



NEWQUAY BID

FOURTH TERM
BUSINESS PLAN

2026-2031

Vote Yes from 23rd September 2025 to 23rd October 2025

SUSTAINING NEWQUAY AS A LEADING VISITOR DESTINATION FOR TOURISM, BUSINESS
AND LIVING TO CREATE A PROGRESSIVE, ADAPTABLE, SAFER AND RESILIENT ECONOMY



“ Welcome from Newquay BID Team ”

Thank you to every business in Newquay for their contribution to our town from owners to managers and their teams.

Newquay BID appreciates the levy received as well as the time, skills, knowledge and expertise given by businesses over the last fifteen years since our BID began. We give a warm welcome to new businesses who have recently chosen to invest in Newquay and be part of our thriving coastal town. Newquay is a great place to work, visit, live and invest.

With your support, we have successfully delivered a range of projects and services to raise the profile of our town, improve the public realm, drive footfall through exciting events and marketing and be the voice for businesses in lobbying for the best deal from our statutory partners. Rest assured, our role will always be to represent the best interests of our businesses and to play a significant role in shaping the regeneration of Newquay.

Whilst the current economic climate is challenging and uncertain, supporting each other and collaborating will always be a better option than working in isolation. We want to keep the momentum going, invest collectively and maintain Newquay's profile as a premier coastal destination.

Over the third term of the BID, we have been able to secure over £97,000 in additional income to supplement the BID levy to enable us to fund key projects and initiatives and achieve some of our key aims.

We have carried out two surveys during 2025 and conducted many one-to-one conversations. We have listened to your views about the projects you feel are essential to continue with and taken on board new ideas, all of which have informed this final business plan. You have told us that we need to maintain and enhance our core projects whilst also expanding our ranger service to improve the safety of our town, working with other partners. Of course, we can only do this if we secure a further term.

We really hope that what you read resonates with you and that the proposals are ones that you will support by voting 'yes' when it comes to casting your vote this autumn.

Our current third term finishes on 31st March 2026 but can be renewed subject to a positive vote when each levy payer receives their ballot paper in September. For the BID to proceed to a fourth term, there must be a majority voting in favour by number and by rateable value of premises. Without a BID, all projects and activities that the BID has been responsible for will finish on 31st March 2026 and there will be no new investment in the priorities you have identified recently through our consultation exercise. It is unlikely that any other organisation will have either the capacity or resources to step forward.

The first fifteen years demonstrate what can be achieved by businesses working together towards a common aim, pooling their skills, knowledge and funds. With your support and involvement, we want to build on the successes and achievements and keep Newquay firmly on the map. Most of all, we want to show a return on investment for your BID levy and an improved town offer for all.

Whilst our resources may be modest, it is the strength of the business community working together through the BID that gives us our power and our capability to realise larger opportunities. Together we are a stronger voice.

Please have your say and look out for your postal ballot paper which will arrive on or around 23rd September 2025. You have until Thursday 23rd October 2025 to cast your vote. If you can vote early, please do so.

”



MARK WARREN
Newquay BID Manager working to the Newquay BID Board

“ MARK HAS ALWAYS BEEN INCREDIBLY PROACTIVE, APPROACHABLE AND SOLUTION-FOCUSED WHENEVER WE'VE REACHED OUT WITH IDEAS. HE'S CONSISTENTLY OPEN TO DISCUSSING HOW THE BID CAN SUPPORT NEWQUAY ZOO AND THE WIDER TRENANCE AREA ”

Gabrielle Bottone, Newquay Zoo, Trenance

“ IT'S A BREATH OF FRESH AIR SEEING ALL THAT IS HAPPENING IN THE TOWN AND THE ENERGY THAT POURS OUT FROM THE PAGE/SCREEN IS PALPABLE. GREAT COMMUNICATIONS FROM NEWQUAY BID ”

Andy Jones, The Edgcliff, Cliff Road

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 defined commercial area. On top of levy funds, income can also be secured from other sources such as grants.

