



# NEWQUAY

Business Improvement District

## THIRDTerm BUSINESS PLAN 2021-2026

*Your BID, Your Newquay, Your investment...*

**NEWQUAY BID**



“BY VOTING ‘YES’ YOU WILL BE SECURING A PROSPEROUS FUTURE FOR NEWQUAY AND ITS IMPERATIVE, NOW MORE THAN EVER, THAT WE ALL CONTINUE TO INVEST IN OUR WONDERFUL TOWN AND BUSINESS COMMUNITY. WE NEED THE BID MORE THAN EVER TO ENSURE THE TOWN RECOVERS, RESETS AND CREATES A NEW FOCUS OVER THE COMING YEARS”

Jonathan Start, Start and Co Estate Agents

## A message from the Newquay BID Board

Thank you for supporting Newquay BID over the past 10 years. We hope you will continue to do so at a time where Newquay's economy and business community needs this inward, local investment the most. Our worlds have changed forever. Towns that choose to embrace, manage, and negotiate this change the fastest will be amongst the first to see real, tangible, and effective recovery and re-building. Newquay BID has been your collective voice and championed your visions for the past decade. We are now encouraging and asking you to vote for collaboration, progress, and success in Newquay for a further five years. With your backing, we will continue to provide the projects, the support you need and ensure your voices are heard, which you need now more than ever.

When Newquay BID was first established back in 2011, Newquay was having an identity crisis, it was in the press for all the wrong reasons, footfall was decreasing, and morale was low among both businesses and residents. Working alongside other positive organisations and local authorities continually over this time, the BID helped to create a full rebrand for Newquay; host and support a full calendar of events to attract and increase footfall; provide pivotal business support; and, additions of colour, cleansing and vibrancy to the high street. Marketing campaigns and materials have been created to ensure Newquay is seen as the innovative and progressive town in which we know it is, fully deserving of its title and proud to be leading the way within the Cornish tourism landscape. Indeed, we hope you agree that by all of us working together, we have all made Newquay a better place to live, work and visit in some form throughout this time.

The collective achievements which are outlined within this business plan will continue to form the strong foundations for the upcoming five years, with the focus firmly remaining and continuing to build onto its long standing aims and objectives. It is likely that your business model has changed because of current times. We understand that we too, must evolve.

All of what the BID achieves and delivers, could not be done without the support of our levy paying business community, without the support and dedication given by the voluntary BID Directors and other organisations active within the town. We thank you for your continued support.

We would urge you to take some time to consider what is being proposed and to think about your decision along with the outcome. Be under no illusion, there is no such opportunity within the foreseeable future to raise or secure

funds of £750,000 to be spent directly within Newquay. Your chance to vote 'YES' is fast approaching and this will be the only thing which gives Newquay BID its chance to continue to operate and deliver on all its existing and new projects. The alternative is the BID will cease operating as of March 2021. It is highly unlikely that any other organisation will have the capacity, resource, or funds to step forward in BID's absence which ultimately means the town would feel the impact of this loss and ultimately lose out. Newquay deserves so much more than this and with your help, we believe that another five years, will see Newquay thrive.

With your support, we can continue to build on the successes and achievements of the past ten years and continue to keep Newquay firmly on the map and in the spotlight ensuring our town boasts an environment we are all proud to be part of.

*Newquay BID x*

# What is a BID?

NEWQUAY BID IS A BUSINESS LED INITIATIVE SUPPORTED BY GOVERNMENT LEGISLATION WHICH GIVES BUSINESSES THE POWER 'TO RAISE FUNDS LOCALLY TO BE SPENT LOCALLY' ON IMPROVING A DERIVED COMMERCIAL AREA. A BID IS CREATED WHEN THE MAJORITY OF BUSINESS RATEPAYERS WITHIN THAT AREA VOTE TO INVEST COLLECTIVELY IN LOCAL IMPROVEMENTS.

There are now over 320 BIDs across the UK and 8 operating within Cornwall. The BID is independent from local authorities and other statutory agencies and delivers projects over and above the baseline service provided by them.

Newquay's BID first became operational in April 2011 and has been operating for almost ten years having been successfully renewed for a second term in 2016. Over the past five years, the BID has invested levy payer's money into Newquay; the resulting achievements can be found documented over the coming pages.

## Our Third Term Consultation

COVID has ultimately changed the way in which we all work and forced us to rethink the consultation strategy. With face to face meetings being halted, the main forms of communication throughout the consultation period came in the form of emails, calls, postal correspondence and then utilising local media channels and our own social media platforms to share our information and promote the messaging.

Newquay BID set up an on-line consultation survey to gain feedback from all levy payers on the BID and encourage business owners to shape the business plan for the third term. This ran for three consecutive months from August to October 2020 inclusive. The survey included three key components - reflecting on the previous years, the current landscape and it's requirements and looking towards the future. This gave all levy paying businesses the opportunity to have their say and help shape the coming five years. It also gave us a chance to review what works, what is no longer applicable, how we think the next five years could look and what is most important to you.

To ensure that Newquay BID's renewal information reached every levy payer, a letter along with supporting documentation about Newquay BID's third term and its activities was sent to all business correspondence addresses including head offices where relevant. This communication encouraged all levy payers to participate in the survey and highlighted more recent BID activities particularly those undertaken to support businesses during the height of the pandemic.

Email reminders were issued throughout the consultation phase and many businesses were contacted directly or engaged with us via email or calls. In addition, details of Newquay BID's third term was:

- SHARED VIA SOCIAL MEDIA
- ISSUED IN A SERIES OF WEEKLY PRESS RELEASES
- PROMOTED IN A NEWQUAY VOICE CAMPAIGN WHICH PROFILED A RANGE OF BUSINESSES

All media and direct communications throughout this time, were designed with levy payers in mind, to ensure maximum reach to raise awareness and to encourage engagement with the BID.

## BID LEVY PAYERS

100% { RECEIVED POSTAL COMMUNICATIONS  
WILL RECEIVE THIS BUSINESS PLAN AND A BALLOT PAPER

86% HAVE RECEIVED MULTIPLE EMAIL COMMUNICATIONS\*

\*those who provided us and confirmed use of their email addresses

We have used the results of this survey, together with feedback you have shared with us throughout the previous five years via face to face meetings, business forums, phone calls and via social media to form the basis of the next five year plan.



“ SINCE ITS INCEPTION, NEWQUAY BID HAS DONE A GREAT JOB OF RAISING THE PROFILE OF NEWQUAY AND IMPROVING THE VISITOR EXPERIENCE ON THE HIGH STREET. I WILL BE BACKING THE BID FOR ANOTHER FIVE-YEAR TERM BECAUSE IT IS VITAL TO THE TOWN'S RECOVERY GIVEN THE EFFECTS OF THE PANDEMIC. ALL OF THE WORK NEWQUAY BID DOES BEHIND THE SCENES MAKES SUCH A DIFFERENCE AND I BELIEVE IT WOULD BE A REAL SHAME IF THIS NO LONGER EXISTED. ”

Joel Riley, Director, Roly's Fudge Pantry

# Your Feedback and Views

## FROM YOUR FEEDBACK, YOU TOLD US:

- Making Newquay cleaner, greener and safer needs to remain a key priority for our BID so that we can create a pleasant trading and visitor environment. Areas you are keen for us to address are:
  - tackling anti-social behaviour through working with our statutory partners and businesses to build upon successful schemes such as Shopwatch and Pubwatch and to work collaboratively to introduce more safety measures into our town including street marshals.
  - working with our partners to ensure the streets are clean and public realm assets such as benches and signs are cared for and maintained. You also want us to continue our successful graffiti removal service and to work with our partners to ensure our town is tidy and that litter is removed swiftly.
- Marketing Newquay as an attractive destination, both locally, regionally and nationally and throughout the year not just in the summer. We will retain existing customer bases and tap into new audiences and actively demonstrate a direct and strong return on investment. We also appreciate that you would like your business offers to be promoted to other businesses as well as to local residents so we will prioritise a 'think local' campaign.
- Ensuring that businesses in our side streets or on the edge of the boundary have an opportunity to participate in BID activities and projects including marketing and PR; we want everyone to benefit from Newquay BID so we will make sure we reach out to all our valued levy payers irrespective of where they are located or sector. In a similar vein, we also want to make sure that businesses benefit from Newquay events so we will assess the business opportunities for a return on investment wherever possible.
- Events are important to the future direction of the town and you would like to see these re-instated as and when the time allows. Football drivers are essential to ensuring Newquay is seen as a year-round, vibrant destination that appeals to many audiences. Continuing to offer support and funding to new or existing events, for them to upscale their offering would be of benefit to the town's reputation.
- Maintaining and where necessary improving printed, promotional materials and increasing their circulation as well as maintaining an emphasis on digital marketing.
- Strengthening our partnerships so that we can represent your businesses views and 'fight your corner' where you need us to do so. Our statutory partners are keen to hear the business point of view so that they understand your issues and concerns as well as hear your great ideas to make Newquay a better place for all. The BID is perfectly placed to work with both Councils and the Police to make the most of available resources and maximise impacts.

YOUR IDEAS HELP TO MAKE NEWQUAY A LEADING  
DESTINATION TO LIVE, WORK AND VISIT.

YOUR FEEDBACK HAS HELPED  
SHAPE AND FORM THIS  
BUSINESS PLAN AND THE  
PROJECTS IT SETS OUT TO  
DELIVER THROUGHOUT THE  
NEXT FIVE-YEAR TERM

“ALTHOUGH WE ARE BASED OUT OF THE TOWN CENTRE, WE HAVE BENEFITED FROM PRESS TRIPS ORGANISED THROUGH NEWQUAY BID AND OTHER USEFUL PROMOTION. WITH THE BID'S SUPPORT, NEWQUAY BUSINESSES ARE NOW SEEING HOW THE RESORT IS REACHING ITS POTENTIAL AS AN ATTRACTIVE PLACE TO LIVE, WORK AND DO BUSINESS. WE NEED THIS CRITICAL SUPPORT NOW MORE THAN EVER.”

David Folland, Operations Manager, Newquay Zoo

## Achievements and successes over the past five years...

### Destination Newquay

PUBLISHED ANNUAL SEVEN MAGAZINE  
ALONG WITH FOOD AND DRINK GUIDE



60,000 COPIES IN CIRCULATION  
32,000 DOWNLOADS OF  
E-MAGAZINE

COVERAGE, AND PROMOTION OF OVER  
300 businesses

ANNUAL 3 MONTH  
INTERNATIONAL MARKETING CAMPAIGN

♥ 42K+

ON LOVE NEWQUAY AND NEWQUAY BID  
SOCIALS WITH AN ESTIMATED REACH OF  
OVER 5 MILLION USERS!

ANNUAL NEWQUAY BUSINESS WEEK, TOTALLING OVER

1,500 ATTENDEES,  
15 DAYS,  
80 SESSIONS,  
50 GUEST SPEAKERS,  
25+ NEWQUAY VENUES EXHIBITED

covering all topics from digital marketing, sustainability, eco-tourism,  
advertising, tourism, e-commerce, customer service to HR



400 FEATURES  
IN LOCAL, REGIONAL AND NATIONAL MEDIA



Arranged 50+ press trips, with 100+ businesses, resulting in  
£2,000,000+ worth of media coverage and exposure. Achieved  
accolades on Newquay's behalf including Sunday Times Beach of the  
Year in 2017 for Lusty Glaze and Top Activity Beach 2017 for  
Fistral Beach.

12-MONTH REGIONAL  
ADVERTISING CAMPAIGN

DIGITAL ADVERTISING BOARD SECURED AT  
CORNWALL SERVICES PROMOTING NEWQUAY AS  
A DAY VISITOR DESTINATION

CREATED LOVE NEWQUAY  
PROMOTIONAL FILM WITH OVER  
100,000 views

WORKING WITH TOUR OPERATORS TO PRODUCE  
A 'WELCOME PACK' FOR COACH DRIVERS. DIRECT  
ADVERTISING OF NEWQUAY AS A VISITOR DESTINATION  
WITHIN BOTH PRINTED AND DIGITAL COACH PUBLICATIONS  
AND VISITOR GUIDES.

Festive Events  
Guide

32,000

PRINTED COPIES

6,000 DIGITAL  
DOWNLOADS

COVERAGE AND  
PROMOTION OF

350+ Events  
FROM

250+  
BUSINESSES



FUNDED AND SUPPORTED  
**40+ EVENTS**  
INVESTED £35,000  
INTO PRE-EXISTING AND NEW  
COMMUNITY EVENTS TO ENSURE  
GROWTH YEAR ON YEAR, INCLUDING  
NIGHT SURF, ART8, NEWQUAY  
CARNIVAL, FISH FESTIVAL, CORNWALL  
PRIDE, LOWENDER PERAN, ST  
PIRAN'S DAY, THUNDERCAT'S, UK  
BODYSURFING CHAMPIONSHIPS, BLU  
LONGBOARD COMPETITION AND  
CORNWALL MALE VOICE CHOIR  
FESTIVALS.

## Creating a more vibrant Newquay

### JOINT ORGANISER AND FUNDER OF **NEWQUAY AT CHRISTMAS**

(PREVIOUSLY KNOWN AS FESTIVE FESTIVAL),  
OVER 10,000 FOOTFALL, GROWING  
EACH YEAR. SOLE RESPONSIBILITY FOR  
CREATION OF LANTERN PARADE, WITH

**8** SCHOOLS,  
**30** COMMUNITY GROUPS AND  
**15** BUSINESSES IN PARADE.

**1,600+** LANTERNS  
FUNDED AND CREATED,  
LATE NIGHT SHOPPING PROMOTION WITH

**60+ businesses**  
PROMOTED, PROVISION OF FESTIVE  
STREET ENTERTAINMENT, CRAFT  
WORKSHOPS AND EXHIBITS.  
COLLABORATING AND FUNDING LOCAL  
ART GROUPS SUCH AS BLYSTRA ARTS  
TO RUN COMMUNITY WORKSHOPS.

### CREATOR OF TRI-ANNUAL **SHOP WINDOW COMPETITIONS**

over £2,000 of local media advertising  
awarded to local business winners, social media  
promotion of all entrants, over 75 businesses  
have taken part.

### CREATOR OF ANNUAL **ZOMBIE CRAWL**

OVER 3,000 FOOTFALL, 4  
APPEARANCES FROM TITAN THE  
ROBOT. OVER 15 NEWQUAY  
VENUES USED. THE ONLY PUBLIC  
HALLOWEEN EVENT HELD IN  
OCTOBER. NOW A KEY DATE FOR  
VISITORS AND RESIDENTS ALIKE.



### CREATOR OF TRI-ANNUAL **TOWN TRAILS**

**150+** BUSINESSES  
FEATURED,  
**1,600** CLUE SHEETS  
PRINTED

£4,500 WORTH OF PRIZES  
AWARDED TO ENTRANTS.

### 2018 SAW BID JOINTLY UNDERWRITE A **FIREWORK DISPLAY**

and fun fair event on November 5th at a  
local Sports Centre grounds. BID were able  
to step in due to another organisation ceasing  
funding of their annual display and help ensure  
Newquay and its community had a free, fun,  
family led event to rival other towns on this  
date at very short notice.

## Creating a more welcoming Newquay



INSTALLED,  
MAINTAINED,  
AND FUNDED

40

ANNUAL TRADER  
HANGING BASKETS  
ANNUALLY

### Newquay In Bloom

Funded and worked with Newquay In Bloom to install silver planters at Cliff Road, The Piazza and The Bus Station. Funded and worked with Newquay In Bloom for seeding and greening projects, including flowerbeds at Piazza, Sainsburys Car Park and Pictorial Meadow in East Street.

### GRAFFITI REMOVAL

Funded and removed on average 200 metres squared per annum, covering 125+ businesses

FUNDED AND REMOVED OVER  
400 STICKERS  
FROM PUBLIC SIGNAGE AND  
BUSINESS PREMISES



INSTALLED, MAINTAINED, AND FUNDED

150m

OF BUNTING WHICH IS ANNUALLY  
REPLACED FOR GOVER LANE

FUNDED THE RE-PAINTING OF THE DISUSED BUILDING ADJACENT  
TO RED LION TO ASSIST WITH GRAFFITI DETERRENT



### CREATED ANNUAL PRESENTATIONS FOR SW In BLOOM & BRITAIN In BLOOM COMPETITIONS

to promote businesses own efforts for creating a more vibrant town – including their own murals, boundary upkeep and independent planting schemes. Assisted with business engagement and accompanied judges annually on walk-around route to promote the business community. Organised meet and greets of influential business owners.

“ WE HAVE WORKED EXTENSIVELY WITH NEWQUAY BID OVER THE PAST DECADE AND WE HAVE SO MUCH MORE WE CAN DO TOGETHER. THEIR ANNUAL FUNDING IS VITAL TO OUR FUTURE SUCCESSES AS WE CONTINUE TO ENSURE NEWQUAY IS A TOWN WE CAN ALL BE PROUD OF ALL YEAR-ROUND. IT'S GREAT THAT A BUSINESS ORGANISATION HAS THE REMIT TO MAKE IMPROVEMENTS ON A GROUND LEVEL AND IN A TIMELY MANNER. WE LOVE WORKING WITH THE BID MANAGER TOO, WHO IS PROACTIVE AND ALWAYS TRIES TO ENSURE BUSINESSES IDEAS ARE VOICED, ACTIONED AND LEAD THE WAY IN ALL THAT WE DO ”

Lesley Friel, Newquay In Bloom

### Newquay Clean

WORKING WITH LOCAL  
AUTHORITIES AND  
COMMUNITY GROUPS

to ensure new ideas and projects can be generated and to provide a cohesive community. Part of newly re-established Newquay Clean group.



### WELCOME TO NEWQUAY

JOINT FUNDED AND WORKED WITH  
NEWQUAY TOWN COUNCIL TO REVAMP  
WELCOME TO NEWQUAY ENTRY SIGNAGE.



### Won 'Silver Gilt'

FOR NEWQUAY IN SOUTH WEST  
IN BLOOM COMPETITION TWICE.

WORKING WITH LOCAL  
AUTHORITIES TO ENSURE  
PRE-AGREED BASELINES  
ARE MET, INCLUDING  
BI-ANNUAL LIAISON WITH  
CORMAC AND BIFFA

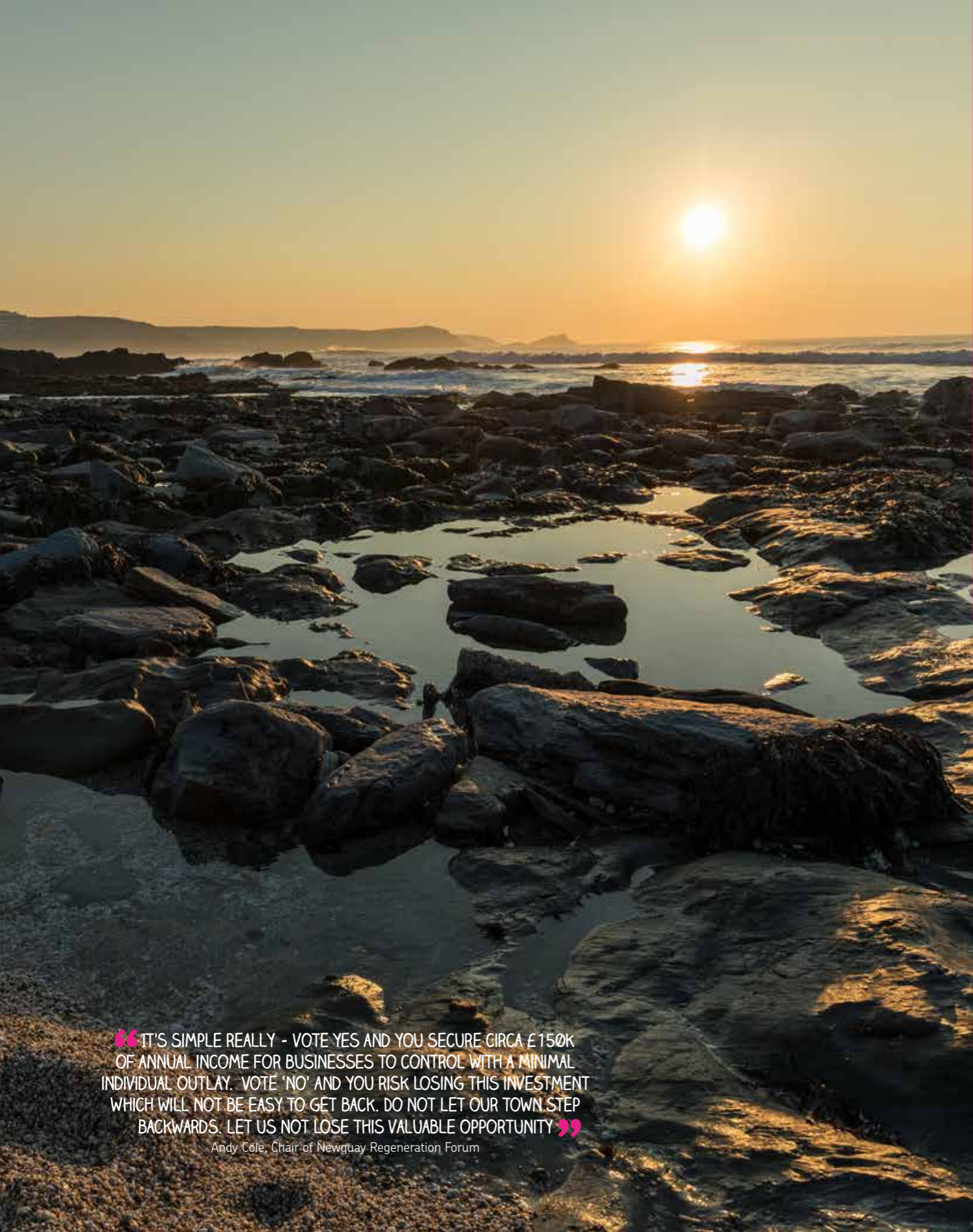
JOINT FUNDED AND WORKED  
WITH NEWQUAY TOWN  
COUNCIL TO INSTALL TRIAL  
PLANTERS AT EAST STREET



INSTALLED, MAINTAINED, AND FUNDED

21 LOVE  
NEWQUAY

MULTI-COLOURED  
PROMOTIONAL BANNERS.



“IT’S SIMPLE REALLY - VOTE YES AND YOU SECURE CIRCA £150K OF ANNUAL INCOME FOR BUSINESSES TO CONTROL WITH A MINIMAL INDIVIDUAL OUTLAY. VOTE ‘NO’ AND YOU RISK LOSING THIS INVESTMENT WHICH WILL NOT BE EASY TO GET BACK. DO NOT LET OUR TOWN STEP BACKWARDS. LET US NOT LOSE THIS VALUABLE OPPORTUNITY”

Andy Cole, Chair of Newquay Regeneration Forum

## Improving and supporting business

- Main point of contact for resolving business issues directly affecting the trading environment, from scaffolding obstructions to missed refuse collections, to busking, street trading and low level ASB, from seagull nests to damaged highway signage, to more recently social distancing and business compliance with town wide safety plan.
- Creator of Newquay Investment Pack, over 10,000 copies now in circulation, provided through local estate agencies to attract and encourage business initiatives and start-ups into Newquay.
- Discounted and funded training and upskilling opportunities signposted to businesses regularly via social media, email, newsletters, and forums.
- Organised and funded training courses including First Aid, GDPR and Shoplifting Prevention Training.
- Worked with local authorities on any planning, organising, and securing of grant funding for town wide improvements. Part of the previous Coastal Community Team Network and Newquay Place Shaping Committee with direct links and representation on Newquay Regeneration Forum.
- Representing Newquay businesses and their views and interests at Newquay Safe, Cornwall BIDs, Newquay Transport Providers and many other local authority and community led working parties and subgroups.
- Successfully challenged and lobbied the notion of installing pay and display meters in central town centre waiting and parking bays in 2017.
- Creator of annual winter and summer parking promotion – with over 500 posters printed and displayed, supported with a bi-annual funded social media campaign.
- Hosted BID Forums and arranged networking opportunities with pre-established local organisations.
- Joint working, collaboration and business representation within both local authority, community groups and other business organisations including Visit Newquay, Visit Cornwall, Cornwall Chamber of Commerce, Devon and Cornwall Police, Newquay Town Council and Cornwall Council.

## Responsive COVID support

- Worked with statutory agencies to safely reopen Newquay via the Town Wide Safety Plan.
- Lobbied UK Government and Local MP on providing a better deal for businesses during height of pandemic, including extension of financial support, extension of eligibility to include additional sectors, appeals for medium to large businesses for financial relief and support and ongoing work with other Cornish and SW BIDs to date.
- Signposted businesses to latest UK Government advice, updates and financial support including support with grant applications via Cornwall Council.
- Initiated weekly PR campaigns with business led features celebrating, supporting, and promoting the successes of Newquay businesses resulting in coverage via radio, TV, newspapers, and digital platforms.
- Created organic content for levy payers with a reach of 105,000 over lockdown period.
- Arranged media coverage following COVID-19 pandemic which reached an estimated 1,177,842 across broadcast, print and social media.
- Produced a PR and Communications toolkit for businesses and worked with local businesses to produce various other guidance and advisory documents.

FOR MORE INFORMATION ON HOW BID RESPONDED TO THE PANDEMIC AND SUPPORTED ITS BUSINESSES THROUGHOUT THIS TIME, PLEASE REFER TO THE COVID19 NEWSLETTER WHICH CAN BE FOUND ON OUR WEBSITE.

# VISION, AIMS & OBJECTIVES

NEWQUAY BID'S VISION - 'SUSTAINING NEWQUAY AS A LEADING VISITOR DESTINATION FOR TOURISM, BUSINESS AND LIVING TO CREATE A PROGRESSIVE, ADAPTABLE AND RESILIENT ECONOMY'

## KEY OBJECTIVES OF NEWQUAY BID 2021 - 2026

- To maintain Newquay as a leading year-round destination through local, national, and international marketing campaigns and PR – delivered through theme 1
- To create a cleaner, greener, and safer Newquay through working with key partners on the appearance, cleanliness, and safety of the town centre environment – delivered through theme 3
- To sustain and grow the vibrant Newquay events scene through supporting, funding, facilitating, and coordinating events that encourage footfall in the town – delivered through theme 2
- To represent the best interests and voices of levy paying businesses through ongoing and new partnership working groups and importantly through facilitating support in response to issues and opportunities arising from the current economic climate – delivered through theme 4

The Newquay BID team will continue to deliver a high level of service for our members ensuring that our objectives are met through timely delivery of new and existing projects.

COVID-19 Statement - As this business plan goes to print, we remain in a pandemic which began in March 2020 and has since caused widespread economic and social hardship and continues to create issues and challenges for everyday life and for our business community. Newquay BID rapidly adapted their business model to ensure that businesses were supported during this unprecedented time – for more information, please refer to COVID Support.

“ I PERSONALLY KNOW HOW DIFFICULT TRADING IN THE CURRENT CLIMATE IS AND ITS CERTAINLY NOT EASY RUNNING A BUSINESS IN TOWN. HOWEVER, WE HAVE A FANTASTIC ASSET IN NEWQUAY BID, AND I BELIEVE CONTINUATION OF THIS VITAL ORGANISATION CAN ONLY HELP OUR TOWN PROSPER AND FLOURISH INTO THE FUTURE. ”

Jon Askey, Heron Tennis Centre

## The Third Term BID THEMES

As per the last five years, Newquay BID will continue to build upon its previous successes and achievements under the four key priority areas. We have renamed these, rather simply, to reflect the all-encompassing work and projects in which we will continue to deliver. This will provide us with the remit and ability to remain adaptable and responsive to economic and business needs and hold us in good stead for future flexibility, which given the current economic climate, allows us continue to work in a way which best works for and supports Newquay.

THEME 1 - MARKETING  
THEME 2 - EVENTS  
THEME 3 - CLEANER, GREENER  
AND SAFER  
THEME 4 - BUSINESS SUPPORT  
AND REPRESENTATION

Within the consultation survey, it was highlighted the consistency in our current and future approach was required due to the current economic and future climate, and that theme 3 – cleaner and greener projects were of significant importance to the business community. Therefore, we will allocate additional funding towards this area and create a future plan to work alongside local authorities and pre-established community groups to see how best we can facilitate and ensure your views are brought to fruition.

It was also noted that Newquay businesses see great value and a significant return on investment throughout delivery of Theme 1 – Marketing, and it was noted that Newquay needs to sustain its current level of positivity and engagement through vital media outlets in order to ensure Newquay as a destination remains firmly on the map for all of the right reasons. Therefore, this will also be reflected in the creation of some new, business led and focused projects under this theme.

# Theme 1. Marketing

Our feedback from you tells us that Marketing Newquay remains your key priority to drive footfall, increase spend and ensure Newquay maintains its current positive reputation as a leading coastal town. This will be our primary focus for the next five years, from supporting the town to recover from the pandemic whilst ensuring the business community and local economy are at the forefront and heart of these plans. We hope to ensure the business community take the lead in promoting our town and support these proposed projects with their active involvement. We will be able to adjust our activities, in line with what you tell us is needed in response to issues or opportunities posed by the future economic climate.

Marketing will be local, regional, and national and encourage Newquay to be seen as a year-round, credible, and compliant destination by key target audiences.



## PRESS TRIPS

### NEWLY REVIEWED

We will continue to organise press trips throughout all seasons, with an emphasis on out of season visits, which will result in articles, features, and reviews in local, regional, national and international media, both online and in print. This will assist in sustaining Newquay as an attractive destination to live, work and visit. By demonstrating and highlighting what Newquay has to offer will see businesses at the forefront of this media exposure and coverage. Last year alone,

# 50+

## BUSINESSES

WERE PART OF PRESS TRIPS AND THIS GENERATED OVER £150,000

of positive PR from 15 articles published in the media. You told us this was of upmost importance to continue. No other organisation other than Newquay BID, is actively seeking or bidding for press trips or liaising with journalists on behalf of Newquay.

## PROMOTIONAL LITERATURE

### NEWLY REVIEWED

We will continue to respond to emerging trends in producing promotional literature, both digital and print. We remain focused on investigating new methods of working collaboratively with pre-existing organisations and look to pool resources to maximise businesses return on investment. We will aim to maximise such reach by creating both digital and print materials, which businesses can utilise as part of their offering to their customer base. We will further investigate and address the need and wants for the creation of new promotional literature opportunities, both digital and print.



## SOCIAL MEDIA

### NEWLY REVIEWED

We will continue to manage the Love Newquay lifestyle brand and Newquay BID business social platforms which has an emphasis on marketing Newquay lifestyle as a place to live, work and visit all year round, alongside the more traditional business to business element of Newquay BID which has an increased local following.

# COMBINED LIKES EXCEEDING 40,000

and a reach per year of over one million, demonstrates that this area has been successful to date. We will work to build upon these platforms and investigate new ways in which these platforms offer the best value to BID members. 'Meet the business' promotional videos will form part of the new offering. We will follow emerging trends and take the lead to generate and provide responsive social media campaigns which aim to best support and represent our town.

“ WE PAY VOLUNTARILY INTO THE BID BECAUSE WE FEEL STRONGLY ABOUT SUPPORTING NEWQUAY. THE BID DELIVERS A MULTITUDE OF MARKETING PROJECTS, WE LOVE SEVEN MAGAZINE AND THE PRESS TRIPS ARE INVALUABLE FOR OUR INDEPENDENT BUSINESS. MANY OF THESE SERVICES ARE WORTH THE LEVY FEE ON THEIR OWN. BUSINESSES HAVE TO REALISE THAT ALL THIS WOULD STOP IF WE DIDN'T HAVE THE BID.”

Claire and Bast, Owners, Sprout Health Foods

## BUSINESS LED PR

### NEW

We will look into organising a series of local and regional campaigns aimed at allowing positive exposure, inclusion, promotion and coverage of the strong and resilient business community, thus further building upon Newquay's reputation as a market leader when it comes to all things business. Whilst combining the lifestyle attraction of Newquay and promoting its awe-inspiring business community, this will further raise the bar amongst its competitor towns. Campaigns will vary depending upon season, but may include a focus on encouraging local residents to enjoy and utilise Newquay in the shoulder seasons, attracting inward investment to set up new businesses or indeed make Newquay a home, highlighting the fast growing property market and commercial letting opportunities and promotion of all the countless reasons we love Newquay and why so many of us choose it as a place to live, work and visit.

## THIS THEME WILL BE MONITORED BY:

- Website and social media analytics on total views and reach
- Number of combined followers and likes on social media
- Value of PR generated by the BID's PR and Marketing campaigns
- Number of magazines / guides published, distributed, downloaded and inclusion of businesses
- Number of articles published annually and their impact and reach
- Number of videos filmed, the cross sectors of business included and their impact and reach





## Theme 2. Events

Events are what makes Newquay a fun and vibrant place to live and visit, so they are fundamental to our offering as a town. With our ever-growing population, Newquay has ample opportunity to sustain its ability as hosting a plethora of events with the potential to reach new audiences. We know from your feedback that you are keen to grow, support and financially assist existing events and keep this aspect at the forefront of what we do. Whilst some of Newquay's usual events in 2020 and no doubt 2021, had or soon will have to adapt to a virtual platform or postpone entirely to comply with social distancing rules, past events have put Newquay on the events map and we hope and expect this to be the case again in the near future. Newquay's built up a solid reputation for a jam-packed events calendar and we will continue to build upon these successes over the next five years. At the forefront of everything we do will be the aim to drive footfall, increase dwell time and show a direct or indirect return on investment for Newquay businesses and its community in all that is delivered.

## BID LED EVENTS

WE WILL CONTINUE TO TAKE A LEAD IN ORGANISING, FUNDING AND BUILDING UPON OUR PRE-EXISTING EVENTS;

these will include the annual

**ZOMBIE CRAWL**

and the joint collaboration and working with Newquay Town Council for the

**NEWQUAY  
AT CHRISTMAS**

event (previously known as The Festive Festival). We will look to review these and improve where we are able and identify new ways in which businesses can maximise these periods of increased footfall. We will continue to seek innovative opportunities for the creation of new events, be it large or small scale, and will look to work closely with local organisations, community groups and businesses to establish any such new events, which in turn will build upon promoting Newquay's community and business cohesion, whilst aiming to complement its current offering to the town for both residents and visitors alike, all year round.



## BUSINESS BUY IN NEW

We will investigate how we can best encourage town wide involvement and business 'buy in' to the events calendar to maximise your own sales, profits, and exposure from events. By working together, businesses will independently be able to identify areas and opportunities in which their business model can be adapted to see a direct benefit and return on Newquay based events. This could be in the form of increased spend, promotional offers, themed window dressing or discounted rates in promotional event materials. We will work with other organisations and community groups to explore ways in which we can celebrate and share Newquay's creative spirit and demonstrate our authenticity. From the possible provision and funding of additional street entertainment to street music and street theatre, bringing Newquay to life and adding some vibrancy all year through is a key aim within all we do.

## INVESTING IN SUSTAINABLE COMMUNITY, COMMERCIAL AND NOT FOR PROFIT EVENTS

We will continue to identify key events that have a direct or indirect business benefit to our levy payers and support those event organisers through advice, signposting, and access to funding



“ AS A BUSINESS WOMAN, I KNOW EVERY PENNY COUNTS AND I KNOW THESE TIMES WE FIND OURSELVES IN POSE MANY CHALLENGES, HOWEVER, WITH THE BID BY OUR SIDE AND STILL IN OPERATION, WE STILL HAVE A COLLECTIVE VOICE AND A FIGHTING CHANCE. WE NEED NEWQUAY BID, A SIMPLE 'YES' VOTE WILL SECURE THIS. ”

Dawn Vine, Harbour Lights Gift, Toys and Fishing Equipment

### THIS THEME WILL BE MONITORED BY:

- Footfall counts from events held
- Levy payer and visitor feedback following events
- Business feedback on trading impacts
- Media coverage and social media stats
- Number of events supported and the direct and indirect impact on businesses and the economy shown
- The number of events held annually and their audience and demographic stats



## Theme 3. Cleaner, Greener and Safer

Ensuring the environment of Newquay is attractive, clean, and safe is important so that visitors have a great first or return welcome and are encouraged to repeat their visits. First impressions count. It is also of upmost important that both residents and businesses alike continue to take pride in their town as a place to live, work and dwell. The natural environment is one of the many reasons we love Newquay, from its green space, its coastline, and beaches. It is important we are ensuring future preservation of our town. We know from your feedback that this theme was highlighted along with many suggestions on areas that can be improved, with the key focus being on homing in on the delivery of 'grass roots' projects.

However, whilst this is clearly necessary and essential, our finite BID funds simply won't stretch towards making a big impact alone on all of these areas, hence why we intend to work closely with our statutory partners, community and voluntary groups on making a significant difference and being part of the change and involved in many future projects. By delivering high impact, low cost visual and aesthetic projects, whilst addressing the apparent cleanliness issues, we will work with statutory agencies to deter forms of anti-social behaviour and identify areas and opportunities in which we can collaborate to best benefit Newquay. We aim to ensure Newquay becomes cleaner, greener, and safer for us all.

“RUNNING A BUSY ACCOUNTANCY FIRM, IT'S REALLY IMPORTANT TO ME THAT NEWQUAY IS A WELCOMING AND ATTRACTIVE TOWN WHICH BENEFITS BOTH OUR CLIENTS AND EMPLOYEES. THE BID HAS DONE A GREAT JOB IN MAKING PROGRESS ON THIS AND I FOR ONE WOULD LIKE TO SEE THEIR WORK CONTINUE FOR THE NEXT FIVE YEARS.”

Neil Hallam, Partner, Crane and Johnston

### GREENING NEWLY REVIEWED

We will continue to install annual 'trader' hanging baskets and work with and support statutory, voluntary and community groups to further explore, assess and identify opportunities to fund and create increased and enhanced floral displays, planting schemes and other greening projects, with a focus on edible options and increased usage of shared community areas.

### ADDING COLOUR & VIBRANCY NEWLY REVIEWED

We will maintain the upkeep of previous projects including the hanging of banners and bunting whilst investigating ways in which Newquay's creative side can be shown and brought to fruition. This could be in the form of artwork installation or murals, to name a few. Adding colour to shared or open spaces to reflect Newquay's art and culture scene will be the aim.

### CLEANLINESS NEWLY REVIEWED

We will continue to fund and organise bi-annual sticker and graffiti removal. We will investigate further cleanliness projects alongside statutory agencies that could include window cleaning, street cleansing and sanitising, gum removal, power washing, an audit of town wide signage and arrange cleaning and repairs to such. Improving the overall cleanliness and feel of Newquay will be at the forefront of this area.

### VACANT UNITS NEW

We will look to work with local estate agents to improve the visual appearance and impact of vacant units. We will collaborate with Newquay Town Council to trial 'vinyl wrapped' window frontage, to increase the aesthetic value and add some vibrancy to any units which may else fall into disrepair or indeed detract from the vibrant town centre we aim to create and sustain.

### LITTER NEW

We will work with both the statutory and volunteer partners of Newquay Clean to identify and support projects and campaigns that reduce the amount and impact of litter from the business community. This could include eco-friendly, plastic free initiatives or alternatives or increased recycling opportunities.

### SAFER NEW

We will continue to work with agencies and the public sector to represent businesses views and concerns or issues at all working groups including Newquay Safe and Community Engagement platforms. With direct links into CCTV and Devon and Cornwall Police, the Newquay Safe forum has evolved to now cover town wide safety issues at all levels as well as its primary focus of the Night-time Economy. We will continue to be on hand to advise and assist within Shopwatch and Pubwatch schemes. We will monitor Newquay's crime rate within these groups and identify any areas or emerging trends in which we could look to further address or part-fund additional resource or materials. This area will cover enforcement, CCTV, security or marshalling and policing provision. The key driver will be ensuring Newquay is a safer place for us all.

### THIS THEME WILL BE MONITORED BY:

- Attractiveness and tidiness of Newquay measured by levy payer or visitor feedback
- 'Before' and 'after' pictures of problem areas
- Number/length/quality of bunting and banners
- Number of hanging baskets, planting schemes, and seeding projects
- Square footage of graffiti and sticker removal
- The quality and frequency of cleaning undertaken, and number of new projects supported
- Additional planting schemes and new areas of improvement
- Crime stats

## Theme 4. Business Support and Representation

We are here to take the lead on representing your interests at all levels, whether that be lobbying or providing access to business advice or signposting. Ensuring your collective voices are heard, is important to us. Of course, we cannot do this without you. We are here to help and support you through challenging periods as and when they arise or pose an issue to the future or success of your business, which has been the case during this current pandemic. The activities and work undertaken throughout this theme will flex and ultimately, vary depending upon what the business community and Newquay as a town requires and needs in line with the rapidly changing economic climate. We will aim to give businesses an open and approachable platform to raise emerging concerns and issues.



### LOBBYING

Apart from representing your interests locally through contact with local government and tourism partnerships, Newquay BID is also part of a wider network of BIDs in the South West and will raise Newquay focused issues via this platform to a national level. Being part of similar and likeminded, business focused groups ensures that by working together, this holds more weight when influencing at a senior level and allows us to ensure Newquay is not left behind.

### LOCAL AUTHORITY LIAISON

We will continue to work with local authorities to resolve issues such as rubbish collections, scaffolding, maintenance of public areas, blocked fire escapes, rough sleepers, and highways issues all of which can directly impact on trade.

### PARKING

We will continue to advocate for a parking strategy that encourages footfall into the town throughout the year. We will actively ensure that any proposed changes to parking provision or charges by local authorities (and where possible, private provision) are communicated in a timely manner to businesses to allow you the opportunity to air your views as to any proposed changes.

### REGENERATION & REDEVELOPMENT

We will continue to signpost and communicate to businesses any key planning applications or developments which may affect the dynamics or make up of the town centre and encourage businesses to voice their views through any such portals or platforms. We will aim to be the conduit in which businesses can feed directly into on any future regeneration, redevelopment, or opportunities to ensure the business communities collective voice is represented at all levels. We are currently the only business representation who is invited to sit on Newquay Place Shaping Forum and can provide the vital two-way communications, to relay information to you and further seek businesses views. We have the ability to engage, influence and shape any such future regeneration plans.

### BUSINESS SUPPORT

We will signpost you to other business advice services, training opportunities and any sources of funding through regular social and e-newsletter updates. We are here to help, and our support can take many forms depending on the requirement and needs from the business community. This area is ever changing and can flex to be led by businesses so this support will vary over the coming years.

### HAVE YOUR SAY

We will continue to host BID member forums where you will have the opportunity to speak with us, relay feedback on the delivery of our projects and services, engage with other business and discuss emerging issues. This will be kept informal to ensure open and honest conversations can be had. A virtual platform may look to be created. Where appropriate, guest speakers will be arranged. Due to the current pandemic at the time of print, these will be re-instated as and when permitted.

#### THIS THEME WILL BE MONITORED BY:

- Levy payer feedback and actions taken
- Number of representations made and their impact
- Uptake of business advice services, training providers and funders
- Number of businesses supported



“THE SHOPWATCH SCHEME IS IMPERATIVE TO US AND PROVIDES ADDITIONAL SECURITY IN NEWQUAY AND REASSURES MANY BUSINESSES. IT KEEPS US LINKED IN WITH BOTH POLICE AND CCTV AND IS A GREAT DETERRENT FOR POTENTIAL SHOPLIFTERS. SAFETY IS KEY FOR BOTH OUR CUSTOMERS AND STAFF AND IT'S GREAT TO SEE THAT NEWQUAY BID IS WORKING HARD WITH AGENCIES TO TACKLE ANTI-SOCIAL BEHAVIOUR ON A GROUND LEVEL ”

Ian Jones, Area Manager, British Heart Foundation

# Finance – the cost to your business

Newquay BID is projected to raise circa £150K\* per annum based on a fixed 1.1% of the rateable value of all premises with a rateable value of £7,500 or over that sit within the defined, geographical boundary line, accumulating in approximately 450 levy payers.

\*based on a 90% collection rate

The levy rate is less than businesses have been billed for the last year of the second BID term. This is calculated on the 2017 ratings list.

For the third term and given the current economic climate, we have REMOVED the inflation cost meaning there will be no annual inflation applied to the levy.

YOU WILL PAY THE SAME AMOUNT EACH YEAR OVER THE NEXT FIVE-YEAR PERIOD WITH NO INFLATIONARY RISE.

YOU WILL PAY THE SAME AMOUNT IN 2026 AS YOU WILL IN 2021.

The chart below shows some typical contributions based on a 1.1% levy:

Rateable Value of Property	Annual Levy
£7,500	£82.50
£10,000	£110
£15,000	£165
£25,000	£275
£50,000	£550
£100,000	£1,100
£300,000	£3,300
£600,000	£6,600

Cornwall Council will contribute £5,342 per annum\* towards Newquay BID from its 13 hereditaments within the Newquay BID boundary. That is almost £27,000 over a five-year term that simply will not be available to be allocated to Newquay if the BID does not proceed. Similarly, other public sector authorities will contribute such as Newquay Town Council whose levy on three premises will be £757 per annum\* and Devon and Cornwall Police who will pay £1,133 per annum\*

\*correct at the time of writing – September 2020

VOTING 'YES' MEANS THAT THIS BUSINESS PLAN CAN BE DELIVERED AND TOGETHER WE CAN ACHIEVE OUR OUTLINED VISION FOR NEWQUAY.



# Newquay BID Indicative Budget 2021 –2026

	2021/22	2022/23	2023/24	2024/25	2025/26	TOTAL ALL YEARS
INCOME						
BID levy at 1.1% (90% collection rate) 0% inflation	£150,000	£150,000	£150,000	£150,000	£150,000	£750,000
EXPENDITURE:						
Theme 1 – Marketing	£45,000	£45,000	£45,000	£45,000	£42,000	£222,000
Theme 2 – Events	£30,000	£30,000	£30,000	£30,000	£30,000	£150,000
Theme 3 –Cleaner, Greener & Safer	£30,000	£30,000	£30,000	£30,000	£30,000	£150,000
Theme 4 – Business Support and Representation	£20,000	£20,000	£20,000	£20,000	£20,000	£100,000
SUB TOTAL BID PROJECT EXPENDITURE	£125,000	£125,000	£125,000	£125,000	£122,000	£622,000
*DELIVERY AND RUNNING COSTS:						
BID Management Costs	£12,000	£12,000	£12,000	£12,000	£12,000	£60,000
Office, IT, Insurance, Levy Collection, Rent, Utilities	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
Renewal / Reserves	£3,000	£3,000	£3,000	£3,000	£6,000	£18,000
SUBTOTAL OF BID MANAGEMENT	£25,000	£25,000	£25,000	£25,000	£28,000	£128,000
TOTAL BID EXPENDITURE	£150,000	£150,000	£150,000	£150,000	£150,000	£750,000

## \*BID Delivery and Running Costs

Newquay BID Management salary costs are split between the four project themes according to the estimated time resource required for each theme acknowledging that none of the projects or services can be delivered without a staffing resource. A proportion of the BID Manager’s time is also apportioned to delivery and running costs covering the time spent on running the BID Company and good governance such as communications, performance monitoring and financial management. Any reserves at the end of March 2026 will be carried forward into the next term. It is important to note, that due to the not for profit nature of Newquay BID, we do not hold masses of reserves.

## Alterations policy

The BID projects, costs, timescales, and budgets can be altered subject to Board approval providing the changes fall within the income of the BID and meet BID objectives. This enables the BID to operate flexibly to respond to changing demands of levy payers, the economic landscape, and potential opportunities. Any change to the BID boundary or increase to the levy rate would require an alteration ballot. Newquay BID will adhere to the 2017 ratings list throughout the five-year term to the end of March 2026.

# Governance and Management of the BID

## THE BID PROPOSER

THE BID PROPOSER IS NEWQUAY BID,  
A NOT FOR PROFIT COMPANY  
LIMITED BY GUARANTEE SET UP IN 2011

(registered in England and Wales company number 07513309) to oversee Newquay BID. Newquay BID will deliver the business plan for the new third term should the BID be supported by a positive ballot result.

The Local Authority, Cornwall Council, is in full support of Newquay BID's business proposals for a third term and has received this business plan in line with the legislation. The Secretary of State for Communities and Local Government was formally notified of Newquay BID's intention to hold a ballot on 14th July 2020. Under its Articles of Association, Newquay BID has positions on its Board for up to 14 elected Directors who voluntarily support Newquay BID; there

are currently, at the time of publishing, 7 Directors drawn from levy payers across Newquay.

Newquay BID currently employs a full time BID Manager who is responsible to the Board and who will deliver the projects and services under the proposal of this business plan.

The BID is business-led for business benefit and all members will be invited to Annual General Meetings where past and prospective BID activities will be presented. Accounts are independently prepared each year and copies are available on request or can be found online at Companies House.

## COMMUNICATIONS

Our BID Manager can be contacted by either phone or email and we are always open to hearing your feedback or ideas. We will also issue regular e-newsletters and updates to keep you informed of projects and services. Regular BID Member Forums will also be held.

Annually, with your bill, you will receive a newsletter containing information on how your levy has been spent and members will be invited to attend annual general meetings. Levy payers are entitled to be express an interest in becoming a Board Director under the categories of such voluntary Directorship.



# Performance and Monitoring

## HOW DO WE MEASURE THE IMPACT OF NEWQUAY BID?

We want to measure the impact of everything we do to make sure that the money we spend is making an impact in the areas that matter to you. We want you to see a return on your investment. We have indicated in this business plan how we will monitor performance for each of our project themes.

We will also be checking that we are meeting the objectives outlined in this plan. To gauge how we are doing, we will utilise any other third-party information we are able to obtain such as footfall research, occupancy rates, and car park usage figures and a host of marketing data.

Most importantly, we will be asking you how we are doing. Intermittent surveys of BID levy-payers will take place to invite your feedback and to ensure that businesses feel they are getting value for money. Newquay BID will also provide an annual summary newsletter which will review the year to date which will be received alongside your annual bill.



“WE GET A HIGHER PROFILE TOWN FOR OUR BID LEVY AND WE WOULD HATE TO LOSE THIS VALUABLE ASSET. BY BEING PART OF NEWQUAY BID, WE FEEL THAT WE ARE PART OF THE TOWN'S SUCCESS AND WE HAVE A VOICE. WE NEED TO ALL CLUB TOGETHER DURING THIS PERIOD OF RECOVERY.”

Jill Willmott, Trustee of Trenance Heritage Cottages

## Where will the BID operate?

NEWQUAY BID OPERATES WITHIN THE DEFINITIVE BOUNDARY SHOWN ON THE MAP BELOW WHICH INCLUDES THE FOLLOWING STREETS, EITHER IN WHOLE OR IN PART.

“ I THINK SOME GREAT THINGS HAVE COME OUT OF NEWQUAY BID'S EXISTENCE AND I'LL BE FULLY SUPPORTING ITS RENEWAL. I'D LIKE TO SEE BID CELEBRATE AND PROMOTE BOTH THE RICH HERITAGE AND HISTORY OF THIS AREA, AS WELL AS THE QUIRKY, INDEPENDENT SHOPS AND QUALITY EATING PLACES THAT ARE HERE NOW. ”

Simon Thompson, Owner, Fore Street Café Bar



ALBANY ROAD	ELIOT GARDENS	NORTH QUAY HILL	TOLCARNE BEACH
ALMA PLACE	ESPLANADE ROAD	OAKLEIGH TERRACE	TOLCARNE ROAD
ATLANTIC ROAD	FAIRVIEW TERRACE	PARGOLLA ROAD	TOR ROAD
BANK STREET	FISTRAL BEACH	PENTIRE AVENUE	TOWAN BEACH
BEACH PARADE	FORE STREET	PENTIRE CRESCENT	TOWAN PROMENADE
BEACH ROAD	GANNEL ROAD	PENTIRE ROAD	TOWER ROAD
BEACHFIELD AVENUE	GOVER LANE	QUARRY PARK ROAD	TREBARWITH CRESCENT
BEACON ROAD	GREAT WESTERN BEACH	RIVERSIDE AVENUE	TREGOSS ROAD
BELMONT PLACE	GROSVENOR AVENUE	RIVERSIDE CRESCENT	TREGUNNEL HILL
BERRY ROAD	HEADLAND ROAD	SEYMOUR AVENUE	TRENANCE
BOTHWICKS ROAD	HIGHER TOWER ROAD	SOUTH FISTRAL BEACH	TRENANCE GARDENS
CENTRAL SQUARE	HILGROVE ROAD	SOUTH QUAY HILL	TRENANCE LANE
CHAPEL HILL	HOPE TERRACE	SPRINGFIELD ROAD	TRENANCE ROAD
CHELTENHAM PLACE	HOLYWELL ROAD	ST GEORGES ROAD	TREVENA TERRACE
CLEVEDON ROAD	ISLAND CRESCENT	ST MICHAELS ROAD	TREVOSE AVENUE
CLIFF ROAD	KING EDWARD CRESCENT	ST THOMAS ROAD	ULALIA ROAD
COLVREATH ROAD	KING STREET	STATION APPROACH	WATERS EDGE
CRANTOCK STREET	MANOR ROAD	STATION PARADE	WESLEY YARD
DANE ROAD	MARCUS HILL	STRET CARADOC	WEST COURT
EAST STREET	MOUNT WISE	THE CRESCENT	
EDGCUMBE AVENUE	NARROWCLIFF	THE HARBOUR	
EDGCUMBE GARDENS	NEWQUAY STATION	TOBY WAY	

Please note that the street list is not exhaustive and should be viewed alongside the boundary map which shows the parameters of the BID boundary

# What you need to know – The Rules

## THE BID BALLOT

- The person, organisation or registered company that is listed on the non-domestic ratings list as being responsible for payment of the rates of a property (also referred to in BID regulations as a hereditament) within the BID boundary on the day of the notice of the ballot (26th October 2020) will receive a ballot paper and ballot letter and will be entitled to vote in a secret ballot.
- For the BID to be approved, two tests need to be met:
  - a) More than 50% of those voting must vote in favour
  - b) Of the 'yes' votes, they must represent more than 50% of the total rateable value of all votes cast
- Under the legislation, if these conditions are fulfilled, payment of a levy of 1.1% of rateable value each year for five years until 31st March 2026 becomes mandatory for all eligible businesses (those with a rateable value of £7,500 or more within the BID boundary) regardless of how they voted.
- The ballot will be conducted independently by Cornwall Council and will be a confidential postal vote. Voters will have until 5pm on the close of the ballot (Thursday 10th December 2020) to return their ballot paper. A proxy vote is available, and details will be sent out with the ballot papers.
- If a business has more than one rateable property it will receive a ballot paper for each property. Each returned paper counts as one vote.
- If the BID is approved through both tests being met, it will operate for five years from 1st April 2021 to 31st March 2026, delivering the projects outlined in this business plan.
- The number of hereditaments liable for the levy is 450 (at the time of writing – September 2020).
- The results of the ballot will be announced on Friday 11th December 2020.



## THE BID LEVY

- The levy rate to be paid by each hereditament or rateable premises over a rateable value of £7,500 will be calculated at 1.1% of its rateable value using the 2017 non-domestic ratings list throughout the BID's third term. The first BID levy under the renewed BID will be due on 1st April 2021 with subsequent levies due each year until 31st March 2026. There will be no inflation charged on the levy. If you would like to know the rateable value of your premises, please refer to your rates bill or check [www.voa.gov.uk](http://www.voa.gov.uk)
- Exemptions, reliefs, or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Act 1988, will not apply.
- The BID levy will be calculated using the 2017 Non-Domestic Ratings list for the duration of the BID. The exception to this will be any change of use or physical change to a property including new construction, merger, subdivision, extensions, and refurbishment where the hereditament has no entry in the 2017 list.
- The BID levy will have to be paid by a new rate-payer occupying an existing or new rateable property within the BID area up until the end of the five-year term on 31st March 2026, even if they did not vote on the business plan. Likewise, any new rateable property created during the lifetime of the BID will be obliged to pay the levy.
- The ratings list will be updated for any changes in ratepayer, appeals, additions or removals and liability will be adjusted accordingly. There will be no refunds given for retrospective years because of successful appeals but changes in values will be reflected by a corresponding change to the levy for the year in which notification is received and for subsequent years.
- If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on the number of days they occupy the property, known as 'daily charging'.
- Services provided by statutory organisations within Newquay BID that have a correlation to the projects that the BID will deliver have been documented and can be seen at <https://www.newquaybid.co.uk/renewal/>. The purpose of this is to ensure that Newquay BID is adding value to current service provision and supporting businesses rather than replacing or duplicating existing services. An agreement in principle, subject to a successful 'yes' vote, has been reached with Cornwall Council, Newquay Town Council and Devon and Cornwall Police that these baselines will be reviewed each year and that issues associated with local baselines will be reported through the localism team at Cornwall Council, Town Council or Inspector of the Police as appropriate and as and when they occur.
- Under the BID regulations, Cornwall Council will be responsible for collection of the levy on behalf of Newquay BID and these arrangements will be formalised in an operating agreement that both parties' sign. The levy income will be collected in a single instalment, kept in a separate ring-fenced account, and transferred to Newquay BID on a regular basis. Cornwall Council will charge a collection fee for this service of 1.25% of the total levy due. Newquay BID is also charged summons and liabilities costs that are incurred when chasing non-payers. This is included in the outline budget.
- Collection of the BID levy carries the same enforcement weight as collection of the non-domestic rates.
- Where a hereditament is untenanted, tenanted, part-occupied or vacant and is undergoing refurbishment or being demolished, the property owner or person responsible for payment of the non-domestic rates will be entitled to vote and is obliged to pay the BID levy with no void period. Hereditaments that are let for non-commercial purposes are also liable for the levy whilst they remain listed on the non-domestic ratings list.
- Charities and non-profit making organisations will be liable to pay the full levy; the discretionary relief that charities can apply for aligned to their non-domestic rates payment will not apply.
- The BID levy will not be affected by the small business rate relief scheme and businesses who already pay service charges to landlords will not receive any discount.



## Third Term Timeline

### SEPTEMBER 2020

Voting list is prepared to ensure that ballot papers reach the correct recipient.

### OCTOBER 2020

Final business plan published and circulated to all named voters of levy paying businesses.

Notice of ballot issued on 24th October 2020.

### NOVEMBER 2020

Ballot paper to be despatched on 9th November 2020 signifying the start of the 28-day postal ballot.

### 10TH DECEMBER 2020

Close of postal ballot on Thursday 10th December 2020 at 5pm with result announced on Friday 11th December 2020.

### 1ST APRIL 2021

If the vote is successful, the third term of Newquay BID will commence.

## If you vote 'NO', what happens?

A 'NO' vote means that none of the projects outlined in the business plan will be delivered and Newquay BID will cease to exist from 31st March 2021.

**There is no Plan B.**

**There are no other alternatives.**

There are **no organisations** or groups able to source and ringfence **circa £150,000** and re-invest this income.

**Newquay will lose its only business representation.**

The key aims and objectives as decided by YOU and your fellow business community (as listed in this plan) **will not be delivered** or undertaken by any statutory bodies.

### QUITE SIMPLY;

- No marketing, PR or press trip campaigns for Newquay or its businesses.
- No investment into BID led and pre-existing BID funded events.
- No annual financial support or in kind offering to any new or existing events in the calendar.
- No floral displays, bunting and other projects that improve the town's environment.
- No organisation to represent your interests or ensure your voice is heard.
- No representation of the business community at a local, regional, or national level.
- No Newquay BID.

A 'YES' vote means that the BID can continue delivering services and projects that businesses have said are important to them.

“I HOPE THERE IS A VOTE OF CONFIDENCE IN THE BID FROM THE BUSINESSES THAT IT REPRESENTS. I HAVE CHAMPIONED NEWQUAY BID SINCE ITS FORMATION BACK IN 2011 AND HAVE BEEN A MEMBER OF THE BID BOARD SO HAVE SEEN FIRST-HAND THE TRANSFORMATIVE WORK THAT GOES ON BEHIND THE SCENES TO IMPROVE NEWQUAY'S VIBRANT BUSINESS LANDSCAPE. IF THE BID IS NOT VOTED BACK IN THEN THERE WILL NO LONGER BE AN INDIVIDUAL BODY DEVOTED SOLELY TO AND FIGHTING FOR NEWQUAY'S SUCCESS. I PERSONALLY AND PROFESSIONALLY WOULD LIKE TO SEE THIS CRITICAL WORK CONTINUE.”

Jenny Briant, Owner, Fistral Beach Surf School and Hire



# NEWQUAY BID

## Business Improvement District

WE ARE ALWAYS HERE FOR YOU AND YOUR BUSINESS AND WOULD LOVE FOR YOU TO BE INVOLVED OVER THE COMING FIVE YEARS. TO FIND OUT MORE, INCLUDING FUTURE DIRECTORSHIP OPPORTUNITIES, PLEASE DO GET IN TOUCH:

**Carla-Marie Jones**  
Newquay BID Manager

Newquay BID  
Marcus Hill  
Newquay  
TR7 1AF

Email: [info@newquaybid.co.uk](mailto:info@newquaybid.co.uk)

[www.newquaybid.co.uk](http://www.newquaybid.co.uk)

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