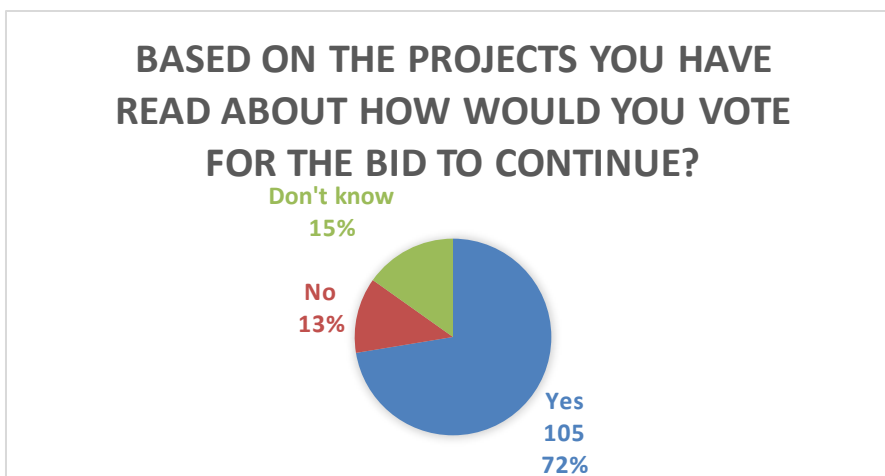
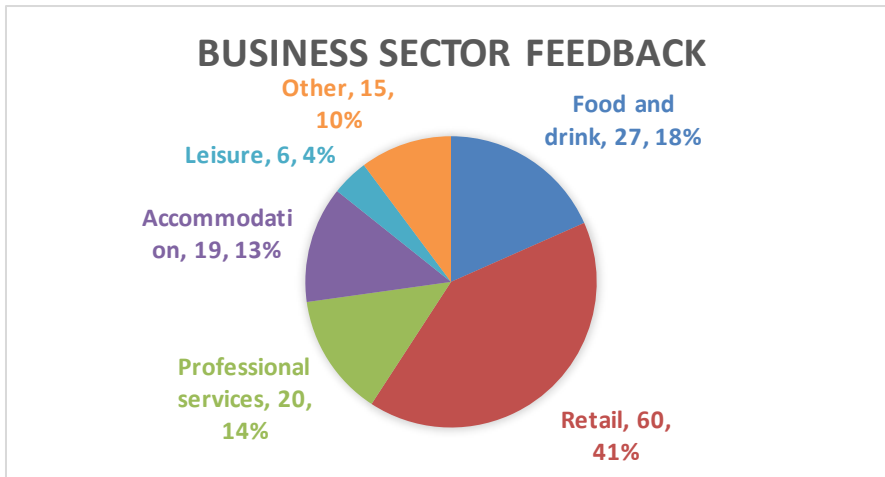
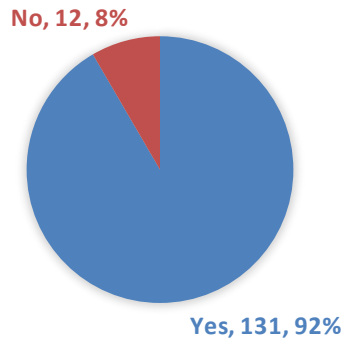


Newquay BID Consultation

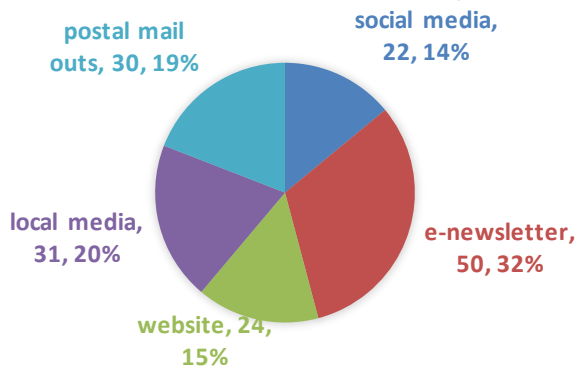
Consultation documents were sent to all 440 businesses on the 1st July to ask them opinions on projects for the 2nd term of Newquay BID. The team spent the month following up the documents with visits, telephone calls and emails. We had over 150 surveys returned which represented 34% of businesses within the geographical area.



WILL YOU BE THE PERSON THAT VOTES IN THE RENEWAL BALLOT?



HOW DO YOU FIND OUT WHAT THE BID IS DOING FOR NEWQUAY?

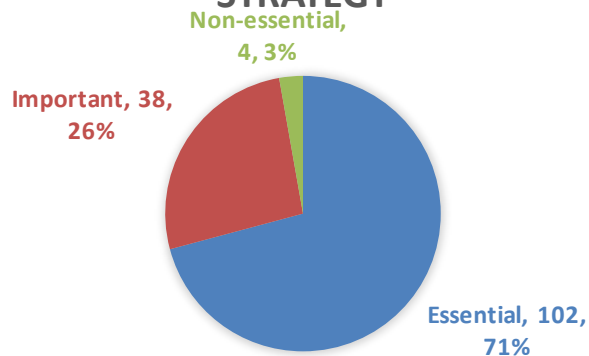


1. Destination Newquay (Marketing and PR)

Newquay BID has focussed on a brief for the first 5 year term of engaging with residents of Newquay and wider Cornwall to set about changing the perceptions. We now recognise that we need to create a new strategy that will specifically target our existing and new customers. Newquay has so much more potential and we intend to maximise this through using marketing using that has been generated by both the BID and its members.

