



Business Improvement District

Newquay Business Improvement District

Final draft projects list for the renewed BID (2016-2021)

Priority Area One: Destination Newquay

Five year marketing strategy REVISED

How will we do this?

Working with partners and stakeholders, building on the success that Newquay BID has already achieved in its first term, we will create a new marketing strategy that will include a streamlined digital strategy and regional PR targeting new visitors to the town. We will develop new content online content such as e-magazines and short films as well as using existing and curated content to attract not just new visitors, but just as importantly focussing on opportunities to retain our present wide and varied market segmentations. We will also continue our dedicated PR strategy that includes **national press trips** to promote Newquay and its businesses.

Why will we do it?

Over 71% of businesses indicated that marketing is essential for Newquay in the consultation survey. It is essential we work together not to duplicate efforts and to continue the momentum to compete against other regional and national destinations

Social media & blogs NEW AND FREE

How will we do this?

The BID will create a blog to sit alongside 'Love Newquay' social media using relevant content to be used by businesses as part of their digital marketing strategies. We will champion the food and drink outlets promoting Newquay's exciting array of eateries featuring recipes, chef profiles and seasonal foodie images.

Why will we do this?

Blogging and social media are some of the most valuable tools that we have to engage with our customers, we will be creating easy to use platforms that businesses can interact with to share their information, via a direct marketing channels. It is the heart of digital marketing and will create content for social media channels for all businesses to engage in.

High quality promotional literature

How will we do this?

We will continue to create printed media including the Food & Drink guide, Seven Magazine and Event's guides. We received feedback from various businesses in relation to promotional literature requesting that there should be streamlining of these publications and their costs in future as well as a focus on new distribution channels for target markets. All publications will be available as e-magazines for you to share with your customers via your digital media. Through these we will

promote our eclectic high-street showcasing, our retail mix and highlighting why visitors should come to Newquay.

Why will we do this?

Newquay is the only town in the Southwest to have its very own FREE, non-advertisement, glossy magazine that is purely about promoting Newquay and its wealth of businesses. Over 80% of businesses that we consulted with, indicated that these publications are important to Newquay and their businesses

International marketing NEW

How will we do this?

During July and August, we piloted a scheme to attract international journalists to Newquay by creating a German translated version of some of our most popular 'Seven' articles. These then went to publications and journalists, based on flight links to Newquay as well as to encourage press trips that will result in printed and digital copy for Newquay to attract new and existing customers. We will target the expanding international markets through bespoke press trips, translation of promotional literature and where possible assisting businesses to translate in house marketing materials.

Why will we do this?

To respond to the increase in international visitors we want to ensure that we are best prepared for new visitors and that we stand out in the regional offer.

A place to do business NEW

How will we do this?

Following on from the pilot this autumn we want to fly the flag for Newquay as a place to do business. Newquay Business Week will be an annual event that will provide businesses with access to resources and information that is current to the business climate.

Why will we do this?

This week will enable businesses to showcase their conference facilities, to strengthen local business networks and increase investment in Newquay.

Working with tour operators to attract coach visitors

How will we do this?

Focusing on the tour operator's needs and interests, we will deliver bespoke itineraries ensuring that businesses benefit from additional room nights and day visitors from coach trips, staying in Newquay and other regional towns. We will also continue to lobby for additional coach spaces that can be used by visiting day coaches for bigger events removing barriers to growth.

Why will we do this?

Working closely with the tour operators we will ensure that Newquay has a presence in the printed and digital coach publications and that we are considered when operators are planning their itineraries for Cornwall as both a stay and visit location.

Retaining loyal and local customers NEW

How will we do this?

If the BID is successful, we will develop the existing app, moving away from the card and we will communicate offers/discounts and vouchers already available from businesses to both existing and new customer databases. By doing this we will no longer require businesses to create 'bespoke' offers, but instead we will drive all customers to your digital media where they can access offers or discount vouchers/codes.

Why will we do this?

79% of businesses consulted with told us that it was either important or essential to encourage Newquay residents and the catchment area to shop locally and choose Newquay as a day visit destination

Priority Area Two: Creating a more Vibrant Newquay

Investing in sustainable community events

How will we do this?

We will work with community groups and event organisers to assist them to deliver new events that will also become sustainable over a three year period, making Newquay a great place to visit year round for both visitors and residents of Newquay and its catchment area. We will continue to help established events with small funding pots and resources, enabling businesses to develop their own event marketing or varied event programmes. An events committee will be set up to manage this process, which will be made up of non-paid directors and BID members.

Why will we do this?

