

d) Marketing Strategy Activity

Excess Energy

Press trips for 2015 are in the process of being organised by Excess Energy, there has been interest from the following publications...

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.



The most recent piece of national coverage is a full page feature in Chat Magazine with a "Getaway Guide to Newquay".

The AVE is £10,774 and PRV is £32,322. The readership of chat magazine is 1,130,815.

Newquay BID



We have begun a marketing campaign in Cornwall Services aimed at attracting visitors to Newquay who are staying in Cornwall during the Easter Holidays. The campaign will run for the full two weeks of the Easter Holidays and be featured on the backs of the toilet doors, above the urinals and in the baby changing facilities. The campaign also features a competition to win a weekend break for two in Newquay with accommodation at the Headland Hotel, a Surf Lesson at Fistral Beach Surf School, a meal at the Fish House and two tickets to Newquay Zoo.

e) Attracting Coaches



Following on from the event attended by Newquay BID and Excess Energy event at the Eden Project aimed at tour operators from the UK and Europe, there has already been a number of tour operators that have been interested in working with the BID to create bespoke packages aimed at encouraging more coach trips to Newquay. This has already enabled us to contact a number of hotels that would be suitable to meet the needs of these tour operators.

An enhanced (half page) listing has gone into the annual Coach



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Drivers Handbook which goes to 4,000 drivers nationally.

A half page advert has gone into the annual Coach Touring Directory (aimed at tour planners) promoting Newquay and the support that Newquay BID and the TIC can provide in supporting tour companies in planning their itineraries.

We are now working with Cornwall 365 to develop cultural itineraries for independent travellers.

f) Social media



Twitter: 1,318 – **1,418**

Facebook: 9,838 – **9,968**



Twitter: 1,170 – **1,308**

Facebook: 520 – **536**



Twitter: 773 – **831**

Facebook: **1,299 – 1,570**

2. Events

a) Newquay BID events

Easter Egg Hun Egg-stravaganza March 28th – April 12th

Children of Trenance Learning Academy will be making 12 eggs in a school work shop which will then be hidden in 12 businesses throughout the town centre. Clue sheets will be delivered to all of the schools in the local area and can also be collected from Newquay's TIC and participating businesses. The aim of the event is to encourage residents and visitors into different businesses throughout the town, this is the fifth event of this kind and this year we are targeting businesses that have previously not had much involvement in BID events.

b) BID Supported Events in March

St Piran’s Day 5th March

Newquay BID has contributed £200 towards the cost of marketing materials including the printing of the banners and posters. The event will consist of local community members, schools, residents and local businesses to celebrate St Piran’s Day.

Approaching Lines International Festival of Surf 19th – 22nd March

Bringing to the southwest three nights of the very best movies from across the globe from hotly anticipated premieres to award winning features, the Approaching Lines International is a celebration of the very cream of surf filmmaking.

The Festival last year was held in Newquay and Falmouth however the BID’s investment into this event means that it was possible for the whole event to be held in Newquay. The BID has invested £3,000 into this event.

3. Street Environment



a) Signage

The first phase of the signage project is due to be installed in April and Eve and Kate are currently working on putting together all of the copy for the welcome signs and checking the first two sets of designs. Each business in the town centre will also receive a listing on these signs.



b) 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. Final plans for the BID funded refresh of the train station bed are being drawn up.



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

c) Busking Regulations



Newquay BID has been working with local businesses in the town centre, Newquay Town Council and regular local buskers to create a busker’s code that will be printed on signs and positioned in two key locations in the town centre. This is to ensure that buskers and enhance the shopping experience in Newquay without becoming disruptive.

d)

Newquay BID is working with businesses and Cornwall Council and we believe that we have secured the funding to install metal BBQ bins on each of the beaches in the town to reduce injury and property damage and improve the appearance of the town’s beaches.

4. Political Business Hustings

Newquay BID has been working with the Newquay Chamber of Commerce to host a political hustings for the business community in Newquay. It will be held on Monday March 23rd at the Hotel Bristol, currently four of the candidates have confirmed to be in attendance.