

- Spotlight On: Newquay

Pirate FM/Sunderland's Sun FM

- Eve interview re. Newquay BID and its success

c) Loyalty card



- We have now distributed almost all of the 20,000 cards initially printed in 2012.
- Instead of printing additional cards we are in the process of developing a Loyalty Card app with Tribal. As Tribal will be using this app to promote their services we are having it developed free of charge.

d) Publicity literature

Seven Magazine Edition 7



- 20,000 copies of the magazine have been distributed to the TIC, businesses within the town centre, hotels and guesthouses and tourist attractions.
- We are also having 10,000 copies distributed with Cornwall Today that will be available all over Cornwall therefore increasing Newquay's regional presence.



- 10,000 copies initially distributed to hotels and guesthouses, town centre businesses and Tourist Information Centre.
- As the guide has been so popular we have had to have an additional 5,000 copies printed to give to extra businesses.

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
- 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



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f) **Social media**



Twitter: 1,465 – **1,603**

Facebook: 9,877 – **10,237**



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Twitter: 1,340 – **1,441**

Facebook: 540 – **586**



Twitter: 851 – **910**

Facebook: 1,598 – **1,683**

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

We are currently in the process of organising events for the 6 weeks of the summer holidays on the Killacourt and in the Cliff Road area of the town.

These events will be free and family friendly. A proportion of these events will also be funded through FEAST.

b) **BID Supported Events**

Newquay BID is supporting the following events in 2015.

- **Joe Way Paddle For Life 18th June**
- **Newquay Carnival Week 4th – 11th July**
- **Miracle Theatre 13th – 15th August**
- **The Newquay Bay Hop Biathlon 22nd August**
- **Fish Festival 11th – 13th September**

3. Street Environment

a) Signage



The first phase of the signage has been installed in the car parks and in key street locations, Kate has written the copy for the next set of signs so is now awaiting the first set of designs for these.

b) Greening projects



The BID is currently working with Newquay in Bloom to work on additional areas in the town centre such as the area outside of the Train Station that needs some aesthetic improvements. Cornwall Council and Newquay Town Council have agreed to fund 80 hanging baskets in addition to the 40 BID funds.

The hanging baskets have now been extended to the Cliff road area of the town.

c) Bunting

We are working hard to try and erect bunting throughout the town centre in time for the school holidays and start of Newquay Carnival week.

The bunting will be in the BID's signature colours and extend as far as Cliff road to Fore Street.

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