

Newquay Business Improvement District Operational Report (2011-2015)

Project Area one – Marketing, PR and Image

1) Marketing Strategy

- **Branding workshop** with Excess Energy and Absolute Design (2011).
- Launch of new **'Newquay brand'** (2011).
- Launch of **'Love Newquay'** social media channels with competitions and updates to increase traffic to feeds (2013). Twitter followers: **2,042**, Facebook likes: **14,673** and Instagram: **1,278**.
- 4-week advertising campaign on the **London Underground**. 20 sites during the Olympic period (2012).
- 2-week advertising campaign on the **London Underground**. 25 sites mid-July-August (2013).
- 12-week advertising campaign on **Pirate FM**, mid-June – August to encourage day trips to Newquay (2012).
- 12-week advertising campaign on **Pirate FM**, mid-June-August to promote summer events (2013).
- Pirate FM live broadcast with **big ticket giveaway** on Easter Saturday and Carnival Week (2014).
- 6-week advertising campaign at **Newquay Airport**, June and July (2012).
- 12-week advertising campaign on seven **Western Greyhound** buses in Cornwall, June-September (2013).
- 2 editorials, competition and advertisements in **Cornwall Living** (London Edition – **15,000** copies). Database of over **3,000 email addresses**.
- 4-week advertising campaign in **Exeter Services men's and ladies bathrooms** – Love Newquay competition (2015). The footfall at the services for the duration of this campaign would have been approx. **980,000**.



www.newquaybid.co.uk

Facebook: Newquay Business Improvement District

Twitter: @NewquayBID

Tel: 01637 498599

Email: Gemma.Taylor@newquaybid.co.uk

- Advertisement and subsequent editorial piece in **Escape Magazine** for First Great Western to promote the town for **summer 2014**. We have repeated this for **summer 2015**.

2) Annual PR Campaign

- Excess Energy Communications work on behalf of Newquay BID to undertake regional and national PR. They have worked on three areas: **Press trips**, **regional PR** and **event led PR**.
- The AVE of all the PR generated so far by Excess Energy is in excess of **£480,000**.
- Since 2011 there have been over **65 press trips** held in Newquay for regional and national publications.

3) www.visitnewquay.org

In 2011 we sent a letter to all businesses to collect business information for the listings on Visit Newquay. We now send any updates that we are aware of and ask any new businesses to contact the TIC to update their business listing. We promote www.visitnewquay.org on all of our marketing materials.

4) Publicity materials

- Creation of e-newsletter for BID members in 2012. Sent **once monthly** to over **400** business email addresses.
- Newquay BID social media. Twitter followers: **1,394** and Facebook likes: **1867**.
- **Food and Drink** guide (2011-2015). **Four** editions. **40,000** copies in total. **150** businesses included over all.
- **Seven Magazine**. **Eight** issues published. **145,000** copies in total with over **250** business included across all seven issues. Distributed within a 10 mile radius of Newquay including Newquay airport. Exeter and Gordano services also receive copies.
- Newquay Independent shopping guide (Indies shopping guide) featuring **101** businesses. **5,000** copies printed and distributed locally.



5) Local Promotions (Newquay Loyalty Card)

- Six month shop local campaign in the **Newquay Voice** to support the retail sector (2011).
- **Loyalty card scheme**, taking over from Newquay First Scheme, aimed at promoting local offers and discounts to encourage residents of Newquay and surrounding areas to support the towns' businesses (2012).
- Newquay Loyalty card **social media** (2012). Twitter followers: **1085** Facebook likes: **1,934**.



www.newquaybid.co.uk

Facebook: Newquay Business Improvement District

Twitter: @NewquayBID

Tel: 01637 498599

Email: Gemma.Taylor@newquaybid.co.uk

- Development of the Loyalty card section on BID website to keep people informed of offers, making website more interactive and user-friendly.
- Development of Loyalty card **e-newsletter**. E-newsletter sent out **monthly** to subscribers telling them of new promotions and offers (2014). Currently sent to **472** email addresses.
- **4 years** of advertising in the **Newquay Voice** to promote loyalty card offers monthly (from 2012).
- **6 months** of experience led **advertorial features** in the Newquay Voice promoting current offers.
- 6 month post card campaign to over **58,000** households (TR7 via Royal Mail) detailing loyalty offers and events in Newquay.
- **12 bi-monthly** competitions to increase social media profile of Newquay Loyalty Card Facebook page.
- **The Loyalty Card App** was launched to support the loyalty card and also host event listings for Newquay. It is FREE to download and is updated by the BID monthly.