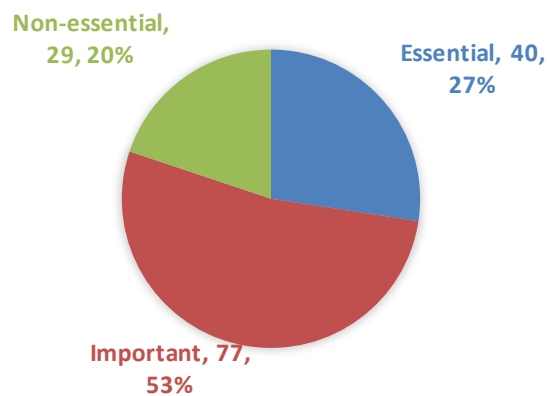
1.1 Five year marketing strategy – this will include profiling our customers specifically targeting the Specific groups. This will also include a streamlined digital strategy, press trips, regional PR, online marketing, international marketing and digital mail outs. We will be working a gateway website on this strategy using their website to measure the success of the BIDs activities.

FIVE YEAR DIGITAL MARKETING STRATEGY



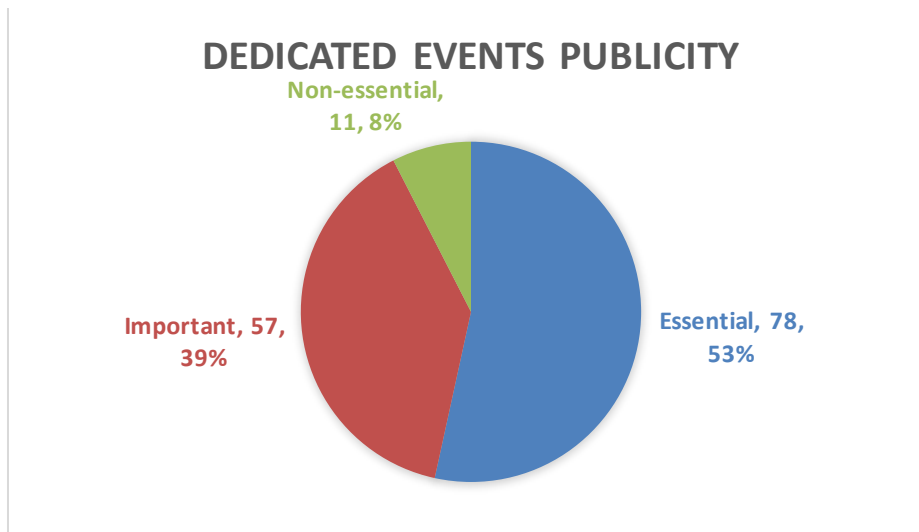
1.2 Seven magazine – Seven is Newquay’s beach & Life style magazine that is produced twice yearly. The print run is currently 20,000 per issue and it is distributed within a 10 mile radius. We will be aiming to produce a third of Seven, print more copies and widen the distribution to hit our target markets as well as pushing the online versions. We would aim to have one foodie issue per year where we bring the contents of the **Food & Drink guide** within to streamline our publications.

SEVEN MAGAZINE

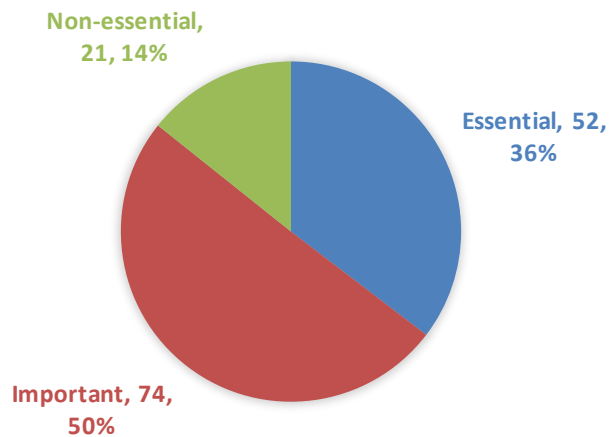




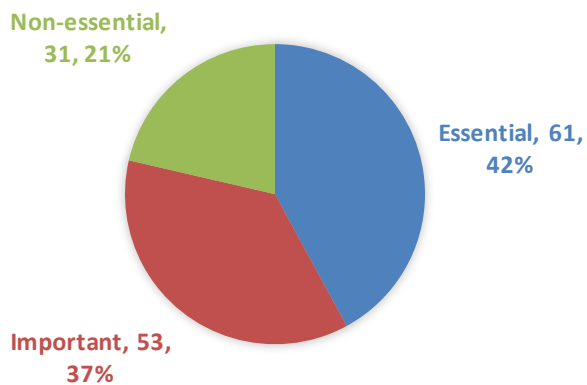
1.3 Dedicated Events publicity – bespoke Summer Events Guide and Christmas events guide printed and delivered direct to doormats of Newquay residents and beyond. Also be available to download it will be utilised by accommodation providers within their marketing materials.



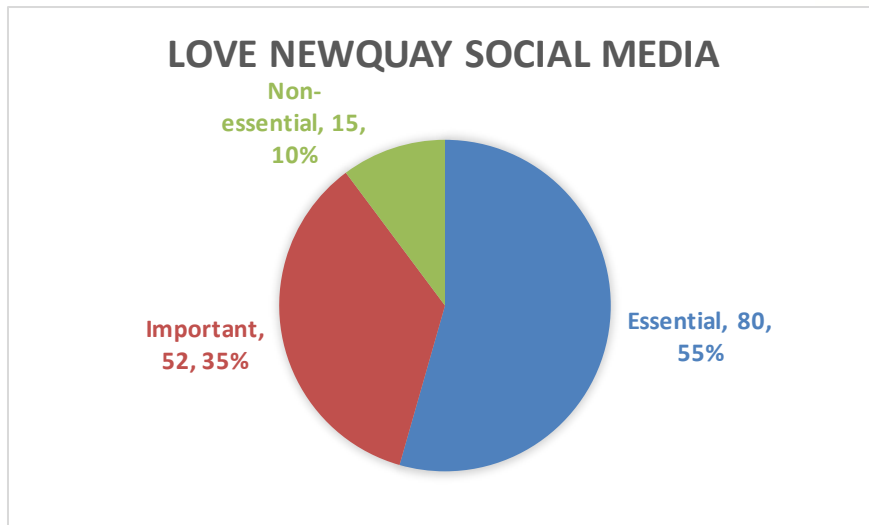
1.4 Tour Operators Destination Pack* – working with the largest tour operators we will strengthen our brand by providing them with destination packs that will include itineraries, vouchers, publicity materials, accommodation providers and attractions.

