

SERVICE LEVEL AGREEMENT (SLA) FOR THE DELIVERY OF TOURISM MARKETING SERVICES IN NEWQUAY

1 INTRODUCTION

This agreement has been drawn up between Newquay BID and VisitNewquay in order to formally set out what each organisation will provide in terms of marketing services for Newquay businesses during the term of the 5 year BID.

2 PERIOD: 1st April 2016 to 31st March 2021 * To be reviewed formally at the end of each financial year

3 PURPOSE: This document sets out the relationship between the parties involved in the delivery of marketing and tourism services in Newquay and specifically, how Visit Newquay and Newquay BID work together to deliver an integrated tourism and business marketing plan for Newquay and the surrounding area including the Marketing, Public Relations and Image projects contained within the Newquay BID Final Proposal. By signing this agreement, both organisations agree to carry out the responsibilities contained within it.

4 ROLES AND RESPONSIBILITIES (INCLUDING CURRENT BASELINE)

a) VisitNewquay

VisitNewquay is a Public and Private Sector Tourism Partnership supported by Newquay Town Council. Private sector representation is drawn from the local tourism trade and associated bodies. The Partnership will work constructively together to actively promote and develop tourism for the benefit of the town.

Current Baseline

i) Marketing including website

Visitnewquay is the custodian of the agreed destination website www.visitnewquay.org, which will be used with BID to deliver much of the initial marketing benefits. VisitNewquay will develop the website in conjunction with BID to provide maximum marketing impact for the tourism and BID businesses in the town. VisitNewquay will also be involved in other elements of destination marketing such as campaigns, publications, public relations etc working with BID to maximise the impact and effectiveness of marketing related activity.

ii) Events and Cultural Services

VisitNewquay will seek to maximise the effectiveness of events and cultural activities in Newquay with the specific aim to attract new and repeat visitors to the town. Events and cultural services will also be used to change traditional visitor habits, alter outdated visitor perceptions and as a bridge between the day and nighttime economy.

iii) VisitNewquay Tourist Information Centre.

VisitNewquay as a service of Newquay Town Council will further develop robust funding and management structures for Newquay TIC. The Tourist Information Centre remains a central part of the "tourist" facility offering of Newquay to both potential visitors and existing visitors through the provision of timely, up to date and accurate information, promotions, ticket sales and accommodation bookings. In the same way the Tourist Information Centre can be an asset of the BID programme providing a range of services to further the benefit of BID and VisitNewquay activity.

iv) Focus of marketing activity: VisitNewquay's remit is the destination marketing and business development of the town, attracting new visitors at the times of year there is capacity and stimulating repeat visits from Newquay's loyal customer base. VisitNewquay seeks to work in an integrated way with Newquay BID to address all related marketing issues – both internal (promoting Newquay to Cornwall's visitors) or external (attracting Cornwall's visitors to Newquay). VisitNewquay sees Newquay BID as a partner in its activities and VisitNewquay will liaise with Newquay BID on out of county campaigns where there may be an opportunity to work in partnership with the BID for the benefit of Newquay businesses.

b) Newquay BID

Newquay BID is the not for profit company limited by guarantee set up to deliver Newquay's Business Improvement District for a 5 year term from 1st April 2016. A private sector led Board comprising a maximum of 15 directors will manage the delivery of the BID in accordance with the Business Plan on which approx. 430 businesses will have the opportunity to vote on during early November to early December 2015. Every levy paying business will automatically become a member of Newquay BID and will have a stake in the BID programme.

Focus of marketing activity: Newquay BID has 2 key priority areas that provide opportunities to work in partnership with Visit Newquay. These are 'Destination Newquay' which is focused around a digital marketing strategy and PR strategy aimed at both international, national and regional visitors and will engage in press trips, social media, blogs, e-magazines, promotional literature and short films. All of these will make use of curated and created content working with BID businesses. The second is 'creating a more vibrant Newquay' and this will focus on investing in sustainable community events and BID led events.

5 SPECIFIC DUTIES

5a) VisitNewquay UNDERTAKE TO CARRY OUT THE FOLLOWING DUTIES:

i) Visit Newquay website – www.visitnewquay.org

a) To include a free text and photographic entry on the website for every BID business. This information to be loaded onto visitnewquay.org within 2 weeks

of the information being provided by Newquay BID, subject to a one-off payment from Newquay BID to be agreed which will recompense for the administration and hosting costs. The one-Off payment will cover the BID term.

