

## Operational Report November 2014

### 1. Marketing, PR and Image

#### a) **Press releases issued**

- Titan and the Zombies
- Newquay BID Signage Consultation
- Embrace Newquay this winter with Newquay's Seven magazine
- Just the ticket! Park all day in Newquay for only £1 this winter
- Christmas comes early for Newquay Residents
- Titan came to town – Biggest and best Zombie Crawl yet!
- Start your Christmas planning with Newquay's Festive Event's Guide!
- Spook-tastic window display wins place on the Pirate FM Love Cornwall Directory
- Santa's coming to rein upon Newquay's festive Lantern Parade!
- Get in your BID to ride on Santa's Sleigh
- There will be Sipping and Swaying as Newquay's Music and Ale Festival Returns in time for Christmas
- Santa has lost his Elves and he needs YOU to help him find them!
- Keep a look out for Newquay's 'Wintery Windowlands' as local retailers get festive!

#### b) **Press coverage**

##### Newquay Voice

- Bloomin' wonderful effort
- Scheme to draw more coach trips
- Zombies are all set to parade in resort
- Zombie hordes will crawl across town
- Meadery pirates invasion
- Cultural event in town switch
- Cheaper or free parking on offer
- Seven hitting resort streets
- Front Page Zombie Crawl splash
- Zombies terrorise Newquay
- Festive fun is on offer
- Shops join spooky window competition
- Selfie competition to win ride on Santa's sleigh
- Live festival of music and ales set to return



### Business Improvement District

- Guide to what's on over festive period
- Park for £1 in Newquay

### Cornish Guardian

- Garden's harvest a fine crop of awards
- Ghoulish goings-on promised
- People being urged to love their town
- Park all day for just £1 – or less – during winter period
- Long running festival is on the move
- Front page Zombie Crawl splash
- 600 youngsters put on scariest costumes for Zombie Crawl
- What's on pages – Kids can win a trip with Santa in parade
- Magical: Win sleigh ride with Santa

### Radio Cornwall

- Win a ride with Santa.

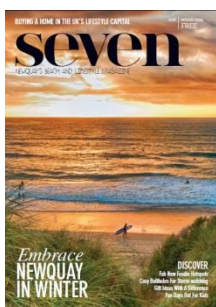
### c) Loyalty card



- The number of businesses involved in the Loyalty card continues to rise.
- We have now distributed 18,000 cards to locals living in and around Newquay
- The fourth 2014 Loyalty Card Competition with Newquay Fruit Sales has now reached approximately 1,500 people and is continuing to be shared over Facebook.

### d) Publicity literature

#### Seven Magazine Edition 6



- Seven 6 has been distributed to all guest houses and hotels in the Newquay area plus businesses throughout the high street.
- Magazines have also been distributed to businesses throughout Chester Road and petrol stations and tourist attractions in surrounding areas.

## Festive Events Guide



- 6,000 copies of the Festive Events Programme have been distributed in the Newquay Voice on Wednesday 19<sup>th</sup> and 4,000 copies will be available from the Tourist Information Centre and businesses throughout town.

### e) Marketing Strategy Activity

#### Excess Energy

Excess Energy is now looking to plan press trips for next year. These will be centred on a theme of “Discovering Coastal Cool and Laidback Luxury in Newquay”.

Press trips will be either a surfing break, relaxing spa break or Exhilarating activities break all aimed at attracting the mid 20’s to 40’s demographic.

## Newquay BID

We have run a competition in the London Edition of Cornwall Living which targets high spenders who are known to visit Cornwall. This is in partnership with the Fistral Beach Hotel and The Breaks restaurant.

We have also started using vinyl banners for promoting key events.

### f) Attracting Coaches

Following on from the event attended by Newquay BID and Excess Energy event at the Eden Project aimed at tour operators from the UK and Europe, there has already been a number of tour operators that have been interested in working with the BID to create bespoke packages aimed at encouraging more coach trips to Newquay. This has already enabled us to contact a number of hotels that would be suitable to meet the needs of these tour operators.

An enhanced (half page) listing has gone into the annual Coach Drivers Handbook which goes to 4,000 drivers nationally.

A half page advert has gone into the annual Coach Touring Directory (aimed at tour planners) promoting Newquay and the support that Newquay BID and the TIC can provide in supporting tour companies in planning their itineraries.

### g) Social media



Business Improvement District



Twitter: 1,206 – **1,255**

Facebook: 9,410 – **9,595**



Business Improvement District

Twitter: 1,132 – **1,170**

Facebook: 492 – **509**



Twitter: 721 – **737**

Facebook: 1,209– **1,239**

## 2. Events

### a) **Newquay BID events**

#### **Zombie Crawl Friday 31<sup>st</sup> October**

The Newquay BID Zombie Crawl saw a massive rise in foot fall with approximately 600 children and adults taking part in the parade. There will be a debrief taking place in the first week of December to start discussing plans for next year and ways in which to grow the parade.

#### **Festive Festival Friday 28<sup>th</sup> to Sunday 30<sup>th</sup> November**

This year the BID is working with a larger number of schools in order to increase the overall foot fall into the town for the event. We are working with Newquay Junior Academy, Trenance Learning Academy, Bishops, Treviglas and Cornwall College. The Reindeer will once again be outside of the Hotel Victoria and will then take part in the parade as well.

There will also be the Food & Craft Market and Music & Ale Festival taking place on Fore Street car park for the entirety of the weekend.

From Friday 28<sup>th</sup> November to Sunday 21<sup>st</sup> December there will be a children's trail to "Help Santa find his naughty Elves who have hidden in shops throughout town". The final prize for this will be a free family ice skating session at the Esplanade Hotel. Throughout this time there will also be a shop window competition taking place in which residents and visitors to the town are encouraged to look at the different businesses throughout the town and vote for their favourites. First prize will receive £350 worth of advertising in the Newquay Voice and second place will receive £250 worth of advertising.

### 3. Street Environment



#### a) **Signage**

The Newquay BID alongside a group made up of representatives from Newquay Chamber of Commerce, Newquay Town Council and Visit Newquay have now begun to work on the content for each sign.

#### 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](http://www.newquaybid.co.uk) for further details of all Newquay BID projects.

#### c) **South West in Bloom**



- The Newquay BID received a Silver Award for their work with Newquay In Bloom as part of a new award especially designed for BID's. This is not judged solely by the work that Newquay BID has done with Newquay in Bloom but also the events, marketing and street environment improvements that the BID has carried out.