Businesses are consulted on what additional improvements they want to make and how they are going to manage and deliver those improvements, all of which is embedded into a business plan along with a budget.

A BID is created when the majority of business ratepayers within that area vote to support the business plan and to invest collectively via a levy based on the rateable value of the business premises. Many businesses view their BID levy as an investment rather than a cost.

There are now 347 BIDs across the British Isles and 8 operating within Cornwall. The BID is independent from local authorities and other statutory agencies and delivers additional projects and services over and above the baseline services provided by them.

Newquay BID first became operational in April 2011 investing levy payer's money into the town. During the past three five-year terms we have worked with you and our partners to deliver a wide range of positive achievements for our town. These are set out in this business plan.

Highlights from our third term

MARKETING

- Established Love Newquay website representing businesses with free business listings, promoting Newquay events and blogs featuring the best places to go in Newquay.



- Social media management with over 43,000 Facebook followers and 12,700 Instagram followers

OVER 43,000
FACEBOOK FANS
INSTAGRAM 12.7K

- Local and regional 'week on week' PR including sharing business led events and news across all platforms.

1 million+
POTENTIAL REACH

- Showcased Newquay via Love Newquay destination trips with media influencers reaching a regional, national and international audience – PR has generated a potential reach of over one million potential visitors to Newquay (103,215,625 total).

“ IN INCREASINGLY COMPETITIVE TIMES, HAVING THE BENEFIT OF AN ENERGETIC AND IMPACTFUL BID TEAM FOCUSING ON ENHANCING NEWQUAY'S COMMERCIAL ATTRACTIVENESS IS A GREAT INVESTMENT. MARK WARREN LEADS CHANGE WITH DETERMINATION AND ENTHUSIASM. WE FEEL IN GOOD HANDS AND ARE SEEING 'THE FRUITS' OF THE TEAM'S DECISION-MAKING AND WORK ”

Ian Fitzgerald, Rick Stein, Fistral Beach

“ AS PROUD BUSINESSES ROOTED IN THE HEART OF NEWQUAY, BOTH FISTRAL BEACH HOTEL & SPA AND THE ESPLANADE HOTEL HAVE SEEN FIRST-HAND THE POSITIVE IMPACT NEWQUAY BID HAS HAD ON THE TOWN'S GROWTH, APPEAL, AND SENSE OF COMMUNITY. FROM EVENT PROGRAMMING AND HIGH-QUALITY MARKETING CAMPAIGNS TO MEANINGFUL BUSINESS SUPPORT AND TOWN IMPROVEMENTS, THE BID IS PLAYING AN INSTRUMENTAL ROLE IN ELEVATING NEWQUAY'S PROFILE AS A YEAR-ROUND DESTINATION. THEIR EFFORTS DIRECTLY SUPPORT OUR ABILITY TO ATTRACT VISITORS, IMPROVE THE TOWN CENTRE AND CONTINUE OUR WORK TOWARDS BECOMING A YEAR-ROUND DESTINATION. WE ARE LOOKING FORWARD TO COLLABORATING EVEN FURTHER ON SOME OF THE UPCOMING PROJECTS. THE BID TEAM GENUINELY LISTENS, RESPONDS, AND ADVOCATES FOR LOCAL BUSINESSES, CREATING A MORE DYNAMIC, COHESIVE, AND FORWARD-THINKING NEWQUAY. WE FULLY SUPPORT THE RENEWAL OF THE BID AND LOOK FORWARD TO CONTINUING THIS VALUABLE PARTNERSHIP IN THE YEARS TO COME. ”

Laura Cameron, Fistral Beach Hotel and Esplanade Hotel, Pentire

EVENTS



“ MARK IS GREAT FOR POPPING IN TO SPEAK TO US. THE ZOMBIE CRAWL WAS SUCCESSFUL AND I REALLY FEEL THAT ARTY EVENTS HELP BRING THE TOWN TOGETHER. OUR BUSINESS WAS FEATURED ON ITV WHICH WAS COORDINATED THROUGH NEWQUAY BID AND HELPED RAISE THE PROFILE OF OUR BUSINESS ”

Christa Pope, Project Eighty Three, Wesley Yard

- Organised Spooky Newquay/Zombie crawl with 39,000 visitors in 2024 (twice the volume of the 2023 event).