- b) To offer a free text and photographic entry to businesses that join the BID that are outside the BID boundary or under the rateable value threshold after the BID ballot; subject to the conditions as set out above in 5a i a).
- c) To ensure that any levy payer/business joining the BID who wishes to book an enhanced website listing pays a fixed sum to be agreed between VisitNewquay and Newquay BID each year with income going to VisitNewquay specifically to enhance marketing and information provision in the town. Existing VisitNewquay members will receive a discount on their annual fees for being a BID member.
- d) To share information on the customer contacts generated via the website so that Newquay BID can work with VisitNewquay on marketing promotions
- e) To keep the events section of the website up to date and to encourage Newquay BID to provide information for these pages which VisitNewquay will update within 72 hours of information being provided
- f) To promote special Newquay promotions organised through Newquay BID via the website
- g) To provide Newquay BID with statistical information on the performance of the website including number of hits etc. in relation to BID members and activity.

ii) Publicity Literature

- a) To liaise with Newquay BID on any non-guide publicity being proposed that could benefit Newquay businesses (if out of county literature) to maximise efforts and minimise duplication
- b) To enable Newquay BID to distribute local guides produced by the BID via Newquay TIC

iii) Local Promotions (Cornwall residents and visitors staying outside Newquay)

- a) To notify Newquay BID of any opportunities to help them carry out local promotions

iv) Marketing Plans and Public Relations

- a) VisitNewquay to form a strategic marketing group for Newquay, comprising of marketing professionals from the Newquay area to include a members from the Newquay BID.

5b) NEWQUAY BID UNDERTAKE TO CARRY OUT THE FOLLOWING DUTIES:

ii) Marketing Plans and Public Relations

- a) Newquay BID to appoint a public relations company to design and deliver an annual marketing campaign to reach a the target audience primarily starting soon after April 2016. Information and delivery of the campaign to be shared with VisitNewquay.

ii) Visit Newquay website – www.visitnewquay.org

- a) To share the collection responsibilities of all text and photographic data from every levy payer to enable VisitNewquay to load the free entries onto the visitnewquay.org website subject to the one-off payment identified in 5a i a, after the initial information submitted. The responsibility for updating the information of respective businesses remains with the BID members.
- b) To help VisitNewquay to communicate to all BID levy payers/businesses joining the BID the opportunity to have an enhanced listing on the www.visitnewquay.org website including multiple photos, menus etc – this opportunity to be communicated to all businesses via the Newquay BID newsletter with income raised going to Visit Newquay. The content of which to be agreed in advance.
- c) To provide VisitNewquay with information for the events section of the website and details of any specific promotions organised to encourage people to visit Newquay in a timely fashion and as soon as becoming aware of any planned activity/events.

iii) Publicity Literature

- a) To liaise with VisitNewquay on the publication of Newquay Publications identified as priorities by BID levy payers

iv) Local Promotions (Cornwall residents and visitors staying outside Newquay)

- a) To deliver specific and regular promotions to encourage local people to use Newquay businesses all year to residents of Newquay and Cornwall via print and digital marketing
- b) To promote Newquay within Cornwall to encourage day trips using the media, printed materials and events

6 COMMUNICATION, MONITORING AND EVALUATION

- a) A sub group of two representatives from Newquay Town Council and two representatives from Newquay BID to meet at least bi-monthly to oversee the areas of joint working

- b) Update reports to be provided to Newquay BID Board and to VisitNewquay/Newquay Town Council.
- c) Information on areas of joint work to be communicated respectively to VisitNewquay members via VisitNewquay staff and to BID levy payers via the BID Co-ordinator.
- d) Service level agreement to be reviewed by both organisations at the end of each financial year, the first review taking place during March 2017.

7 FINANCIAL

VisitNewquay’s budget is subject to Newquay Town Council confirmation post March 2016. Newquay BID’s budget figures are contained within the Newquay BID Business Plan.

8 VALIDITY OF THIS AGREEMENT

This agreement will only come into force if the BID is formally approved with the commencement being 01 April 2016 if a positive ballot result is achieved.

9 TERMINATION

- Review and evaluate progress annually with option of reviews throughout the working year.

The following signatories are authoritative representatives of Visit Cornwall and Newquay BID and agree to the terms and conditions set out in this agreement

Signed: 1. 2.

For Newquay Town Council Date:

Signed: 1. 2.

For Newquay BID Date:

VisitNewquay TIC is a service of Newquay Town Council.

Newquay BID is a not for profit company limited by guarantee with a registered office at Nalders, 11 Beachfield Avenue, Newquay, Cornwall, TR7 1DP (company number

7513309)