TOUR OPERATORS DESTINATION PACK

1.5 Loyalty Card – The loyalty card has been running for 4 years and there are currently 19,000 in circulation with over 75 businesses taking part. We will continue the loyalty scheme but will also be offering a voucher scheme alongside that allows businesses that have an offer open to everyone to upload that offer. This will enable all businesses to be included into the scheme.

RETAIL LOCAL AND LOYAL CUSTOMERS

1.6 Love Newquay - destination social media site for Newquay including Facebook, Twitter, Pinterest, and Instagram. Launched with the aim of promoting events and reaching the target audience, the next stage is to grow these channels and link them to the creative and curative content driving consumers to www.visitnewquay.org or gateway of our choice.



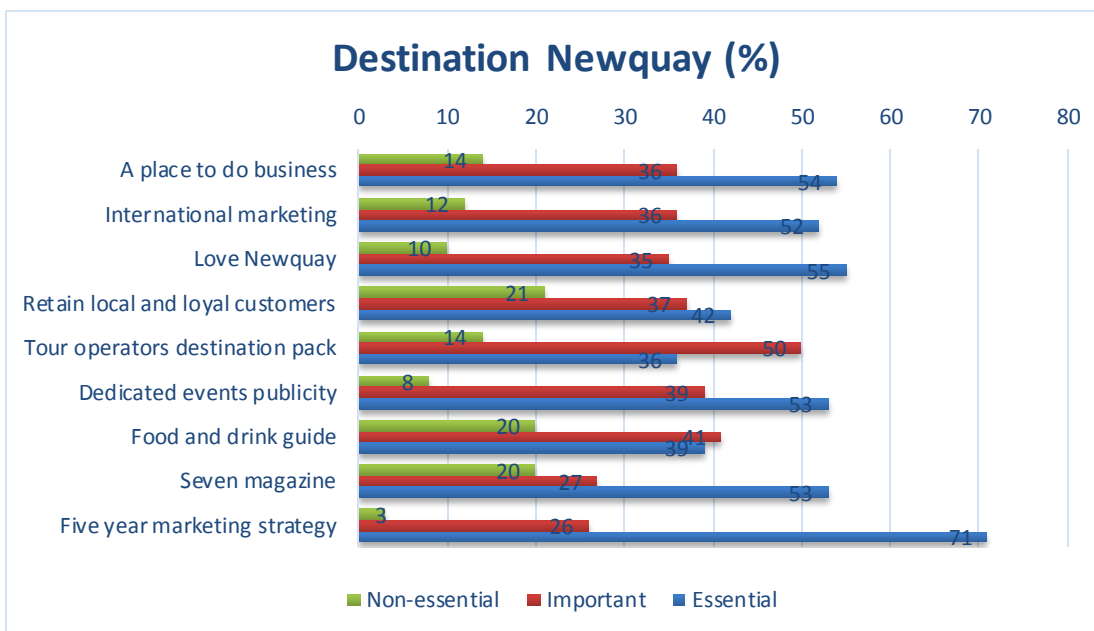
1.7 International Marketing* – We would create, develop and implement a marketing strategy for international tourism can be development and this will include targeting online, printed publications and working with businesses to recognise the international market.



1.8 Love Newquay Week - Development of this to include the business community building Newquay as 'a place to do business' working with the airport and enterprise zones, local businesses and advisors.



To Summarise:

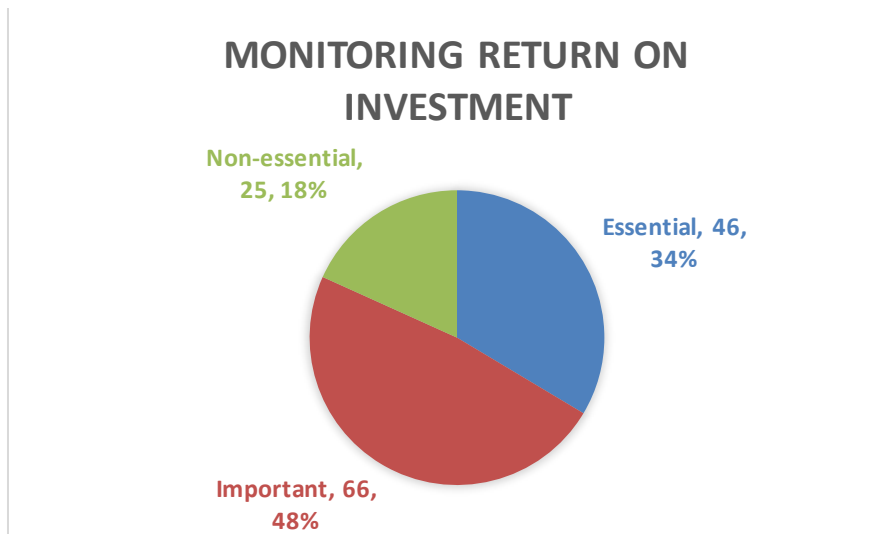


2. Creating a vibrant town

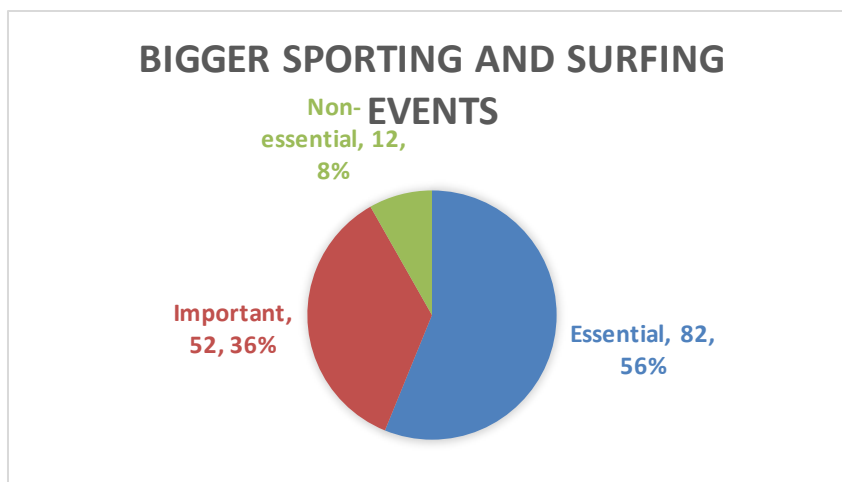
Newquay BID has been instrumental in delivering new successful events in the town as well as encouraging and supporting new and existing community events. Events are very important for Newquay and vitality of the town, for example during Boardmaster week the footfall peaks at approximately 273,000. Our flagship events have been the Festive Festival, Music & Ale Festival and Zombie Crawl which we have seen grown to 7000 and 700 respectively.

2.1 Footfall Counter – A footfall counter was installed into Bank Street in 2012 to monitor footfall in the town centre to enable us to monitor the return on investment for events in the town centre as

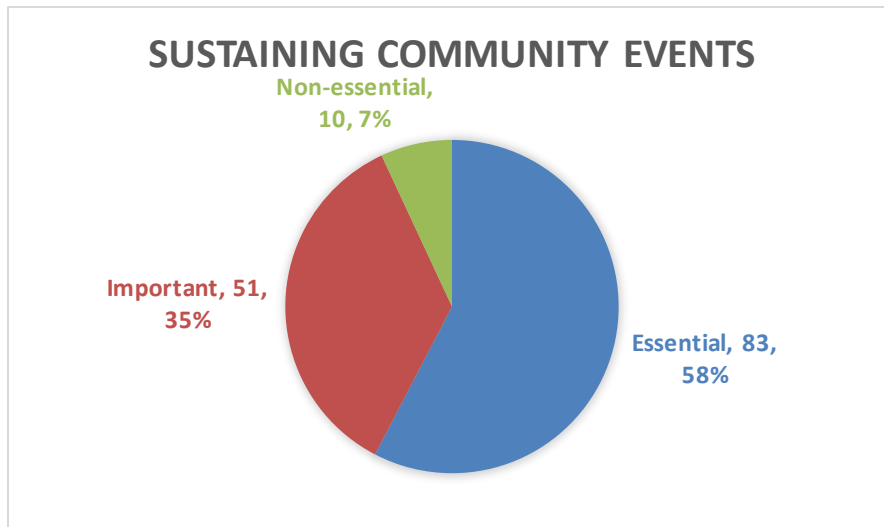
well as seasonal trends.



2.2 Bigger Sport and Surfing Events* – Development off existing sporting and surfing events to maximise their potential, attracting a wider audience to Newquay retaining Newquay’s reputation of being the UK’s surfing capital.



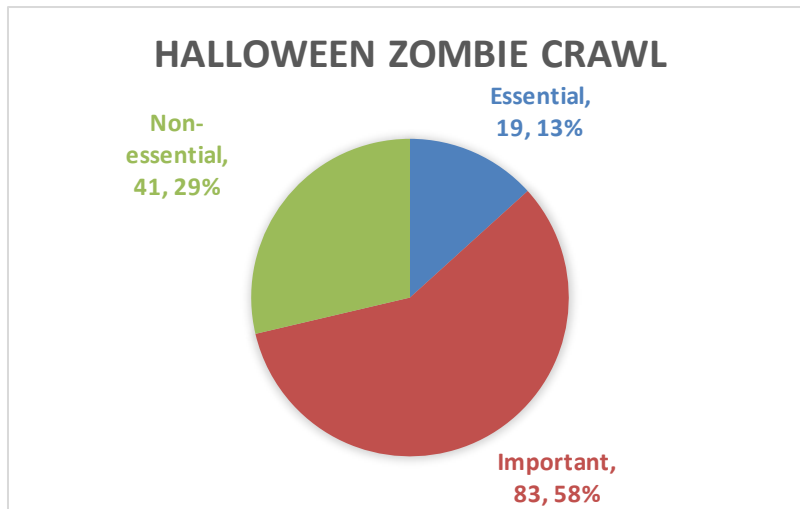
2.3 Community Events – Newquay is full of creative people who have brilliant ideas for new events that potentially could become part of the annual events calendar, but they need support. From funding to events management the role of the BID will be to work with these organisers to help them take their event to the next level. The BID is also keen to preserve some of the more traditional events such as New Year’s fancy dress celebrations and will work with local businesses on how to do this effectively.



2.4 Town Trails and shop windows competition – high impact low cost events within local business to encourage community involvement and showcase Newquay’s independent offer.



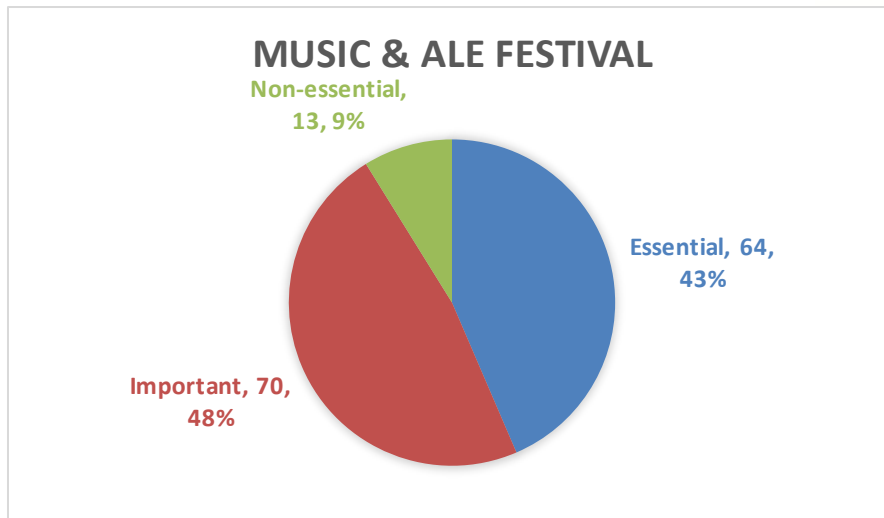
2.5 Zombie Crawl – Launched by Newquay BID in 2012. The BID will continue to develop this event to not only attract more participants, but to also increase the scale of the event to cover the whole of the town centre. This will involve the BID using more venues and providing more entertainment that will spread across the town centre during the half term Halloween week.



