

Operational Report September 2015

1. Marketing, PR and Image

a) Press releases issued

- Newquay Loyalty Card goes digital
- BID to tackle gull problems in town
- Children invited to take part in art workshop as part of Newquay's Fish Festival
- BID to promote Newquay European audience
- Celebrating sensational seafood at Newquay Fish Festival
- Awesome August Events planned for Newquay
- Back by popular demand – Newquay BID brings fifth Festive Events Guide to Newquay
- A more welcoming bus station
- Newquay welcomes the Lowender Peran Festival for 2015!

b) Press coverage

Newquay Voice

- New signs will alert people to gull issue
- Artistic children boost fish event
- Group plan for German boost
- Countdown begins to Fish Festival fun
- Celebration of Cornwall to be staged in town
- Bob the Hat – Re St Ives BID and seagull issues
- Posters for station
- Festive Guide's plea for events
- Newquay Business Booster

Cornish Guardian

- Boardmasters' £45m bonanza
- Boardmasters' set to bring extra millions to resort
- The Magnificent Three is outdoor theatre Miracle
- New posters to combat gulls
- New project to attract more German visitors
- Families invited to 'Fishy' art work shops
- Festival has all the ingredients for another big year
- Small steps will make big difference



Business Improvement District

- Swashbuckling fun at family pirate day
- Festival to boost businesses

West Britton

- Miracle Theatre – show of the week

Western Morning News

- Bigger Boardmasters event set to bring £45m to Cornwall Economy
- Late Deals – Newquay Fish Festival

Online Coverage

- Pirate FM – Newquay Fish Festival Preparations Start
- Express – Ten top festivals to take you into September (Fish Festival)
- Visit Cornwall – Newquay Fish Festival
- Cornish Guardian – Newquay Fish Festival

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



- 10,000 copies of Seven Magazine have been distributed with Cornwall Today magazine all over Cornwall
- The first editorial meeting has been conducted for Seven 8. It will be ready for distribution at the end of October.

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 Newquay BID has worked with Dogbite Media over the last 6 weeks to work with businesses and create a 2 minute destination film for Newquay.

The film company is now in the final stages of editing so will be awaiting final approval from the Board after this meeting.

f) Social media



Twitter: 1,689 – **1,759**

Facebook: 10,237 – **10,540**



Twitter: 1,479 – **1,511**

Facebook: 608 – **616**



Twitter: 934 – **951**

Facebook: 1,745 – **1,779**

2. Events

a) BID Events



Summer Festival

Newquay BID organised a programme of events throughout the 6 weeks of the summer holidays on the Killacourt and Cliff Road including – a Meet and Greet with two of the Minions from Despicable Me, a performance and work shop from Steel Appeal, a music work shop from Truro's Samba Band, Art workshops, Pirate school and a children's Magic Show.

Newquay Business Week

There are now 18 different sessions, workshops and talks organised for Business Week in different businesses throughout Newquay. Sessions will be FREE to all BID Members and £2 to businesses outside of the BID area. The aim of Newquay Business Week is to promote Newquay as a 'Destination to do Business', build networks, have meetings, and to enjoy top conferencing facilities with stunning views.

b) BID Supported Events

Newquay Fish Festival

The BID will once again be supporting the Newquay Fish Festival. We have already generated several pieces of press coverage for the event in local and regional publications and national online platforms. The BID has also organised a Fish Festival Town Trail throughout the weekend encouraging festival goers from the event and into the town.

Lowender Peran is an annual international festival which celebrates Cornish culture and its Celtic links. Originally held in Perranporth, 2015 will see the festival move to Newquay with events going on throughout the town with the main hub at the Atlantic Hotel from 14th – 18th October 2015.

MP Business Surgery

Kate has been working with local MP Steve Double to hold a business surgery on Wednesday 30th September at the Royal British Legion 6.00pm – 8.30pm. The surgery will be an opportunity for businesses to come along, ask any questions and seek advice at this open session, no appointment necessary.

3. Street Environment

a) Signage



The totems are due to be installed on the 18th September following Cornwall Council's request to review the whole programme 8 months after they signed off the original plans.

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.

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) Seagull Signs



The Newquay BID have had 20 temporary cost effective signs created following last month's board meeting which have been erected in prime location asking visitors and residents to please not feed the seagulls.

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.