

Report to Board – October 20th 2011

1. Minutes of September Board meeting approved and signed (enclosed)
2. Excess Energy Update – Rhona Gardiner
3. Finance Report

	Budget	Actual	Remaining budget
	2011/2012	2011/2012	2011/2012
Income			
BID Levy	146,470.00	119,000.00	27,470.00
Interest	1,565.00		
Additional contributions	10,000.00		
Grants/Funding			
BID staffing (UCP)			
BID Staffing (Excess Energy)			
Total Income	158,035.00	119,000.00	27,470.00
Expenditure			
Marketing, PR and Image (£68,000)			
Marketing, PR campaign and business investments	15,000.00	3,489.00	11,511.00
Website Development	12,000.00	-	12,000.00
Publicity Literature	12,000.00	-	12,000.00
Local Promotions	20,000.00	200.00	19,800.00
Business to business marketing service	4,000.00	-	4,000.00
Coach promotions	5,000.00	-	5,000.00
			-
Events (£22,500)			-
Host sporting events	5,000.00	5,964.00	- 964.00
Music, Cultural and Family events	5,000.00	2,200.00	2,800.00
Supporting existing events	5,000.00	1,600.00	3,400.00
Events publicity	7,500.00	-	7,500.00
			-
Street Environment (£22,500)			-
Flags and banners	3,500.00	1,272.00	2,228.00
Business information signage	14,000.00	-	14,000.00
Greening projects	5,000.00	-	5,000.00
			-
BID Delivery Costs (£45,035)			-
BID staffing	35,000.00	4,473.73	30,526.27
BID overheads and admin	8,000.00	4,541.48	3,458.52
Contingency	2,035.00	-	2,035.00
Total Expenditure	158,035.00	23,740.21	134,294.79
Profit/Loss	-	95,259.79	- 106,824.79

- Levy collection is now up to £132, 000 and the invoice for £13 000 has gone into Cornwall Council. A summons has been sent to all outstanding BID payers and this is due in court 9th November.

Future commitments:

- Events – Events publicity – **Christmas Events Guide (approx. £1154)**
- Insertion in to the Newquay voice (**approx. £350**)
- Events – Support existing events – **Children’s lantern parade for light switch on (approx. £800)**
- Events- Events Publicity- **Children’s lantern making workshop flyer (approx. £80)**
- Marketing, PR & Image – Local Promotions – **Endorsement Feature in Newquay Voice**

4. Operational Update

Marketing, Image and PR

- Content for www.visitnewquay.org being collated by return
- Copy has been written for the Christmas Shopping and Events Guide which will be off to the designer to create in early October and other events to be included should be emailed over ASAP (**final copy and content deadline Mon 24th October**)
- Marketing proposal for driving coach tours to Newquay.
- Branding Day. The branding day last Friday was a great success and we will soon have a document to move forward with to create a brand identity for Newquay BID. From this, we can now move forward with drawing up a document to tender all BID design work.

We are currently working with Graeme and Rust, who can still tender, but we think it would be beneficial to look into using other design agencies who can effectively reflect the BID’s brand identity in all future design work as this will be a vital aspect of how we market Newquay as a destination.

- Annual PR Campaign (see attached sheet)

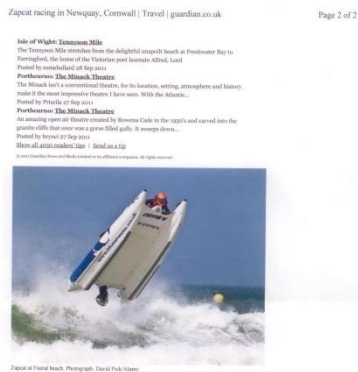
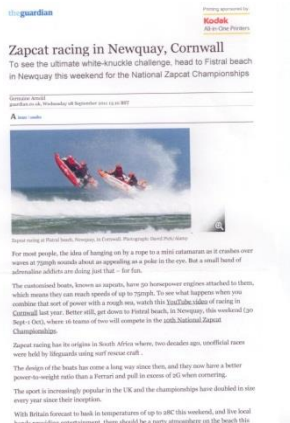
Press Releases & media coverage

Zapcats

- Cornish Guardian print out.
- How the BID saved the event and promotion of it



- National release sent by Excess Energy featured on The Guardian online



- British Surf Film Festival – BID’s support and follow-up on its success



- BID banners – coverage on the new banners at the bus station



- Press trip to The Headland Hotel – Elite Life
- Press trip to The Headland Hotel – Bent Magazine

- Press Trip to the Trelinda Hotel – G3 Magazine

Plans for November include:

Press releases:

- Call to action for BID members to collect data for visitnewquay.co.uk
- How the BID has supported the Cornwall Film Festival
- How the BID has supported the Newquay Christmas Light Switch-on (lantern parade)
- Half term events in Newquay for all the family – Newquay Zoo Boo Party
- Christmas Events Guide – promoting the guide and the 12 Days of Christmas and reminding readers to pick up their copy of the Newquay Voice next week for their free guide
- 12 Days of Christmas – promoting the different businesses taking part and what's on offer throughout the 12 days (again, promoting the BID and the guide)

Paid media

- Endorsement Feature-(Shop Newquay) November Winter Warmers featuring products from Newquay Camping and Leisure, Fat Face, Peter Morris, Quiksilver and Bodhi's

Events

- Children's lantern making workshop – We have had flyers printed and have distributed them to Trenance School for parents to sign their children up to the workshop for maximum turn-out. This will be taking place on Saturday 19th November and Eve and Logan will be attending to oversee it, and will arrange for photographer from the Newquay Voice and the Cornish Guardian to take photos to promote the BID's support.
- Cornwall Film Festival – The BID has awarded the Cornwall Film Festival £1000 to assist with their marketing activity. I have been working with Donna to assist in any other way we can with this event and have agreed that our monthly press release with Excess Energy for November will be centred on this event.
- Christmas activity -Lantern parade, events guide to Christmas and 12 days of Christmas- (Dates: Tues 13th Dec – Sat 24th Dec (12 days).

Venues: So far we have had a great response to the 12 Days of Christmas and have had confirmation from the Hotel California, Lighthouse Cinema, the Hotel Victoria, The Bay Hotel, the Headland Hotel, The Fort, Café Irie, Chy and Pottea Training to host events such as a Christmas Bowling competition, Glee club performances, Christmas craft making, live music and film screenings.

The agreed budget for the BID's support of this event is £2,000 which allocated roughly £150.00 to each venue to host some sort of entertainment. All premises have agreed to make their events free of charge.

Logan has sent out a local press release to promote the 12 Days of Christmas to residents and to encourage businesses to take part in the event by volunteering their premises as event locations.

Communication with stakeholders

- Weekly newsletter – starting first week of November
- BID website with detailing all activity – Budget required will be approx. £1000 to get www.newquaybid.co.uk set up with 4-5 pages to host all documents/information that is BID related or use of www.visitnewquay.org
- So far we have received business information for 50/455 BID businesses. In order to push for more replies. A press release has been issued to urge BID members to send in their business information and images to update the database and create web listings
- Social media. We have 42 followers on Twitter and 16 likes on Facebook (not bad as it has only been running 2 days). Please like our page and follow us on twitter!

Christmas Activity

- Lantern parade
- Events guide to Christmas
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