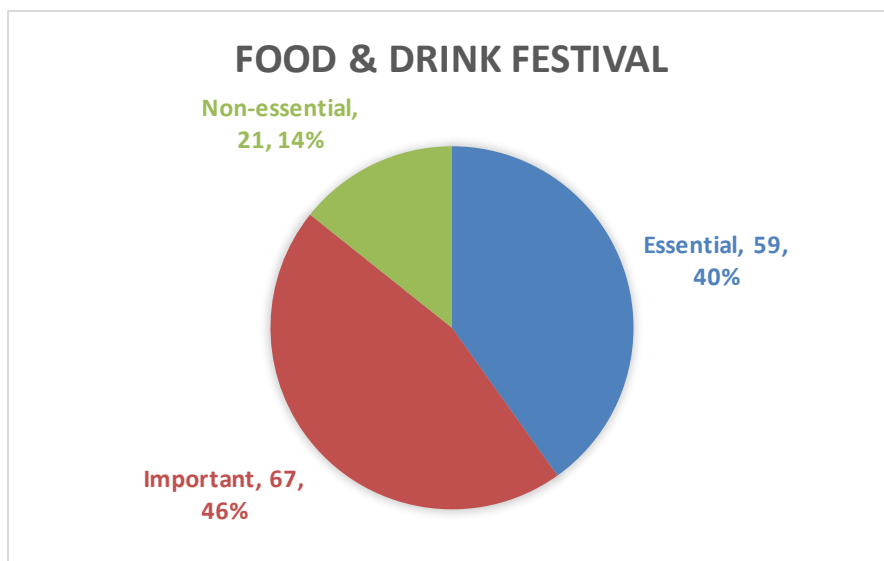
2.6 Festive Festival – Launched by Newquay BID in 2011. The Festive festival encompasses the light switch on, lantern parade, real reindeer and late night shopping. The event will continue to develop, increasing in length, attracting more visitors and improving the trading environment for businesses.



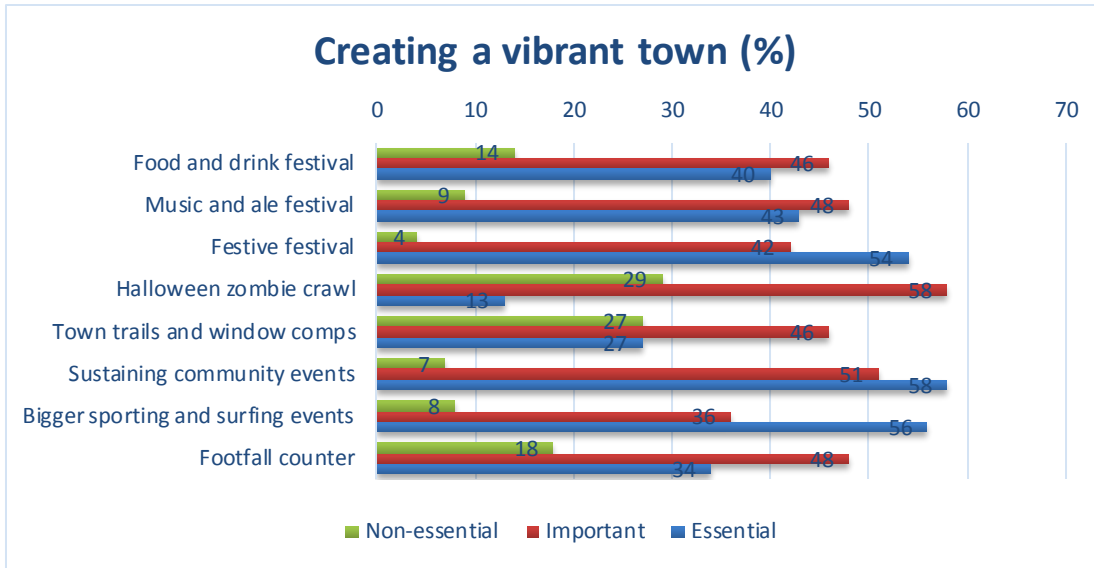
2.7 Music and Ale festival – Re-launched by Newquay BID in 2012. Supporting the Festive Festival this event runs alongside in the town centre and is a weekend long event. The event has grown in size and is now attracting visitors from around the region with the music and event quality that it boosts.



2.8 Food and drink festival* – Development of a brand new food festival/market for Newquay that would enhance the offer the existing town centre businesses and encourage day visitors into the town.



