

Operational Report September 2014

1. Marketing, PR and Image

a) Press releases issued

- Newquay's blooming lovely!
- Newquay BID New Directors
- Blooming brilliant Newquay BID nominated for award
- Celebrating sensational seafood at Newquay Fish Festival
- Newquay Business Improvement District (BID) brings a "Wave" of circus festivities to Newquay's Fish Festival
- Love Newquay Week B2B

b) Press coverage

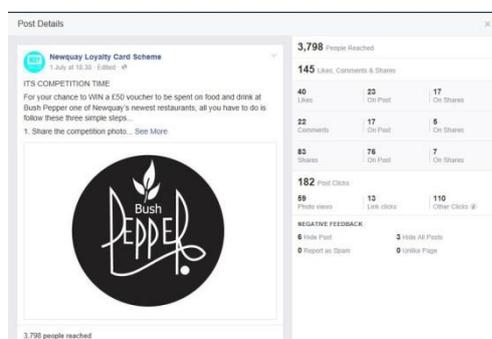
Newquay Voice

- BID's Scheme to draw commuters
- Baskets light up centre of town
- BID recognised for brightening town
- High Street Minister is quizzed on visit to town

Cornish Guardian

- Hanging Baskets bring a splash of summer to town centre
- BID up for award for helping Bloom team
- Seafood and eat it at Newquay event
- Minister's visit raises hope for prom repairs
- Seafood fans will be in fish fest paradise

c) Loyalty card



• Third 2014 Loyalty Card Facebook competition launched on September 1st featuring the Carnmarth Hotel.

• The competition will run until October the 1st

d) Publicity literature

Seven Magazine Edition 6



- We are now in the process of writing features for the 6th edition of Seven Magazine.
- The magazine is due to be distributed early to mid-October,

e) Marketing Strategy Activity

Four trips have already taken place with many more being arranged. This year, the BID has targeted top regional publications in areas within a three hour drive of Cornwall such as Gloucestershire, Somerset and Exeter; as well as locations linked to flight routes including Scotland and the South East; and other key regions such as Manchester and the North West.

Recent press trip coverage:

- Dorset Echo AVE £3,714
- Scottish Sunday Mail AVE £18,057
- Plymouth Herald Holiday AVE £3,261

The following press trips have also taken place:

- Trinity Mirror Series, 24th – 26th Jan
- Northern Echo, 30th Jan – 1st Feb
- Chat magazine, 1st – 3rd March
- Gloucestershire Echo, 14th – 16th March

f) Attracting Coaches

Plans are underway to create press trip style visits for Coach Drivers to encourage them to choose Newquay as one of the destinations on their tours. This is still to be discussed further with Excess Energy who will be driving the campaign.

We have also paid for an enhanced listing in the Coach Drivers Handbook this has allowed us to include an image, map of the town, plus information about the town ensuring that coach drivers know exactly where they can park and various attractions throughout the town.

g) www.visitnewquay.org

Encouraged businesses to place their business in the VisitNewquay.org listings whilst using the discount available to them as BID members.

h) **Social media**



Twitter – 1,141

Facebook – 9,335



Twitter – 1,095

Facebook – 477



Twitter – 700

Facebook – 1,171



Twitter – 338

Facebook – 146

2. **Events**

a) **Newquay BID events**

Love Newquay Week

Plans are now underway for the first “Love Newquay Week” which has grown from the Indies day last year. We are working with businesses to create a series of workshops throughout October half term, a shop window competition and Halloween trail. The week will then culminate with the Zombie Crawl on Friday 31st October and £1 Halloween cinema screenings.

Zombie Crawl

Friday 31st October will see Newquay BID's third annual Zombie Crawl. This Titan the Robot will be making an appearance at the start and end of the crawl!

b) BID supported events

Fish Festival

Newquay BID has once again contributed PR support towards the Fish Festival plus the BID has also paid for Swamp Circus's the Wave to come to the Killacourt plus there will be circus skills workshops at the Harbour throughout the weekend.

3. Street Environment

a) Signage



20/20 Falmouth based Signage Company has been confirmed as the full implementation partner for the entire wayfinding and signage project.

A full audit of the town's signage took place on Wednesday 9th July. 20/20 made observations concerning where they think the signage should be replaced or extra needed. This information has now been compiled in to report.

b) Greening projects



The hanging baskets have now been erected in the town centre on behalf Newquay in Bloom. This financial contribution to the greening of our town enables Newquay in Bloom to focus their efforts in other areas with both the BID and the town. BID has also paid for the seeds and the planting of the pictorial meadow.

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

c) South West in Bloom

Newquay BID has been nominated for a special BID award as part of the South West in Bloom awards. On Friday 15th the Newquay BID took a one of the South West in Bloom judges on a tour of Newquay to present the achievements of Newquay BID. We are still awaiting the results.