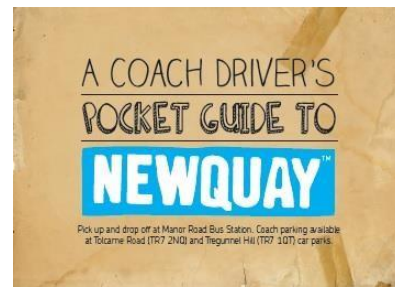


6) Business to Business

- 12 week pilot of B2B offers on www.newquaybid.co.uk to monitor offer uptake and submission. (2013).
- Launch of **Newquay Business Week** in October 2015. 19 seminars across 5 days with over 350 delegates attending.

7) Attracting Coach Visitors to Newquay

- **Additional coach parking** secured in Tregunnel Hill car park.
- **12 month** marketing campaign in **Coach Publications** to encourage coach tour operators to Newquay (2012).
- **500** Coach Drivers pocket guides produced for tour operators and drivers offering them **incentives** to come to Newquay (2012).
- Lobbying Cornwall Council to produce a **FREE Coach stand** in Town Centre to encourage day trips (2013).
- **Coach driver packs** put together to promote the town including maps, tree walk guide & driver vouchers (packs given to hotels) (2014).
- Attended the **UK Inbound networking event** at the Eden Project on behalf of Newquay, met with tour operators and subsequently worked with them on itineraries for trips based in Newquay (2014).
- Advert and subsequent editorial in the **Coach Touring Directory 2015** and **CDC Coach Tourism Year Book** (2015).



www.newquaybid.co.uk

Facebook: Newquay Business Improvement District

Twitter: @NewquayBID

Tel: 01637 498599

Email: Gemma.Taylor@newquaybid.co.uk

8) Promoting Newquay to potential new business

- Links with businesses looking for space in Newquay, providing statistics on footfall, airport, tourism, and support for planning applications i.e. The Ark and Barracuda (2012-2015).
- **Investment packs** produced for potential investors to the high-street containing potential vacant units, footfall, visitor statistics, publications and airport information.

Project area two - Events

1) Host sporting events

External events: **Zap cats** (2011 -2012 – financial support) (2013 - 2014 – Marketing & PR support); **Olympic Torch Relay** (2012) - event management and media communications; **Feel Good Festival** (2013) - marketing and communications support.

Newquay BID events: **Newquay BID Beach Cricket** (2012-2014) - Delivered in partnership with Newquay Cricket Club and the Lords' Taverners; **Newquay BID Night Surf** (2013-2015) - Key sponsor event, without the BIDs input the Night Surf was massively at risk of being lost. BID funding has secured match funding from other sponsors to protect from loss of the event. The BID provides event infrastructure and PR and marketing (pre and post event).



2) Encourage music, cultural and family events.

External events: **British Surf Film Festival (2011)** – provided marketing and communication support; **Cornwall Film Festival** (2011-2013) - Provision of marketing materials. The festival relocated to Redruth in 2014; **Art 8** (2012-2015) event sponsorship for 3 years, for marketing materials such as events posters, flyers and programmes. We have also worked with businesses to coordinate becoming an Art8 venue. In 2015, we successfully **secured funding** from **FEAST** for an Art8 project; **Miracle Theatre** (2014-2015) –event sponsorship, bringing live theatre events to the Headland at Fistral; **Approaching Lines** (2015) – event sponsorship, the festival of surf brings a line-up of international premieres and award winning features to Newquay across 3 days; **St Piran's Day** (2014) – event sponsorship to get new event up and running; **Joe Way Paddle for Life** (2015) – event sponsorship to provide marketing and PR support.



www.newquaybid.co.uk

Facebook: Newquay Business Improvement District

Twitter: @NewquayBID

Tel: 01637 498599

Email: Gemma.Taylor@newquaybid.co.uk

Newquay BID events

Festive Festival

2011: 12 days of Christmas **workshops and events** in businesses across the town. The BID added to existing Christmas Light Switch on with **200 lanterns** made by local children. Approximate footfall: **400 persons**

2012: **Workshops and events** in businesses across the town centre, **200** children's lanterns plus supersize fairy queen lantern; **reindeer** from the Cairngorm reindeer centre in Scotland, **street entertainers**, **free parking** in Manor Road, **Shop window** competition, **Late night shopping** until 8pm, **Food and craft market**, parade management including lanterns and **samba band**, Pirate FM support for event, **Santa fun run** across the bays and **Santa trail** through town centre businesses.