SPOOKY NQY/ZOMBIE CRAWL
39K VISITORS
TWICE THE 2023 EVENT

- BIG Newquay markets established and running across Newquay from Spring through to winter bringing in 49,000 visitors to browse the Newquay shopping scene.



CHRISTMAS FESTIVITIES
42K VISITORS

- Christmas festivities organised comprising festive market (42,000 visitors), Trenance Lantern Parade and lights including new festoon lighting at Newquay Harbour and cliff lights.
- Town trails and window competitions organised throughout the year.



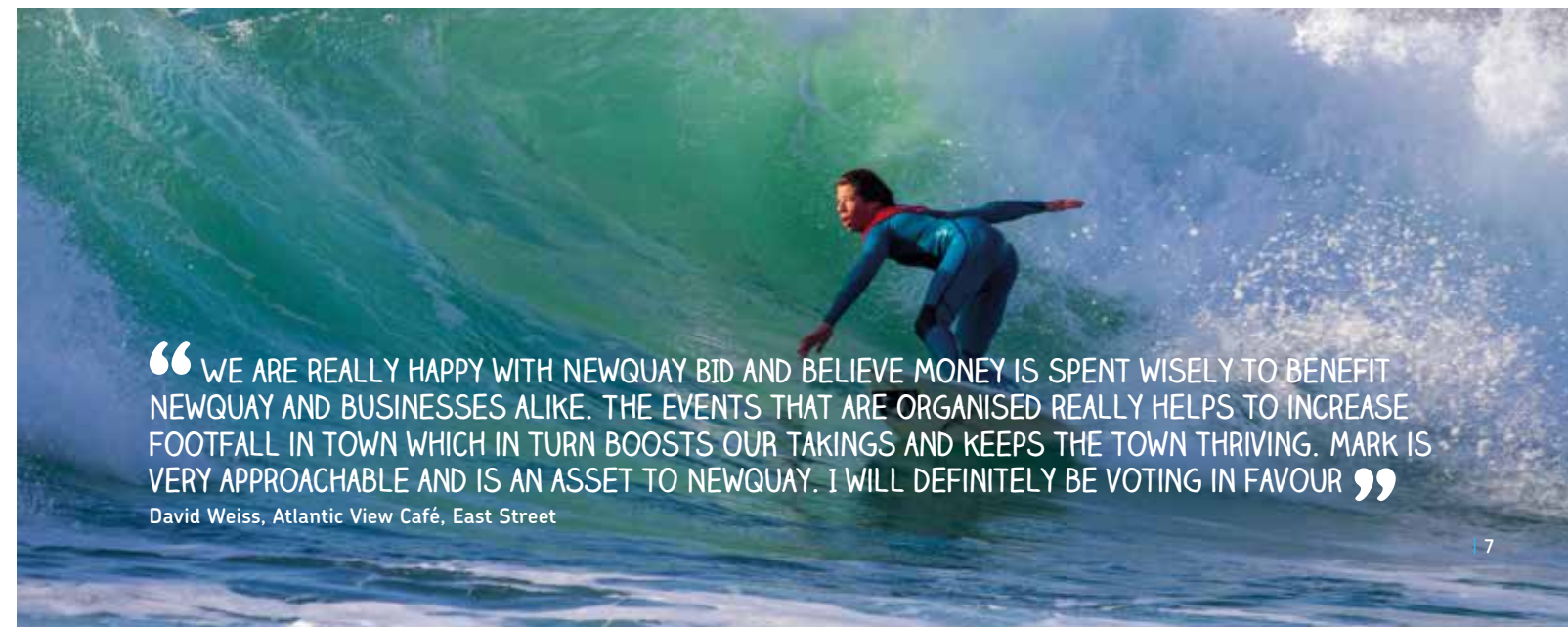
- Events support and PR for locally managed and run events including the Harbour Fest, Newquay Carnival, Miracle on Fore Street, St Piran's Day and Newquay Food Festival.



