

The background of the cover is a scenic photograph of a beach. In the foreground, there are large, green, spiky leaves of a coastal plant, possibly a Pandanus, which are slightly out of focus. The middle ground shows a wide, sandy beach with many people scattered across it. In the background, there is a large, dark rock formation or cliffside with a few buildings on top. The sky is clear and blue. The overall tone is bright and sunny.

NEWQUAY™

Business Improvement District

INVESTMENT PACK

Lifestyle | Business | Talent | Beaches | Coast



Building the future

As if the cool seaside lifestyle isn't enough of a drawcard, even better news for investors in Newquay is that the property market here is going from strength to strength.

The town offers much better value for money than other Cornish hotspots such as Padstow, Falmouth and St Ives, yet it still flaunts whopping amounts of coastal beauty, outstanding amenities and is much more accessible as well. Not only is it situated just minutes from the main artery of the A30, Newquay also has the UK's fastest growing airport and rail links into the centre of town – so getting there is never an issue.

Newquay presents a wealth of property investments, whether you're looking for a one-bedroom apartment, a detached family home, a business operation, a high-

yield holiday let or a cliff-top plot on which to construct your own 'Grand Design'. And with lending levels on the increase and interest rates remaining at an all-time low, now is a good time to snap up a guaranteed investment for your future.

The resurgence of new developments going up in and around the town is proof that the property market here is thriving. The biggest of these is Nansledan (meaning 'Broad Valley' in Cornish) – a major extension of 4,000 homes being built on a 540-acre site to the east of Newquay. Even closer to the town centre, the

174 new apartments and houses being completed on Tregunnel Hill were recently shortlisted for the Development of the Year award at the Sunday Times British Home Awards.

Other developments include 44 new homes within walking distance of town at Trevenson Meadows, Acorn Blue's apartments and houses by Lusty Glaze Beach, and 50 more homes being added to The Goldings site just outside of town.

Moving on up

Dreaming of beach life, gourmet food and the perfect destination to work, live and play? Look no further than Newquay.

One of the UK's most popular holiday destinations, this vibrant surfy town is fast-becoming the place to establish a healthy and stimulating work/life balance alongside the enviable saltwater lifestyle. Celebrity chefs, global technology firms and fashion brands are all flocking here to do business, while families are snapping up homes and launching businesses in this vibrant seaside hotspot, realising that Newquay isn't just a place for a holiday.



A popular place

Newquay's population is mushrooming: recent figures show it's got the 12th highest percentage growth in population out of the 40 largest settlements in the Southwest.

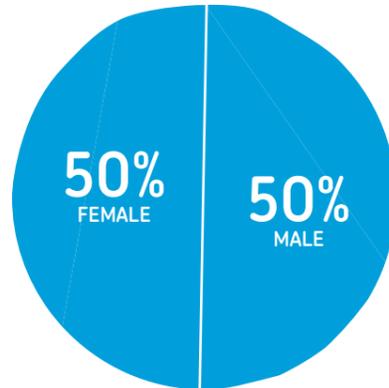
Between 1990 and 2010 over 3,000 dwellings were built in Newquay – way above the average build rates in Cornwall's other main towns.

Who lives here?

It's an even split: 50% females, 50% males.

The average age of people living in central Newquay is 38, while the median age is slightly lower at 36.

THE TOWN IS CURRENTLY HOME TO 20,300 RESIDENTS SURGING TO A HUGE 100,000 PEOPLE DURING SUMMER



Families, foodies and activity seekers

While families still make up a large proportion of Newquay's visitors, the town's demographics have changed dramatically to encompass a much wider range of tourists.

Activity and wellness breaks are now breaking through as a dominant market with a plethora of award-winning spas, while higher-spend visitors such as empty nesters (over 55 year-olds) and affluent couples are increasing in numbers and taking longer active and relaxation holidays here.

Now that a dedicated destination brand and marketing channel – Love Newquay – is focusing on the town's tourism ever widening appeal

and directly engaging these key markets, Newquay's popularity and the number of visitors is set to soar even further.

And it's not only footfall from the rest of the UK that is on the up; European flight links into Cornwall Airport Newquay are luring a higher percentage of international visitors, especially from Germany. Over 250,000 German visitors flock to the coastal landscapes of Cornwall each year, with a large proportion

of these visiting Newquay and its surrounds to enjoy the beaches and coast walks. What with the popularity of Rosamund Pilcher novels and the recent 'Poldark' effect, the number of visitors from overseas is increasing year-on-year.

Cornwall's most popular tourism activities:

- Eating & drinking: 87%
- Shopping: 75%
- Visiting beaches/coastal towns: 74%



Why Newquay?

It's little wonder that Newquay's scenery and lifestyle lures the crowds – after all, it's got more sandy beaches than any other town in the county, an array of activities and water sports on tap, and an abundance of swanky surfside bars and top-notch restaurants. So whether you're attracted to the surf, the foodie gems or simply the scenery, Newquay really does hit the lifestyle jackpot.