Approximate footfall: **1,500.**

2013 - **Workshops and events** in businesses across the town centre, **200** children's lanterns plus LED costumes, **reindeer** from the Cairngorm reindeer centre in Scotland, **street entertainers**, **Shop window** competition, **Late night shopping** until 8.30pm, **Food and craft market** in Fore Street carpark, parade management, **samba band**, Pirate FM support for event, **Santa fun run** across the bays and **Santa trail** through town centre businesses. Approximate footfall: **3,000.**

2014 - **Children's lantern** and light parade with over **4 schools** included (**400** Lanterns including 10 supersize structures), **reindeer** from the Cairngorm reindeer centre in Scotland, **street entertainment** including music, **shop window** competition, **Late night shopping** until 8.30pm, **food and craft** market in Fore St Car park, parade management, **Heart Angels** event support, **Pirate FM** support for lights switch on, **Santa fun run** (moved dates due to tide) and **Santa trail** through town centre businesses. Approximate footfall: **7,000.**

2015 - **Children's lantern** and light parade with over **7 schools** included (**600** Lanterns), **reindeer** from the Cairngorm reindeer centre in Scotland, **street entertainment** including music, **shop window** competition, **Late night shopping** until 8.30pm, parade management, , **Pirate FM** support for lights switch on, **Santa fun run** (moved dates due to tide) and **Santa trail** through town centre businesses. Approximate footfall: **7,000.**

2016

Zombie Crawl:

2012- zombie crawl through Bank Street onto Killacourt with storyteller. Footfall approx. **50.**

2013 - Games at meeting point, zombie crawl and storyteller through town centre, thriller dance on the Killacourt and family disco at Hotel Victoria. Footfall approx: **200.**

2014 - Games at the Cribbar, 2 performances from 'Titan the robot', parade through the town centre, shop window competition and disco at the hotel Victoria.

www.newquaybid.co.uk

Facebook: Newquay Business Improvement District

Twitter: @NewquayBID

Tel: 01637 498599

Email: Gemma.Taylor@newquaybid.co.uk



Footfall approx. **600**.

2015 - Games at the Cribbar, 2 performances from 'Titan the robot', parade through the town centre and disco at the hotel Victoria. Footfall approx. **1500**

Music & Ale festival: 2012 - 3 day music and ale festival on the Piazza with live music and over 50 ales including children's **activities** and workshops.

2013 – 3 day music and ale festival on the Piazza with live music including children's activities and workshops.

2014 – 3 day music and ale festival at new location of **Fore Street car park** and as part of Festive Festival. The event included live music, **kid's activities**, craft stalls and **street food stalls**. The tent was at capacity during the festival.



2015– 3 day music and ale festival on **Fore Street car park** and as part of Festive Festival. The event included live music, **kid's activities**, craft stalls and **street food stalls**. The tent was at capacity during the festival.

Eggstravaganza (2013- 2014) Easter egg hunt trails through town centre shops to encourage visitors and residents into town centre. Entries for the Christmas and Easter trails are approximately 50 persons each time; **Big Seaside Screening** (2012-2014) Outdoor screenings of 'Endless Summer' and 'Surf's up' on the Headland and at the Killacourt. Rising costs and bad weather meant that this event was no longer viable; **Love Newquay Week** (2013-2015) – A series of events and workshops held across the BID area inside businesses encouraging locals to 'Love Newquay' and 'shop Newquay'.

3) Support Exiting Events

Newquay Fish Festival (2011 – 2015) The BID has provided support for the Fish Festival through **marketing materials**, **new branding** and poster design, **financial support** for a guide that features local eateries and bringing '**Swamp Circus**' to the Killacourt, to attract footfall into town. Local and regional **PR** and **communications** were also provided to gain exposure of the event across the county. As well as financial input into the event the BID has also given the fish festival lots of **in kind support** through features in 'Seven' magazine, the Food and Drink Guide, event listings in guides and on postal marketing materials.