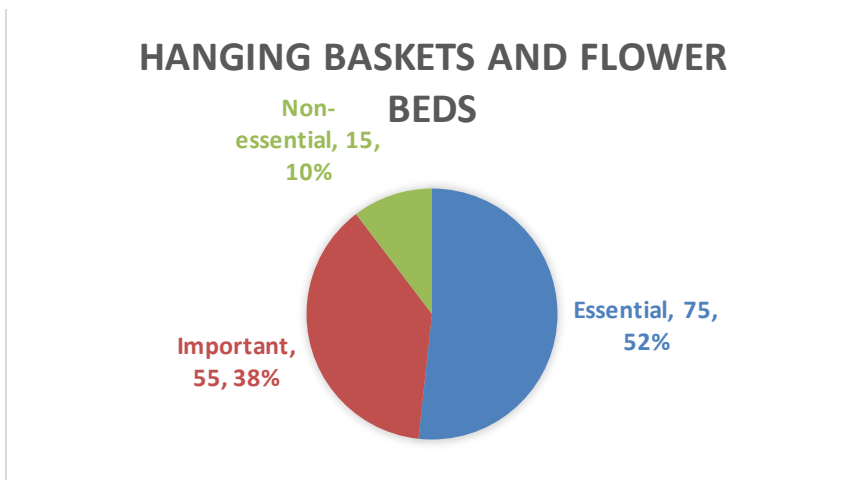
To summarise:



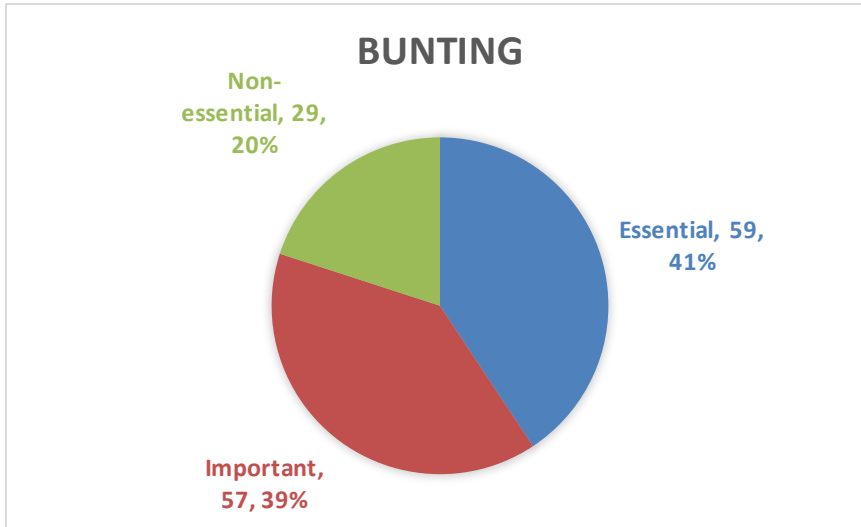
3. A more welcoming town centre

The BID has delivered in 3 project areas to improve the public realm of Newquay’s street environment. From simple greeting projects to a town wide brand new signage scheme the objective has been to visually improve the town centre and increase the dwell time of both new and existing customers. The BID has bought in over 34K in additional funding in these projects areas which has been use to widen these project scopes.

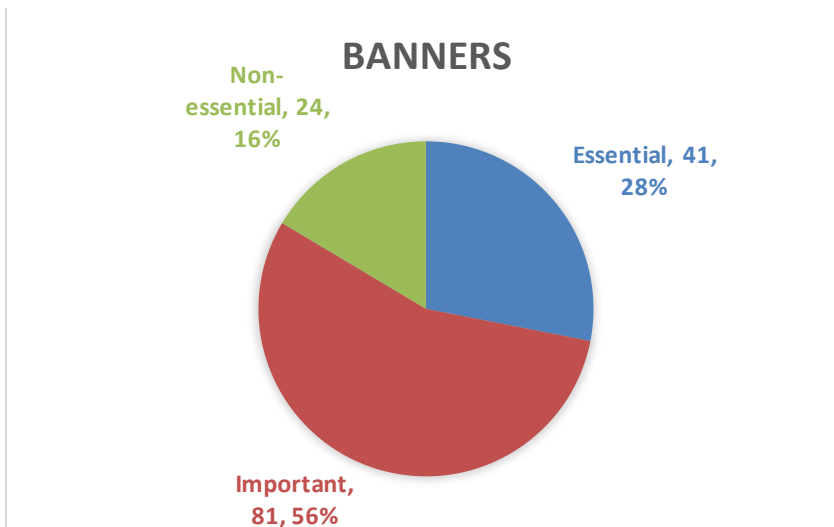
3.1 Hanging Baskets and Flower Beds – The BID will continue to work with Newquay in Bloom to delivery high impact low cost project that will enhance the street environment and maintain Newquay at its best. The BID currently funds 40 hanging baskets across the town centre but this will be increased to cover a wider area.



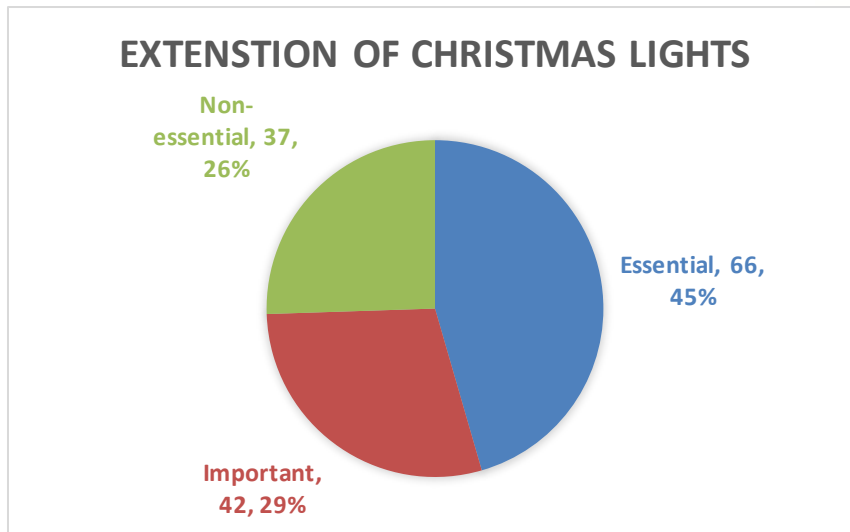
3.2 Bunting *– vibrant colourful bunting can be attached to existing infrastructure throughout the town centre during the summer months.