- Partnership fostered with organisers of Boardmasters resulting in the return of the Vert Ramp at Fistral with locals focussed evening events, reduced costs for BID levy payers to take up pitches, a 'Boardies' discount app and reduced tariff for bus transport into town. Through discussions, Fistral Beach will now be offering events for all the family.

“ NEWQUAY BID HAS BEEN VERY GOOD AT REPRESENTING BUSINESS INTERESTS. COMMUNICATION WITH BOARDMASTERS WILL HAVE A BIG IMPACT AND MARK HAS HELPED CREATE A DIALOGUE WITH THE ORGANISERS TO RELAY AND INFLUENCE THE BENEFIT FOR BUSINESSES AND TOWN WHEN THE EVENT IS ON ”

Topher Chard, Saltd, Station Parade



“ WE ARE REALLY HAPPY WITH NEWQUAY BID AND BELIEVE MONEY IS SPENT WISELY TO BENEFIT NEWQUAY AND BUSINESSES ALIKE. THE EVENTS THAT ARE ORGANISED REALLY HELPS TO INCREASE FOOTFALL IN TOWN WHICH IN TURN BOOSTS OUR TAKINGS AND KEEPS THE TOWN THRIVING. MARK IS VERY APPROACHABLE AND IS AN ASSET TO NEWQUAY. I WILL DEFINITELY BE VOTING IN FAVOUR ”

David Weiss, Atlantic View Café, East Street

CLEAN, GREEN AND SAFE

- Employed Newquay Security Rangers supporting businesses to reduce incidents of ASB and working towards a safer environment for customers, funded through Police and Crime Commissioner funding.
- Introduced Newquay Against Crime DISC app with over 270 users reporting ASB and incidents of low-level crime; this has resulted in effective sharing of intel with other businesses and the police/CCTV operators.
- Organised monthly shopwatch meetings and radio loan scheme giving businesses a chance to 'try before they buy'. Further funding secured to purchase another 10 radios to support the safety and wellbeing of business owners and customers.
- Part funded the nighttime bus to encourage revellers to return home safely to support the night-time economy.
- Introduced Newquay Safe Spaces to create a safer environment, the first scheme of its kind in the UK, to promote Newquay as a good place to visit.
- Regular reporting of cleanliness and environmental issues via monthly walkabout with Cornwall Council and Biffa colleagues including graffiti clean ups.
- Organised shop front grants for businesses (requiring only 20% match funding), taken up by 13 premises across the boundary; further funding has been secured to undertake another 15 shopfronts.
- Creation of a street art walking trail comprising four striking murals in different locations, to focus on driving year-round local, regional, national and international footfall into the town centre. Further funding to add another three murals has been applied for.

- With additional support from Town Deal Funding, part funded 2000 metres of bunting across the town.

- Representation at Newquay Clean and Newquay Safe monthly meetings to ensure the Newquay BID levy payers are represented.

“NEWQUAY BID ARE GOING ABOVE AND BEYOND TO HELP WITH THE ASB ISSUES IN THE TOWN BY INTRODUCING THE STREET MARSHALS, SHOP WATCH AND DISC APP. GOOD COMMUNICATIONS FROM NEWQUAY BID WHICH KEEPS BUSINESSES INFORMED OF WHAT'S GOING ON”

Hannah, Weird Fish, Fore Street



BUSINESS SUPPORT AND REPRESENTATION

- Free business listings, events and PR support on the Love Newquay website.

FREE BUSINESS LISTINGS, EVENTS & PR SUPPORT ON THE LOVE NEWQUAY WEBSITE

- Loyalty card scheme continuing to drive additional footfall and local spending.
- Signposted businesses to sources of support such as grant funding and training opportunities. Provided one to one individual business support including support for new store openings.
- Lobbied on behalf of businesses on issues such as parking fees and availability, road closures and street signage.

