

Operational Report October 2015

1. Marketing, PR and Image

a) **Press releases issued**

- There's something fishy going on in Newquay town businesses
- Newquay bid unveils new exciting projects for the future of the resort
- Newquay BID Ensures The Resort Certainly Means Business!
- Newquay businesses step into the spotlight in bid's new digital promotion video
- Newquay businesses reflect on first 5 years
- Destination Newquay with Newquay Business Week
- Halloween Zombie Crawl Promises to be Spook-tacular
- Join the Newquay BID this October half-term in celebrating Newquay's high street with "Love Newquay Week"
- Expand your horizons with Newquay Business Week
- Next stage of signs arrive in Newquay
- Spook-tacular Shop Window Competition
- Newquay film reaches thousands on social media
- Newquay BID named a "Rising Star" in national awards
- Newquay BID seeks Titan's pet
- Newquay Business Week – The facts
- Retailers can benefit from Newquay Business Week
- Newquay BID highlights its priorities for second term
- Newquay Business Plan on its way to you
- Things are getting spooky in Newquay this October half-term
- Love Newquay this October Half-Term

b) **Press coverage**

Newquay Voice

- Double's invite to businesses
- BID is targeting new projects
- BID setting out key priorities for resort
- Huge crowds at fish celebration
- Bob the Hat
- Special week for talks from businesses
- BID is set to stage business initiative
- Delight as town wins golden Bloom award
- Top resort promoted in new film



Business Improvement District

- Bob the Hat
- Events help love resort
- First ever Business Week for Newquay
- More signs installed in top resort
- Zombies set to hit the streets
- BID in award for high street boost
- BID will consult on fresh term of office
- First business week to be staged in town
- New film showcases top resort
- Bob the Hat

Cornish Guardian

- Follow the fish and win a prize
- BID still needed to get town on track
- Fish Festival thanks
- Promotional film to pull visitors to town
- BID to host towns first business week
- Error riddled new town signage maps mystify residents
- Celtic Festival comes to town
- Join BID's Zombie Crawl
- Newquay is a rising star
- Workshops for firms during business week
- Spooktacular shop window scenes sought

West Britton

- Bite of the week – Newquay Fish Festival
- Food and Music for all ages at Festival – Newquay Fish Festival

Western Morning News

- Santa's here...and it's only September

The Times

- Romantic Love Nests (Lewinnick Lodge)

Online Coverage

- <http://www.westbritton.co.uk/fishy-s-going-Newquay-weekend/story-27764568-detail/story.html>
- <http://www.acornishmum.com/whats-on-today-in-cornwall-autumn/>

- <http://www.cornishguardian.co.uk/Newquay-BID-needed-town-track/story-27780487-detail/story.html>
- <http://www.piratefm.co.uk/news/latest-news/1741078/newquay-reveals-five-year-plan/>
- <http://www.piratefm.co.uk/news/latest-news/1740993/new-film-to-promote-newquay/>
- <http://www.stevedouble.org.uk/news/steve-double-mp-hold-newquay-business-surgery>
- <http://www.westernmorningnews.co.uk/Santa-s-s-September/story-27888280-detail/story.html>
- <http://www.westerndailypress.co.uk/Newquay-tourist-guide-slammed-dangerous-leads/story-27940342-detail/story.html>
- <http://www.piratefm.co.uk/news/latest-news/1756233/plans-to-boost-newquays-fortunes-revealed/>

c) Loyalty card



- The loyalty card app, which we secured development of for free, has now been launched on Android and IPhone app stores.
- We have also designed a poster for all Loyalty Card Businesses so that they can tell customers what their monthly offers are.
- To date we have distributed all of the 20,000 cards originally printed in 2012.

d) Publicity literature

Seven Magazine



- Issue 8 of Seven Magazine will be going to print at the end of the week commencing 26th October.
- 10,000 copies will be distributed to tourist attractions, hotels, guest houses and campsites, the Tourist Information Centre and local businesses within the town centre.

Festive Events Guide

e) Marketing Strategy Activity

Excess Energy

The following press trips have been carried out this year. There is still some coverage expected to come in so we will have an accurate figure of the value of this year's coverage next week for the September board meeting.