Previous examples of funding community events are the Fish Festival, the Night Surf, the Carnival and the Newquay BID Music & Ale Festival. All of these events and more have relied on the BID to assist them with either resource or financial assistance to start, continue or develop their events. These events are crucial to the town and its footfall throughout the year.

BID led events **REDUCED COST**

How will we do this?

The BID will explore new ways to deliver its existing events programme whilst engaging in new events that will bring Newquay to life during the shoulder seasons. By voting 'Yes' you will be securing funding for the increasingly successful Festive Festival, Zombie Crawl and other new potential BID developed events such as food, culture and street festivals.

Why will we do this?

Over 90% of businesses that responded told us that BID events are important to Newquay to encourage residents and attract new regional visitors. The Festive Festival weekend attracted over 49,500 visitors to Newquay in 2014 in comparison to 34,000 in 2012.

Monitoring return on investment

How will we do this?

The infrared footfall counter that is installed on Bank Street will remain in place for a further 5 years, making Newquay the only town in the south west to be able to monitor footfall 24 hours a day. The reports will be available weekly to all BID members.

Why will we do this?

Over 75% of businesses who consulted with us said it was important for Newquay to retain this facility which allows us to monitor the impact of the BID and events on tourism. Figures from the counter show that during the Boardmasters event footfall peaked at approx. 273,000 for the week, but can fall to as low as 56,000 in January. The BID will use the historic footfall data to plan marketing campaigns as well as footfall driving events.

Priority Area Three: A more welcoming town centre

A brighter town centre NEW

How will we do this?

Working with new and existing partners the BID will help to create a brighter town centre by delivering high impact, low cost visual projects to complement the existing achievements. The BID will seek out new opportunities and ways of working to increase the visual appeal of the town centre, this will include additional planting schemes, vacant units, disused buildings and transport gateways.

Why will we do this?

Over 80% of businesses that took part in our consultation told us that it was either important or essential to include hanging baskets, flower beds, bunting and banners into the business plans. The comments reinforced this, indicating the importance of enhancing the physical environment of Newquay.

Creating a cleaner town NEW

How will we do this?

If voted in for a second time, the BID will investigate options into addressing the cleanliness of Newquay by setting up a focus group with members of the businesses community and local conservation groups to look at the current problems and identify solutions.

Why will we do this?

69% of responding businesses told us that they wanted additional street cleaning, and over 93% said that the BID should investigate shared waste collection options. The BID is not in place to replace existing council services but we are acutely aware that these are fundamental issues to you and therefore are seeking to find solutions that will address the problem whilst safeguarding existing services.

Priority Area 4: Improving and supporting business

Investing in your employees NEW

How will we do this?

The BID will deliver an annual schedule of training courses and seminars for your business and employees which could include topics such retail, sales training, visual merchandising, social media and marketing. The BID will seek additional grant funding to deliver these activities on behalf of BID members.

Why will we do this?

Primarily supporting Newquay's small businesses, additional training and seminars will give your business the opportunity to compete on a local and regional level as well as bridging skills gaps in your workforce.

Business to Business NEW

How will we do this?

The BID will host forums and networking activities aimed at promoting non-tourism related businesses enabling them to engage in business to business trade and creating a platform for them to do business. The BID will focus opportunities to promote these businesses across the county, seek collective buying opportunities, support businesses with PR opportunities and provide community links.

Why will we do this?

Professional services and industry account for over 5% of Newquay and it is important that we support and promote their services to businesses and residents.

Lobbying NEW

How will we do this?

The Newquay BID will give members the opportunity to be part of a coordinated approach to voice their views, raise concerns and make recommendations on issues that affect the trading environment such as transport, infrastructure and accessibility.

Why will we do this?

94% of responding businesses recommended said that it was important that the BID should be a strong voice to represent the business community working with the Chamber of Commerce, retail forum and other groups to influence policy and decisions.

Grants and match funding NEW

How will we do this?

The BID will continue to investigate opportunities for additional grants and funding for projects, members and community groups. The BID will also use its expertise and resource to assist with the applications process where possible.

Why will we do this?

In its first term the BID has secured over £65,000 in additional funding from grant applications to voluntary contributions to become BID members. This funding has enabled the BID to deliver projects that are out of the scope of the business proposal.

Member benefits

www.newquaybid.co.uk – A website created by Newquay BID	NO ADDITIONAL COST
Membership of Newquay Chamber of Commerce and Tourism	FREE
Press release writing service	FREE
Meetings and networking events	FREE
Mailshot newsletters	FREE
High quality photographic images of Newquay for business use	FREE
Face-to-face access to a management team based in the Town Centre working on behalf of businesses	FREE