

# Operational Report October 2014

## 1. Marketing, PR and Image

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

- Welcome to Newquay
- New faces for Newquay BID Board of Directors
- Back by popular demand – Newquay BID brings fourth Festive Events Guide to Newquay
- For One Night Only – Vote for the films you want to see on the big screen
- Design a friend for Titan the Robot
- Sending Newquay in the right direction
- Join the Newquay BID this October half term in celebrating Newquay's high street with the first "Love Newquay Week"
- Titan and the Zombies
- Thanks to Andy Loos

### b) **Press coverage**

#### Newquay Voice

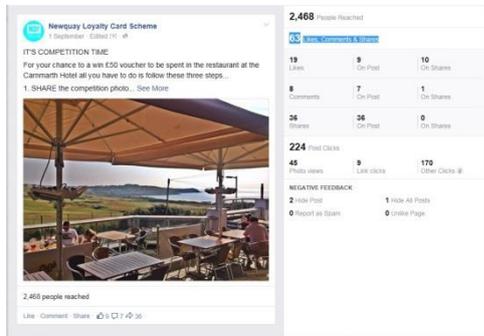
- Resort's in high street bid for funds
- Invitation to love our Newquay
- Fish Festival fun for all
- Newquay scoops Bloom Gold
- BID to produce festive fun guide
- Three new directors elected to serve BID
- Bloomers in award ceremony
- Frightful films for cinema
- Businesses set to stage activities on high street
- Invite to draw friend of Titan
- Toilets return to winter opening
- Residents asked to point way forward

#### Cornish Guardian

- Edgy festival of Fish – MasterChef winner looks forward to event
- Fishy going-ons at harbour
- BID responds quickly to fill gaps on board
- Blooming marvellous result
- Temporary loos taken away after season
- Contest: Design a friend of Titan

- Thoughts turning to festive season
- Screening and screaming

### c) Loyalty card



- The number of businesses involved in the Loyalty card continues to rise.
- We have now distributed 17,000 cards to locals living in and around Newquay
- The third Loyalty Card Competition with the Carnmarth hotel reached 2,468 and had 63 likes, comments and shares

### d) Publicity literature

#### Seven Magazine Edition 6



- Seven 6 has now gone to print and will soon be ready to distribute. 20,000 copies will be printed and distributed to businesses in the high street, tourist attractions in the local area, hotels, guest houses and camp sites.

#### Festive Festival Events Guide



- 6,000 copies of the Festive Events Programme will be distributed in the Newquay Voice on Wednesday 19<sup>th</sup> November plus an extra 4,000 copies will be distributed to schools, the Tourist Information Centre and

### 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

We are running 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.

#### **f) Attracting Coaches**

Newquay BID and Excess Energy attended an event at the Eden Project aimed at tour operators from the UK and Europe. This gave the BID the chance to network with 26 different national and international tour operators and we identified ways in which the BID can work with businesses to increase international visitor numbers and create a wider range of Newquay based activities to attract coach tours to come to Newquay and stay and spend their money in Newquay. For this we designed a tour company promotional pack including publicity materials from a range of hotels and a guide to the kind of opportunities available with the support of BID working in partnership with local businesses.

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**



Twitter – 1,141 – **1,206**

Facebook – 9,335 – **9,410**



Twitter – 1,095 – **1,132**

Facebook – 477 - **492**



Twitter – 700 - **721**

Facebook – 1,171 – **1,209**

## 2. Events

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

#### **Love Newquay Week**

Love Newquay Week will take place over October half term from Saturday 25<sup>th</sup> October to Sunday 2<sup>nd</sup> November. There will be a range of activities going on throughout the week aimed at children, families and adults to come into the town centre and get involved in.

- Free workshops within businesses in town.
- A trail for children to find bats hidden in businesses throughout the town. They will be able to receive a clue sheet from the Tourist Information Centre and then once the trail is completed return it to receive a prize.
- Halloween shop window competition. The winner will receive a free advertising space on the Pirate FM Love Cornwall business directory. (so far 15 entries received)
- Classic Halloween Films screened at the Light House Cinema. The Labyrinth £1 and Gremlins £5.

#### **Zombie Crawl**

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

- 2.30pm – Meet and Greet with Titan the Robot
- 3pm – Party games and face painting at the Cribbar
- 4pm – Crawl from Cribbar to Hotel Victoria
- 4.45pm – Titan the Robot show

#### **Festive Festival**

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 will be working with Newquay Junior Academy, Trenance Learning Academy, Bishops and Treviglas.

### 3. Street Environment



#### a) Signage

We have now completed the final consultation phase of the Newquay BID Signage Project. Held at the Sports Centre we had approximately 30 people come and give us constructive comments about the signs, what should be on them, and if there we're any important parts of the town that they felt needed a sign that was not in the plan.

The first phase of installation should begin in November with the welcome signs in the car park and all signs will be installed by the end of January.

#### 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.