3.3 Banners– The use of existing banner posts on East Street and Manor road to attach banners to, these can promote locals events or landmarks of Newquay.



3.4 Extension of Christmas Light* – Newquay BID could work alongside the Town Council to extend the white lights that currently line the main shopping district.



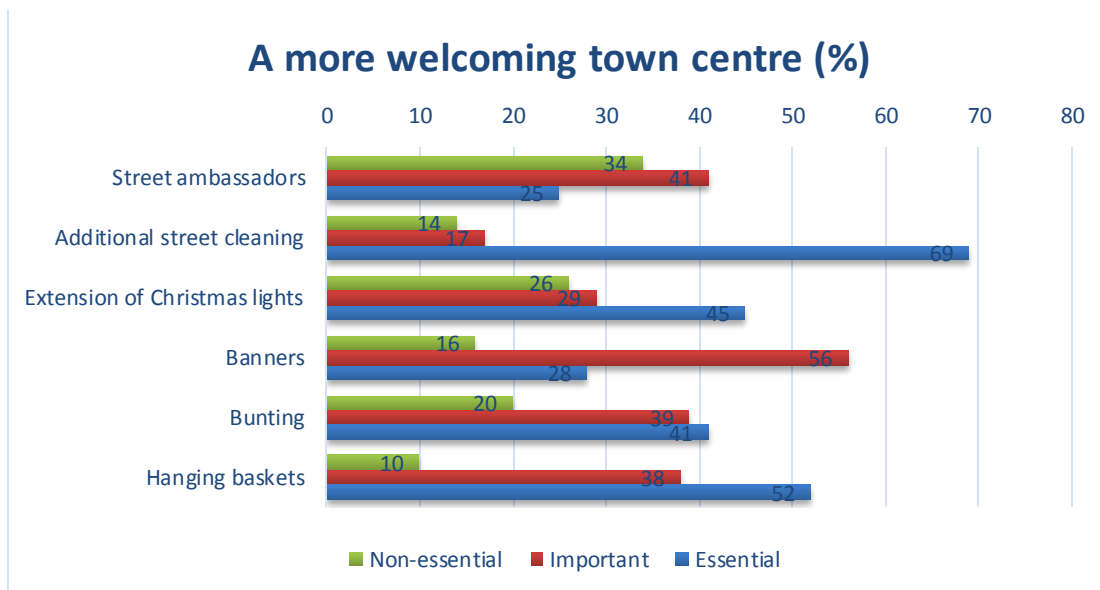
3.5 Additional Street cleaning*; offering services above the council's current baseline the BID could offer additional street cleaning for the town centre and other key areas.



3.6 Street Ambassadors*; welcome to Newquay marshals with 'welcome to' accreditation, acting as an information resource to the town centre.



To summarise:



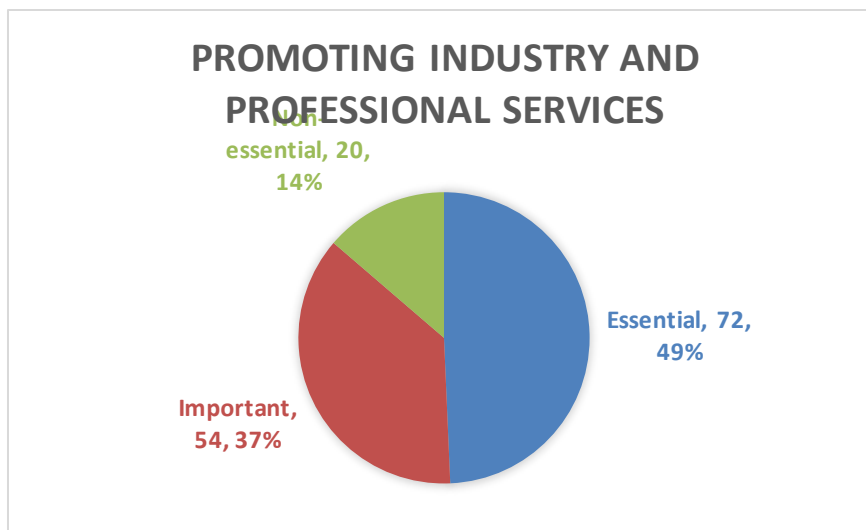
4. Improving and supporting businesses

During the first term of Newquay BID we have worked closely with businesses and listened to your feedback on how the BID is working for you and what projects you like included. The BID is set up to improve business for you as BID members.

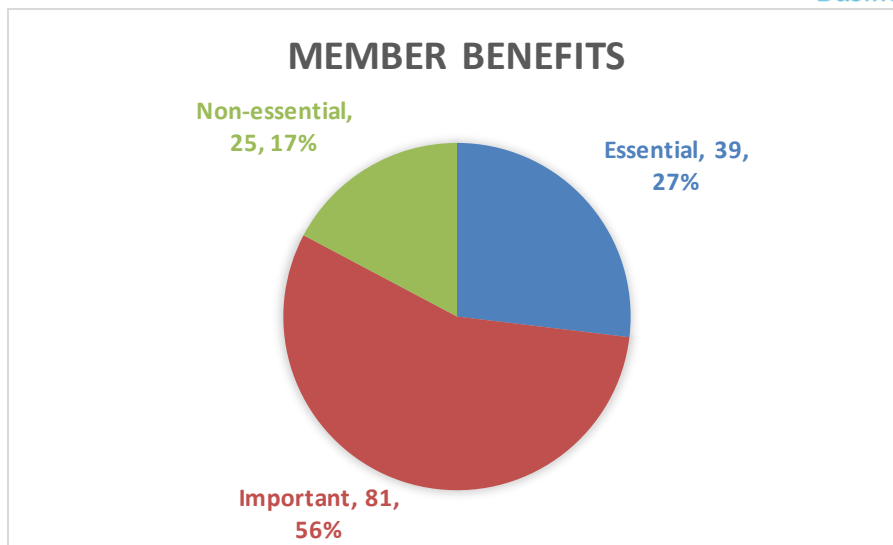
4.1 Training and Skills—Through the BID we have already trained over 30 businesses in social media at a much discounted rate working with local training companies. The BID will further this by using its buying power to provide training for businesses in a variety of areas driven by business needs.



