

Operational Report April 2015

1. Marketing, PR and Image

a) Press releases issued

- An Election Special Business Debate
- New signs to encourage visitors to explore Newquay's town and attractions
- Easter Egg Hunt Egg-stravaganza
- Newquay BID: reviewing the past, preparing for the future
- Newquay BID Supports Joe Way Paddle for Life
- Newquay BID encourages higher footfall to Newquay this Easter
- Call-out to appeal against business rates
- Busking Code is music to our ears
- Time for a new wave of dedicated directors for Newquay BID

b) Press coverage

Newquay Voice

- More offers on BID Card
- Surf movies to hit big screen
- Council may take on signs
- Election debate invite
- Thank you for St Piran's effort
- BID targets a new five-year strategy
- Easter egg hunt to be staged in Newquay
- Signage points way ahead
- Resort advert up at services
- Warning issued on business rate fears

Cornish Guardian

- Town Centre needs protection
- Special offers as loyalty card scheme returns
- Live debate agreed
- Smarter signs designed to bring in more visitors
- Business Group makes case for five more years
- Businesses are helping fund Paddle for Life
- 'Escape' poster aim to attract visitors to resort

| Name | Publication | Dates | Feature Angle | Business Included |
|-----------------------|--|--|--|--|
| Kate Edser | Bristol Post | 6 th March – 8 th March 2015 | Relaxing spa weekend with friend | Carmarth Hotel, Newquay Zoo, Fistral Bay Hotel and Spa, Central Inn |
| Lee McLaughlan | Tabler Magazine | 27 th – 29 th March 2015 | Family orientated weekend | Hotel Bristol, Lusty Glaze, Blue Reef Aquarium, The Dolphin |
| Carol Burns | Cornwall Life | 17 th – 19 th April 2015 | Family orientated weekend | Harbour Hotel, The Stable, Heron Tennis Centre, one more to be confirmed |
| Meg Jorsch | Daily Star | 17 th – 19 th April 2015 | Romantic weekend | |
| Sue Kemp | Exeter and Echo | 17 th – 19 th April | Luxury family weekend | Esplanade Hotel, Pirate's Quest, Fistral Surf Diner, Blue Reef Aquarium, Trenance Cottages |
| Marilyn Barber | Stour and Avon Magazine | 17 th – 19 th April | | Atlantic Hote, Newquay Zoo, Pirate's Quest |
| Crystal Kei-Kei Chung | The Daily Record | 14 th - Saturday 16 th May | Family holiday feature | |
| Mary Comber | Health and Fitness | 20 th May | Active weekend | |
| Richard Jackson | Birmingham Post | 1 st – 4 th May | | Accommodation tbc, The Fish House, Fistral Beach Hotel and Spa, Central Inn |
| Lesley Gillian | Coast Magazine (will also be reported to the Guardian and the Telegraph) | 2 nd – 4 th June | Active luxury weekend | |
| Ann Fotheringham | Herald and Times | August 2015 | Break themed on famous Cornish authors | |
| Natasha Harding | The Sun | August 2015 | Poldark themed trip | |

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 Lewinnick Lodge, Rick Stein Fistral and Newquay Activity Centre.

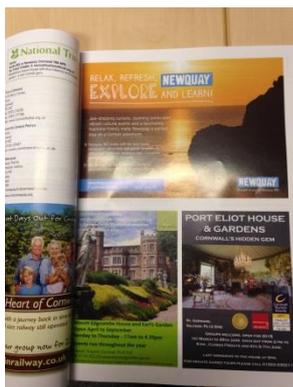
We are also running a campaign in Exeter Services encouraging visitors to Newquay. The campaign is running for four weeks over the Easter period. This has also included a competition offering a weekend away for two with two nights stay at the Headland Hotel, dinner at the Fish House, a surf lesson with Fistral Beach Surf School and two free tickets to Newquay Zoo.

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.



Business Improvement District



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.

We are now working with Cornwall 365 to develop cultural itineraries for independent travellers.

g) Social media



Twitter: 1,318 – **1,465**

Facebook: 9,838 – **9,877**



Twitter: 1,170 – **1,340**

Facebook: 520 – **540**



Twitter: 773 – **851**

Facebook: 1,299 – **1598**

2. Events

a) BID Events

Kate and Alice have both enrolled on to a Road Closure course for community events to enable the BID to be able to reduce costs in event management

b) BID Supported Events

Newquay BID is supporting the following events in 2015.

- **Night Surf 23rd – 24th May**
- **Joe Way Paddle For Life 18th June**
- **Newquay Carnival Week 4th – 11th July**
- **Miracle Theatre 13th – 15th August**
- **The Newquay Bay Hop Biathlon 22nd August**

- Fish Festival 11th – 13th September

3. Street Environment

a) Signage

The first phase of the signage project is due to be installed in May and Eve and Kate are currently working on putting together all of the copy for the notice board and totem style signs. Each business in the town centre will also receive a listing on these signs.



b) Greening projects

The BID is currently working with Newquay in Bloom to work on additional areas in the town centre such as the area outside of the Train Station that needs some aesthetic improvements. Cornwall Council and Newquay Town Council have agreed to fund 80 hanging baskets in addition to the 40 BID funds.



c) South West in Bloom

- After receiving a silver in last year's South West in Bloom BID Award Newquay BDI has once again entered itself into the 2015 award.

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