- Cosmopolitan
- Cornwall Life
- Fabulous Magazine
- Bristol News & Media
- Tabler Magazine
- Stour & Avon Magazine
- Health & Fitness Magazine
- Daily Sun & Daily Star Sunday
- Birmingham Post
- Daily Record
- Exeter & Echo
- Coast Magazine
- Herald & Times
- The Scottish Sun

Newquay BID

Destination film for Newquay



- The film has now been viewed by 50,000 people on our social media sites alone and this number continues to grow.
- The film is also being streamed in Newquay Cinema before the showing of each film in the pre trailers.

Social media



Twitter: 1,759 – **1,831**



Business Improvement District
Facebook: 10,540 – **10,835**



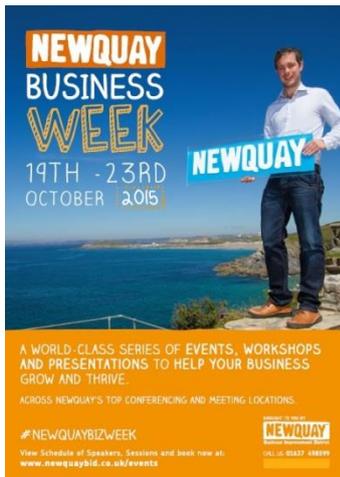
Twitter: 1,511 – **1,612**
Facebook: 616 – **673**



Twitter: 934 – **987**
Facebook: 1,779 – **1,830**

2. Events

a) BID Events



Newquay Business Week Monday 19th – Friday 23rd October

Newquay Business Week was a great success with 450 tickets being sold via eventbrite to the 20 sessions being held over the 5 days. Thank you to those of you that came along and supported us throughout the week by attending sessions and announcing the various different speakers.



Love Newquay Week Saturday 24th to Saturday 31st October

Taking place this week in businesses within the town, Love Newquay Week is a collection of free events encouraging residents and visitors into the town centre over October half-term.

There will also be a £1 screening of Disney's Frankenweenie on Saturday 31st October at the Lighthouse Cinema.



**Newquay BID Zombie Crawl
Saturday 31st October**

The following events will be taking place in Newquay town centre as part of the BID's Zombie Crawl

1.30pm: Titan the Robot – On the piazza opposite the Lighthouse Cinema

2pm: Face Painting and Spook-tacular Dancing. Dance workshop in the Cribbar. Free face painting from the Heart Angels at Ma'Mita and Little Rainbow face painting in Whiskers. Free Spooky Campervan Photo-booth

3pm: Crawl through Newquay – From the Cribbar to the Hotel

Victoria

4pm: Titan the Robot – At the Hotel Victoria followed by a free by family disco hosted by the Hotel Victoria

Festive Festival

Friday 27th to Sunday 29th

3. Street Environment

a) Signage



All Totems have now been installed and the final stage of the signage, the town council notice boards and event boards, are now being worked on between 20/20 and the Town Council.

b) Greening projects



There has been an additional 20 hanging baskets hung along Cliff Road and there has also been additional planting at the Train Station. Newquay BID has also been awarded a Silver Gilt Award from Britain in Bloom which is higher than last year.

c) Bunting



In addition to the bunting erected from Cliff Road to Fore Street there has now been bunting erected across the road down Gover Lane.

This is something that the BID will hopefully be able to continue throughout Bank Street should the BID be successful for a second term.

d) Rising Star Award



We have been given a cash boost and named a “Rising Star” in the Great British High Street competition for our work with events in Newquay town centre.

Last week the nationwide competition revealed the twenty-one best high streets in Britain – three finalists in each of the seven categories.

Newquay just missed out on the final but the judging panel were so impressed by the great strides made in improving the local high street, in particular the investment by the BID in events intended to increase visitor numbers and extend the season, that they awarded them a special Rising Star award and £1000 cash.

e) Coastal Town Team Funding

Kate has been successful in her application for £10,000 of funding from the Coastal Town Team Fund. Newquay Regeneration Forum, Newquay Marine Network, the Seapool group, Newquay Town Council and Newquay Chamber of Commerce and Cornwall Council, is to access a funding pot that enables local towns to develop a plan to boost the local economy . The £10,000 will be used to carry out the surveys, design and feasibility studies needed to get key projects off the ground.

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