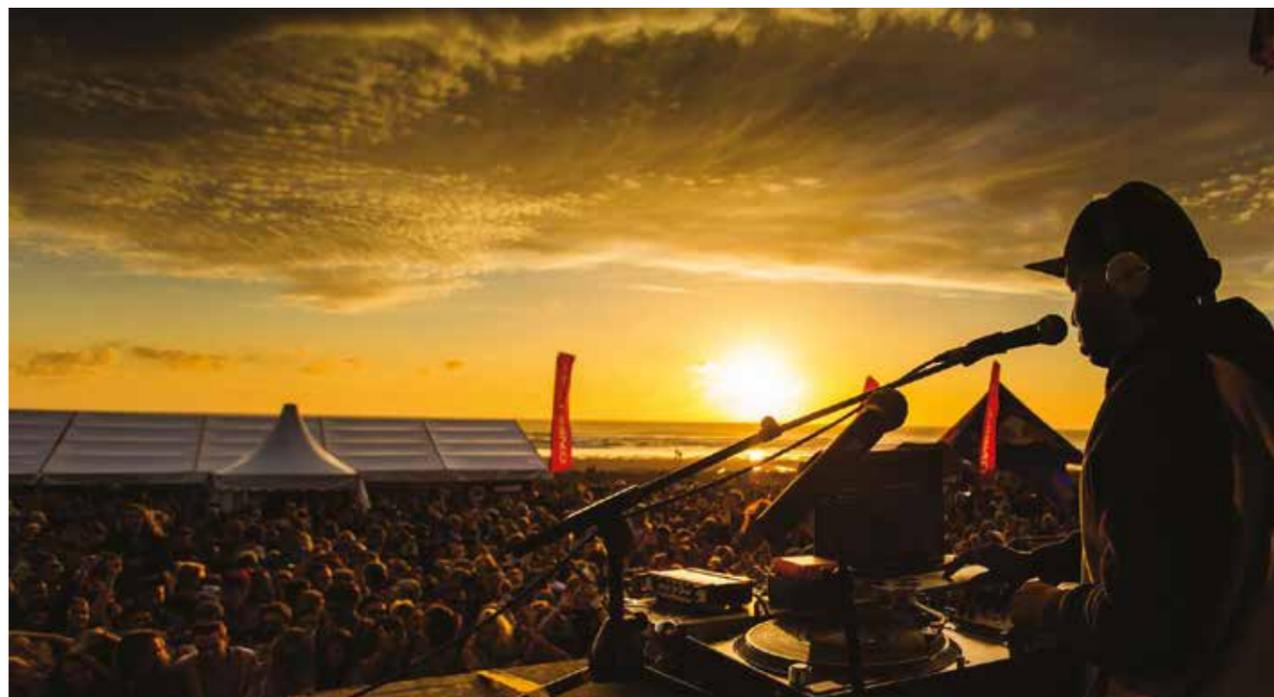
Some of the town's biggest crowd pullers include:

Festivals & Events

Newquay's calendar is jam-packed with varied, fun-packed events – from cultural celebrations such as Art 8, to water sports competitions, dog shows and family carnivals.

Boardmasters Festival

Europe's biggest surf, skate and music festival brings pro surfers, big-name bands and acts and flocks of revellers to a five-day beach party during the first week of August. Watch the world's top surfers battle it out on the waves of Fistral beach, then let your hair down to huge headline bands such as Reef, Rudimental and Jamiroquai. www.boardmasters.co.uk



Fine Food...

Fast-becoming Cornwall's newest foodie hotspot, Newquay is home to a growing number of gastronomic treasures, from beachside seafood restaurants to stylish cafés serving seasonal produce. The annual Newquay Fish Festival in September celebrates the lip-smacking seafood that's landed in the town's historic harbour and plated up in local eateries. www.newquayfishfestival.co.uk

...and Drink

In recent years, Newquay has evolved into a stylish destination for sundowners by the sea, chic cocktail bars and artisan beer houses. A new wave of swanky bars has opened across the town, offering a sophisticated and laid-back scene for socialising and winding down after days spent by the beach.

Newquay has also recently seen a really cool set of 'hipster' trend-led boutiques, coffee houses and eateries opening up.

Water Sports

Dubbed the UK's unofficial surfing capital, Newquay is by far Britain's most popular surf destination. However, it's not just surfers that flock here to plunge into the Atlantic. Activity seeking visitors come here to try all manner of water sports, from the latest craze of stand-up paddleboarding, to coasteering, kayaking, kite surfing, wild swimming and much more.

Shop 'till you drop

Newquay's town centre is a haven of quirky, independent boutiques, alongside big name high street stores – making it an attractive place for visitors to splash their cash. It's an exciting time for the town's retail scene, which is changing and evolving to meet the expectations of more affluent visitors and residents.

