

Operational Report October 2013

1. Marketing, PR and Image

a) Press releases issued:

- Newquay Fish Festival Set to make a Splash
- Success of Sunday Night Screening
- Newquay BID Supports Businesses to “Tweet” and “Post” their way to Success
- Newquay Sees in Increase in Footfall When it Counts
- Newquay’s Halloween Zombie Crawl set to be a Thriller
- A Mega Newquay Sack Full of Fun – with Bells On
- Festive market seeks traders
- Newquay BID signposted for success
- Newquay BID celebrates Independents

b) Press coverage

Newquay Voice

- No charge for coach parking
- Special event for resorts ‘indies’
- Fish event set to hook big crowds
- Signs will lead way for resort
- Dozens see fun film
- Resorts businesses report bumper year
- Bob the hat – Fish Festival
- Loyalty Card Feature – Newquay Activity Centre
- Cheap Parking for Special Indies Day
- Harbour set for huge Fish Festival event
- BID members get chamber invite
- Front Cover – Fish Festival Image. Inside Full Page – Party time at Fish Festival
- Sensational fish festival plays part of great 2013
- Bob the Hat – BID organising Indies Day because of Fish Festival jealousy
- Bloomers’ efforts strike gold once more
- Market to give town sensational build-up
- Doubts over resort’s festive lights display

Cornish Guardian

- Great outdoors at the Killacourt

- Town urged to back its traders
- Business hopes for big gains
- Special event to launch new guide
- Fish Festival will be a food-lovers paradise
- 3 Full Pages – Event is ‘best yet’ as crowds flock in

Western Morning News

- Front Cover – Fish Festival Image. Inside – Resort goes back to its roots for three-day celebration of fishing.

Online

- This is Cornwall – Shambling Zombies set to invade Newquay.

c) Loyalty card

The Loyalty Card is still continuing to grow, people are definitely more of it and the amount of requests for cards is continuously growing! We are finding however that the Loyalty Card holders are still unsure of how to use the card and where it can be used. Therefore we have created a letter for loyalty card holders that been given to the Lighthouse Cinema and the TIC (our two main distributors) explaining to Loyalty Card holders how to use it and where to find the offers. We are also looking into changing the location of the offers to the BID’s website, this was we can control how they are displayed and add images to strengthen the offer. The cinema continues to be the best distributor of the card with the Tues night local £5 saver offer.

d) Publicity literature



Seven 4 – There have been 10,000 copies of Seven 4 printed and are currently being distributed to the high street and hotels.



Festive Events Programme – Newquay’s Festive Events Programme is going to print this week and is featuring over 30 listings both BID and non-BID.

There are 10,000 copies being printed, 6,000 will be distributed in the Newquay Voice and the remaining 4,000 will be distributed via retail and food and drink outlets, schools and tourist attractions.

e) Marketing Strategy

Press trips are now well underway for Jan-May 2014 with the press releases going out to targeted journalists. Please see attached paper for updated press planner.

Recent press trip coverage:

Plymouth Herald Holiday AVE £3,261

Liverpool Echo AVE £11,500

Cornwall Today, Fore Street AVE £2,700

Hull Daily Mail AVE £8,424

Scunthorpe Telegraph AVE £2,124

Total AVE £28,009

f) Attracting coaches

Letters are being delivered to Coach Company's throughout the UK informing them of the TRO on Fore Street and are also distributing them Coach driver's guides and a copy of Seven Magazine. We have also written to all hotels reminding them of the FREE space on Fore Street so that they can inform drivers

g) 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 listed in the events listings.

h) Social media



Twitter – 549

Facebook – 5477



Twitter - 690

Facebook – 362



Twitter - 435

Facebook – 757



Twitter - 226

Facebook – 115

- i) www.newquaybid.co.uk

We are continuously making updates to the BID website. The most current update has been to include a bank of images that BID members can download to use for their own marketing and publicity materials.

2. Events

- a) Newquay BID events

The Big Seaside Screening – This year's Big Seaside Screening took place on the Killacourt and showed the children's animated classic "Surf's Up". There were approximately 200 visitors to the event throughout the evening however it was a very wet day and this impacted the amount of people who came and stayed.

Zombie Crawl - The Zombie Crawl is set to take place Thursday 31st October. Beginning at the Cribbar with face painting and children's games it will then make its way through town and then will stop at the Killacourt to learn the 'Thriller' dance. The evening will be finished off with a free family disco at the Hotel Victoria.

- b) Supported events

Fish Festival – This year the Newquay BID contributed £1000 worth of PR time to the Fish Festival. The value of the PR contribution comes to a total of...

- c) Event publicity materials

Big Seaside Screening and Zombie Crawl Posters



3. Street Environment

- a) Flags and banners

The banners have now been removed for the winter; they will be refurbished and put back up in time for Easter

- b) Signage

Stage One of the signage project is now well underway and we have sent a questionnaire to all town Centre businesses and used social media to gauge how they see the project forming and what they really want from it. In 2 weeks we have had 2 responses, which is a shame. The steering committee will really have to lead the direction on this one.

- c) Greening projects

The Harbour project is being priced up this week and hopefully I will have a cost to bring to the board, it will be due to start late November/early December.

4. Town Centre Audit

a) Footfall counter

I have attached the counter data as a separate document.

b) Car parks

We have engaged in the following marketing strategy to promote £1 car parking in Newquay this Winter, the posters have been printed and distributed to 50 venues on the high street. There will be a monthly advert in the Newquay voice along with cover slots that read 'park for £1 this winter' once a month. We will also be sending a press release out next week to remind residents and visitor about the £1 car parking. So far this has been very well received by businesses.

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