

Newquay BID Operational Update Report – Thursday 10th May 2012

Marketing, PR and Image

- In-house PR

In order to communicate with residents and local businesses, we have been doing on-going PR in-house to promote local events as well as BID initiatives and activity. So far this has resulted in over 50 pieces of coverage in the local media and evaluation as follows:

AVE: £19,172

PRE: £57,397

- Excess Energy PR – 8 months into 12 month contract

- 1) **Press trips** – To date there have been 15 national and regional press trips that have taken place, with a further 10 lined up from now until September.
- 2) **Coverage** – So far the team at Excess Energy has generated lots of positive PR for Newquay and BID members, with 54 pieces of coverage both in print and offline. This has been made possible through press trips, as well as selling-in of monthly press releases.
- 3) **Evaluation:** The PR evaluation of all coverage to date equates to:
AVE: £67,220 (Advertising value equivalent)
PRE: £201,698 (PR equivalent)

Marketing

- 1) **Food and Drink Guide** – The final Food and Drink Guide was worked on from February-April and involved collection of BID member's details, images and design from Absolute. The guide was then delivered at the end of April, with 10,000 copies being distributed to hotels, guest houses, bars, cafes and restaurants, as well as a mail out to BID members and free availability from the TIC. A digital PDF version has also been created and available on visitnewquay.org
- 2) **Coach Advertising** – Launched in March, the coach marketing campaign has consisted of advertising booked with key coach industry publications CDC News, Coach Monthly and Coach Tours UK. Absolute created a fresh new advert which will be used in all of the magazines (see attached). A coach driver's pocket guide to Newquay is also currently being finalised which will include offers and incentives for coach drivers to encourage them to bring coach parties to Newquay. We have already had several requests for these from coach drivers. All of these initiatives have been put in place to market Newquay as a 'coach friendly' town and to attract coach tour operators to bring groups to the town for day trips.
- 3) **Loyalty Card** – The new loyalty card scheme launched at the end of March with brand new monthly and consistent offers. So far, over 250 cards have been picked up from the TIC, and there are now followers on Twitter and Facebook. The uptake has increased since the first

month and there are currently 29 offers available from BID businesses. In order to increase awareness of the new scheme, we will be launching a mail-out marketing campaign which will operate every other month, posting out post cards to each TR7 household with a list of offers. We have also created two monthly adverts for the Newquay Voice which promote the monthly star offers. Every BID member has been posted a loyalty card and invited to get involved in the scheme.

- 4) **Banners** – The new banners have now been erected on East Street, featuring three different colours/designs that are in-line with the new Newquay branding.
- 5) **Lifestyle magazine** – We have now submitted all of the copy and commissioned photography to Orca Publications who are now putting the final parts of the magazine together. The publication dates for the magazine will be the last week in May or the first week in June. The magazine includes features on lifeguarding, the beaches, hidden gems, attractions and activities, cooking, food reviews, event news and other lifestyle articles. Over 55 different BID members have been mentioned in the first issue with more planned in the winter issue out in October.
- 6) **Endorsement features** – We have now come to the end of the endorsement campaign, with 6 monthly NQY High Street adverts featured in the Newquay Voice since December. This has resulted in free advertising for 35 different BID businesses.

Events

- **Events support** – This year we have so far supported local events including the first ever Art 8 Festival, as well as the Zapcat Racing Championships – both of which took place in April. Throughout the rest of the year, we will also be supporting the Newquay Fish Festival, Cornwall Film Festival, Newquay Life Boat Day and September Zapcat Championship.
- **BID events** – As well as supporting existing events, we have also planned our own BID events to take place throughout the year. So far we have lined up the Big Cream Tea on the Killacourt for the Olympic Torch Relay, Beach Cricket to take place in July, and Big Screen on the Beach in August and a rescheduled food market to take place in the summer holidays. This will all be in addition to Christmas event planning later this year.
- **Olympic Torch Relay** – As a driving force in the Torch steering group, the BID has orchestrated the vast majority of events taking place throughout the day, as well as handling local PR with the assistance of Excess Energy.
- **Farmers Markets** - the BID has been working with Truro Farmers market and is in the final stages of tying down a 5 week trial period of the market on the Killacourt on Friday's for July and August

Grant Applications

Newquay BID has applied to become one of the UK's Portas Pilots. Both a written application and video were required for the application process. We will find out mid-late June. The application was for 100K of funding towards town centre projects.

Meetings

- The Retail forum continues to meet bi-monthly to discuss issues and solutions directly related to the high-street. The next meeting is May 22nd 2012.
- The finance committee have now set up regular meeting to sign off individual budgets within a project budget. The next meeting is 4.30pm on Thursday 10th May.
- The AGM is on Monday May 14th, 7pm at the Carnmarth Hotel.