With the increase of visitors, Newquay has seen a 25% year-on-year increase in footfall since 2015.

Town centre footfall

YEARLY AVERAGE:
5,990,753

OCTOBER-MARCH 2015:
1,929,396

APRIL-SEPTEMBER 2015:
4,222,672



Newquay currently ranks joint third with St Austell in Cornwall's retail hierarchy, based on major national retail representation. The 2010 Cornwall Retail Study concluded that Newquay town centre is performing well.

Superior surf style

Did you know that Newquay has more surf shops in one town than anywhere else in Europe? The niche retail of surfing equipment and surf fashion attracts a huge market and offers an alternative shopping experience to traditional high streets. Not only that, but Newquay's town centre runs directly behind the stunning coastline and beaches – meaning shoppers can soak up the scenery between stores and enjoy pit stops at the many cafés, restaurants and bars with spectacular sea views. Even some of the shops boast stunning coastal backdrops from their windows.

A bright future for retail

Recent studies into shopping patterns and the future demand for retail floor-space indicate that Newquay is well served by convenience (food) retailing. And with the proposed increase in population, it is likely that there will be a significant over provision of retail growth until at least 2031.

New high street chains that opened in 2017, alongside multiple independent retailers, include Holland and Barratt and The Works. It is vital for Newquay that future retail development is focused on the town centre, where the current high-street names include Boots, SuperDry, Clintons, WHSmith, Clarks, Mountain Warehouse and Peacocks, as well as supermarkets including Sainsbury's, Asda, Aldi and Tesco Express.

Vacancy rates

As of December 2016, the vacancy rate in Newquay was the second lowest in Cornwall, with just 6.2% of the 275 units (both FR & RO) being vacant, illustrating the demand for retail space.



Getting here – planes, trains & automobiles

By air

Newquay is home to Cornwall's only airport, which is serviced by a growing network of national and international flights. Onward travel is hassle-free, with onsite car hire facilities, an airport-based taxi firm and links to public transport. The airport also offers year-round connections to the Isles of Scilly. Cornwall Airport Newquay, www.cornwallairportnewquay.com

It might be surprising to learn that Cornwall Airport Newquay is Britain's fastest growing airport. Recent figures (February 2017) show a sixty per cent rise in travellers passing through the airport within a year. And passenger numbers are continuing to soar, with daily flights to London that are fast establishing Newquay as a key commuter hotspot for business.

Alongside Cornwall Airport Newquay is the Aerohub Business Park, which is home to 14 businesses employing over 450 people at an average annual wage of £33,400 (almost twice the average wage in Cornwall).

Once fully developed it could support up to 1,000 jobs.

This Aerohub Enterprise Zone includes 13 fully serviced plots on Cornwall Council-owned land, and was launched five years ago following a successful bid to Government that resulted in £6.3 million infrastructure investment from the ERDF Convergence Programme and the Homes and Communities Agency.

More exciting news is that the Aerohub is the only site in England that's in with a chance to become a UK Spaceport. The requirements for a spaceport licence are expected to be published by Government and the UK Space Agency in the coming months (2017).

By road

Newquay is minutes from Cornwall's main artery – the A30 – that runs the length of the county from Launceston to Land's End. This not only makes getting to Newquay easy by road, it also puts visitors in a very convenient location from which to explore the rest of the county.

By July 2017 the entire length of the A30 will have been developed into dual carriageway, making access to Newquay even easier, cutting travel times to and from the town and ensuring that traffic congestion is reduced, even during peak times.



Newquay Achievements

Newquay in Bloom

Not only beautiful because of its beaches and coastline, Newquay also regularly excels in the South West in Bloom competition, winning many awards each year. In 2017 Newquay has been invited to take part in the Britain in Bloom competition.

Great British High Street

In 2015 Newquay was awarded the Great British High Street 'Rising Star' Award. Although Newquay just missed out on the final, the judging panel presented this award as they were so impressed by the great strides made to improve the high street.



Putting Newquay in the spotlight

Newquay BID markets 'Destination Newquay', to increase footfall to the town and promote a positive reputation.

Alongside this, Newquay BID funds and hosts key events that drive footfall throughout the year, with a focus on increasing visitors and revenue outside of the peak summer season.

BID funds improvements to the street environment, such as floral displays, banners and bunting to create a positive, vibrant and welcoming town.

Newquay BID supports businesses with training, workshops, lobbying and grant finding.

The organisation also helps businesses with issues, idea sharing and feedback.

Newquay BID has been operating since 2011, and is now in its second term after a successful vote in 2015.





Newquay BID (Business Improvement District),
One Stop Shop, Marcus Hill, Newquay, Cornwall, TR7 1AF.

www.newquaybid.co.uk

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