Newquay Carnival Week (2012-2015). The BID has supported Newquay Carnival week by organising 'meet and greets' of popular kids TV characters in 2 town centre locations ahead of the carnival parade. The BID also organises the **mascot race** for the event each year. It has also provided **financial support** for the Carnival to enable them to update their website, and publish the **event guide**.



www.newquaybid.co.uk

Facebook: Newquay Business Improvement District

Twitter: @NewquayBID

Tel: 01637 498599

Email: Gemma.Taylor@newquaybid.co.uk

4) Events publicity

Christmas events guide - five editions, **51,000** copies in total, listing over **90 events** in total. The guide is **distributed** via the **Newquay Voice**, businesses and TIC.

Summer events guide – Two editions, **50,000** copies in total listing over **94 events**. The guide is **distributed** to **postcodes TR6-TR9** via a postal mail drop. The remaining 5,000 are distributed via the **TIC and businesses**.

Free summer events listing page in **Newquay Best** free mag.



Project area three - Street Environment

- 1) Flags and banners (2011-2015). Installation of **14** brightly coloured **'Newquay' banners** on East Street and at the bus station.
- 2) Business Information Signage – The **steering group** was set up in 2012. In 2013 **£20,000** was secured from **Newquay Town Council** towards the project. **20/20** were appointed to undertake the **feasibility study**. 2014 was the **public consultation** and the tender process to find a company to design, manufacture and install signage. 20/20 were appointed for this stage. Work began on the **signage content** in Sept 2014. The signage began **installation from May 2015**. The way finding and welcome signage consists of **51 brand new signs** in total.
- 3) Greening Projects; **6 planters** for Gover Lane (2011); **120 hanging baskets** Bank Street and Fore Street (2012-2015); **Tree Walk Map** funding to help with development of Trenance Gardens Map (2014); funding of seeds for **pictorial meadows** and planting on East Street, Cliff Road and Fore Street (2012-2015).
- 4) Bunting. In 2015 the BID put **bunting** up throughout the town centre.
- 5) Bus shelters. Working with FIRST Kernow, we were able to put **#lovenewquay vinyls** on all of the bus shelters at the station in Mannor Road.



www.newquaybid.co.uk

Facebook: Newquay Business Improvement District

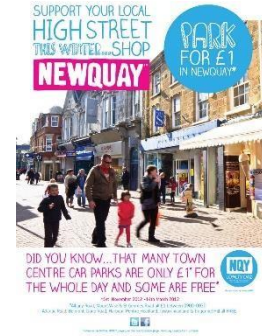
Twitter: @NewquayBID

Tel: 01637 498599

Email: Gemma.Taylor@newquaybid.co.uk

Other Business initiatives

- 1) **6** Social media Courses run by 'Piece of Cake' consultancy to help members develop their social media strategies, **20** businesses attended (2013).
- 2) **4** Social media training for businesses run by 'Piece of Cake' consultancy **12** businesses attended.
- 3) Presented at the annual **Tourism Summit** (2012-2013).
- 4) Application submitted to become one of the UK's Portas' Pilots. Off the back of this, Newquay became one of the UK's town teams receiving support and a **funding** grant of **£10,000** (2012).
- 5) Successfully applied for Grant funding of **£10,000** for the Coastal Communities Team in Newquay to complete a feasibility study for 4 community projects (2016).
- 6) Awarded a '**Rising Star**' and **£1000** from DCLG for progression of events in Newquay to increase the season (2016).
- 7) Shop Front Improvement grant scheme awarded to over **32** businesses for **£250**, to refresh shop frontage (2013).
- 8) Lobbied Cornwall Council on proposed changes to **car parking charges** (2012-2015).
- 9) Published and distributed poster promoting **£1 parking** in Council car parks (2012-2015).
- 10) Installation of the **footfall counter**. The weekly figures are used by the BID to **measure** the impact of events and the seasons on the town centre. Some business also use them to measure their performance against footfall (2012).
- 11) Development of '**busking code**', working with Newquay Town Council, the police and retailers in Bank Street (2015).



www.newquaybid.co.uk

Facebook: Newquay Business Improvement District

Twitter: @NewquayBID

Tel: 01637 498599

Email: Gemma.Taylor@newquaybid.co.uk