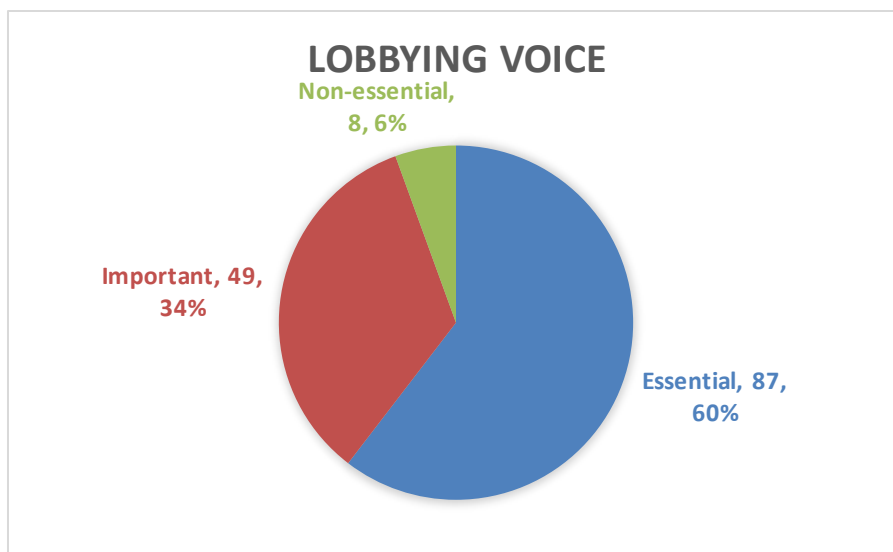
4.2 Promoting industry and professional services* - An existing opportunity to promote these sectors in Newquay and the catchment area, driving down businesses costs and increasing their customer base.



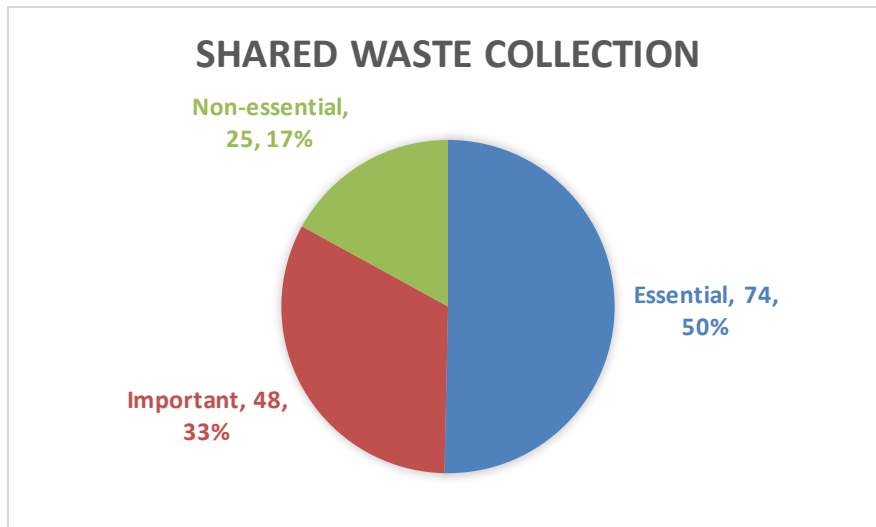
4.3 Shop Watch/pub watch* -In order to maximise public safety and reduce shrinkage for businesses we would offer membership to the scheme FREE to all BID members. Retails and pubs/clubs account for 50% of all BID members.



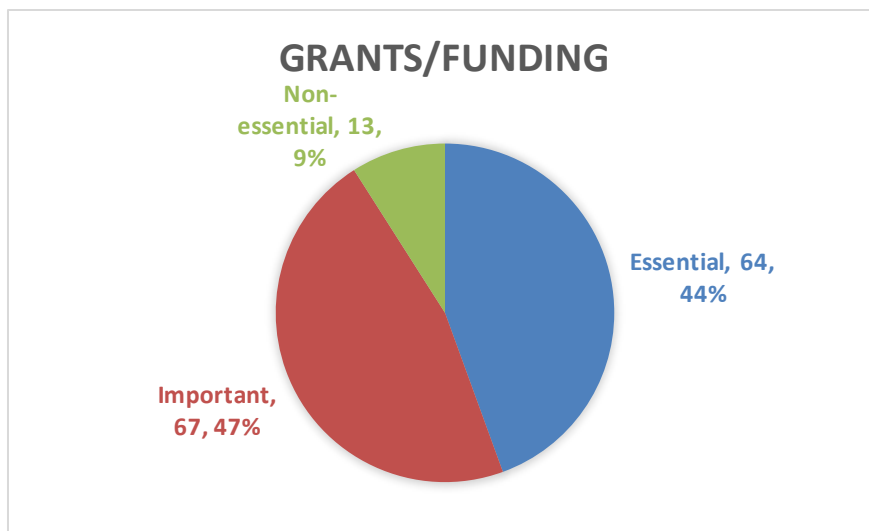
4.4 Lobbying* –The BID will undertake a stronger lobbying role and will ensure that it uses its business voice to represent the Town Centre to lobby and influence for investment and positive change.



4.5 Shared Waste Collection* – The BID will seek to tender the waste collection for all Town centre businesses and strive to get the best deal for Newquay businesses as a collective.



4.6 Grants/Funding* -The BID will provide a function for businesses and community groups enabling them to have the latest information on grants and funding available. It will also assist with applications for funding on behalf of businesses and community groups.



To summarise:

