



**Business Improvement District**

Is the Market a benefit to the rate paying , rent paying , levy paying , 12 months of the year Bid members of the TR7 community, Or are the main beneficiaries the NON-affiliated market traders , who do not contribute in any way but reap the benefit of Newquay's draw and reputation , selling a large majority of items already available in our shops ?

Newquay draw and reputation is being enhanced by the Monthly markets with the town centre businesses bustling with locals and tourists during the Market Day. As I have previously stated High Streets are not what they used to be with falling footfall due to out-of-town shopping alongside online shopping , if we continue to do what we have always done in the past we will see a continual decline in towns, we need to offer more of an experience to entice footfall into our town . I constantly hear that Newquay is on the up and most are embracing this, markets are here to stay.

I Spoke face to face with 88 businesses:

93% said the markets helped to increase footfall

98% would like to see the market programme happen again in 2025

97.7% said they feel the gazebos improve the facilities on Bank Street

In my experience our turnover does not alter in any way. and I have heard of several members who say they may as well shut on the first Saturday of the month.

I have heard from many businesses that they have much higher footfall and turnover on market days some of which are in this room , but it's not just about market days , many of these visitors will come back on another day as they see Newquay as a vibrant town and a place to return to visit . All our BID Business have the opportunity to join in the BIG Newquay Market by offering market specials or by using one of our gazebos free of charge.

I have also been asked to enquire if the revenue generated from said traders is returned to Bid as we have instigated and financed the event.

We do not generate revenue from the market as the responsibility of running the markets , sourcing the traders , promoting across socials and physical marketing tools alongside market creative content including music , arts , and charity partners is all the responsibility of Cornwall Shop Small . In order for BID to do all this we would need additional payroll and time set aside and this would be unrealistic and not achievable. We spent overall on setup costs 50/50 share with Cornwall shop small and security cover £1757, 56 .The Market draws footfall into our town and our business so any revenue goes straight to the BID businesses. We have an opportunity for non-BID businesses to hire our market infrastructure at a cost and this will generate income back into the BID levy pot in the future , we are currently working with Boardmasters on hiring gazebos for Fistril this summer.

Increased footfall for the market days in: 98,082 (2023) / 208,141 (2024)

The main objectives of this project was to drive footfall and increase spend in the town. The footfall speaks for itself, with an increase of 110,059. Not only is this an increase, but it has also helped to extend the peak season in Newquay town, which has been challenging post Covid. Breaking down the individual days, interestingly the market with the lowest increase (10,810 increase in footfall, compared to 2024) was when the market occupied Killacourt only and did not extend along Bank Street. In comparison, the September, market extended from one end of town to the other (Killacourt, along Bank Street and on the Harbour car park) - the increase to footfall was 30,546. It stands to reason that the outdoor markets drive footfall, which no doubt increases the spend by visitors and locals to the town.

The number of empty shops has reduced nearly by 50% in the past 12 months (estimated number of empty shops in 2024 was 15 and in January 2025, there are now 8). We recognise there is no definitive connection between the success of this project / delivery and the impact on empty shops. We can however confidently say that the high street has a buzz in Newquay, with the help of outdoor markets and more shop windows being animated with products. There is more energy in Newquay along Bank Street and Fore Street. There is a strong investment in Newquay from businesses, visiting traders, the local community, and visitors.

Community and Place - The infrastructure invested in for this funding has enabled the delivery of varying scaled outdoor markets and events, which creates a buzzing atmosphere in the town centre attracting local residents and visitors. The market set up in particular offers an extended offer for shopping, with added value of creative workshops, entertainment and community groups attending. The market is curated to suit the Newquay community and to compliment its geographical location, creating a strong sense of identity. This is not just another market.

Support for local businesses - The BIG Newquay Market offers the opportunity for 40-50 local makers, traders, producers and small businesses to promote their offer, sell their products and engage with the Newquay community and visitors. This is an accessible way for small business to trade in person, without needing to pay for a permanent retail unit. This can also be a springboard for smaller businesses to trial their retail offer, with a view that they might take on a unit at a later date. Newquay BID and Cornwall Shop Small are committed to repeat this programme for 2025, which would not have been possible without funding the purchase of the equipment and infrastructure.

People and Skills - Newquay BID has developed confidence in delivering a series of adaptable outdoor events and markets, which are suitable to the needs and interests of the community. Cornwall Shop Small has strengthened its relationship with small businesses and local traders. Each month a minimum of 40 small local traders and producers have developed their brand, products and relationship with their customers and audience. Newquay BID has also developed a team who are confident in setting up the gazebos / infrastructure safely and to adapt to weather conditions / varying installations layouts. We have developed a strong team with experience and resource, which will support future events in Newquay.

This funding has enabled us to procure equipment required to deliver 9 core event BIG Newquay Market days (6 monthly street markets and a 3 day festive event - 1 further event was relocated to an indoor venue on a smaller scale due to high winds) between May 2024 - January 2025. We had originally planned to start in April to extend the season, however the funding application was delayed. In addition to being used for traders at each of the core events the gazebos have been used to add content to the Market offer. At each event the gazebos also host the Market's entertainment programme of musicians / performers (2+ acts per event) alongside community / charity partners (1-3 per event) including Newquay Food Bank, Newquay Rotary Club for Shelterbox, Shared Lives Southwest, Cornwall Council Parenting Offer, Cornwall Wildlife Trust, Cornwall Nourish Hub.

In order to deliver the above, we secured permission, planned logistics and established a marketing strategy, identified and confirmed a storage facility and developed a team to organise and deliver the monthly outdoor markets.

In addition they are used to host creative content or aligned event tie-ins. In September the BIG Newquay Market was hosted alongside and in collaboration with the Harbour Festival and the town council's end of Summer family day when the gazebos were used to host additional Market stalls on the Harbour, free creative workshops sponsored by Experience Newquay and delivered by City of Lights and Cornwall Nourish Hub. In November the BIG Newquay Market was hosted alongside and in collaboration with the Be Newquay Festival when the gazebos were used to host the Salt Projects Ltd and Cornwall Shop Small hosted Seascape: Live Art Event and Charity auction (raising money for Cornwall Nourish Hub CIC) and free creative workshops hosted by Blystra Arts and funded by the festival.

The gazebos have been used by local businesses Concho Lounge (Cornwall Air Ambulance Cake Sale), Saltwalls Gallery (Live Art Demo), Sprout (Music Hosting), Cornish Makers (sales space) over the period.

We are pleased that we have been able to extend our support into the community, by offering use of the gazebos for other local community-led events including Trenance Trees & Tales / Newquay Festive Lantern Parade, Miracle on Fore Street (relocated indoors due to bad weather), Rising Tide at Boardmasters, Nansledan Arts Festival and Eastside Yuletide.

Overall the events that the gazebos and equipment have enabled have been received well by businesses, residents, visitors, market traders and community groups. The BIG Newquay Market programme would not have been possible without this investment. The main challenge this year has been weather as the market insurance does not cover wind speeds 40mph and above. This has been unlucky. We have however built a strong relationship with Project 83 as a wet weather provision (this was used for 2 of our market events) to a small selection of traders as an alternative - the support for this has been notable. The BIG Newquay Market presented a substantial footfall increase to this venue, compared to other events .

Looking ahead and based on the success of this market, Newquay BID and Cornwall Shop Small are developing plans for an extended market programme for 2025, starting earlier in March and with the addition of events to include Newquay Food Festival (July), Boardmasters (August), and we hope we for more. In 2026, providing the forecast success of 2025 is delivered, there is a desire to deliver markets twice a month in 2026.