Lobbied on behalf of businesses for issues such as parking fees and availability, road closures and street signage.

“THE BID MANAGER, MARK AND BID STAFF HAVE BEEN INCREDIBLY SUPPORTIVE AND PROACTIVE. IT'S REALLY HELPED HAVING THEM TO SUPPORT OUR BUSINESS”

Brandon Ballard, Emoceani Surf, Gover Lane



“MARK HAS BEEN A BRILLIANT BID MANAGER. AS HE COMES FROM A RETAIL BACKGROUND HIS KNOWLEDGE OF HOW TO PROGRESS & BUILD BID IS INVALUABLE. THE DISC APP HAS MASSIVELY INCREASED BUSINESS COMMUNICATION BOTH THROUGH THE APP & OVER SHOPWATCH RADIO. THE RANGERS ARE THE PERFECT SOLUTION TO ADDRESS ANTI-SOCIAL BEHAVIOUR IN THE TOWN AND HAVE MADE A HUGE IMPACT”

Jess Parkin, Johnny's Tobacconist, Bank St

- Supported businesses with social media and with recruitment via the Job Centre including targeted open days and external recruitment events support.

£97K OF ADDITIONAL FUNDING SECURED

- £97.8K of additional funding secured for multiple initiatives including Newquay Rangers, BIG Newquay Market, music staging, shopfront funding, vacant shop banners, murals, bunting and festoon lights.

Our Fourth Term Consultation What You Said

During June 2025, Newquay BID undertook a comprehensive consultation process with the circulation of our fourth term draft business plan and questionnaire; all levy payers (circa 440) were sent a letter with a QR code and national estate managers were sent emails with a link to complete the survey.

This followed an earlier survey in April 2025, where 91% of respondents said that the BID had delivered an 'excellent' or 'good' benefit to Newquay, with more than three quarters citing a benefit to their individual business.

The purpose of our summer consultation was to:

- Understand the interest for a fourth term of Newquay BID
- Find out what levy payers want in terms of projects and services from the next term – our suggested fourth term projects were outlined
- Collect data to ensure the final business plan and ballot papers reach the right recipients

Levy payers were given the opportunity to complete the survey in hard copy format or virtually via Smart Survey. Email reminders were also sent both locally and nationally throughout the consultation phase and businesses were contacted individually for their responses via:

- One-to-one meetings with business owners and managers
- Phone calls and emails with businesses both locally and with national estate managers



93%

OF RESPONDENTS SUPPORTED
OUR VISION AND PRIORITIES

The Results



148 levy payers (one third of all levy payers) actively engaged with the BID consultation process giving valuable information about Newquay BID and their priorities for our fourth term.

Engaged businesses comprised a good cross section of business sizes and types from across the BID boundary to include shops, offices, hotels, attractions, charities, food and drink businesses, leisure facilities and the public sector including those who pay the least and most levy contributions.

Nearly two thirds of respondents were either 'satisfied' or 'very satisfied' with Newquay BID and intend to vote 'yes' at the forthcoming ballot for our fourth term.

93% of respondents supported our vision and priorities.

For each of our four themes, the projects outlined in this business plan were agreed as the right priorities by over 95% of respondents as follows:

Marketing – 97.6%
Events – 95.1%
Safer, Greener and Cleaner – 97.6%
Business Support and Representation – 91%

Within those themes, the most important ranked projects were as follows:

Theme 1 –Marketing
• Social media

Theme 2 – Events
• BID led events

Theme 3 – Safer, Greener and Cleaner
• Newquay Rangers

Theme 4 – Business Support and Representation
• Lobbying

Security, which has become more of a focus in recent years was ranked as a key priority by 94% of respondents.

Overall, you supported an emphasis on the following:

- Ensuring Newquay is promoted all year round including to a local audience
- Making the town a safer, tidier, cleaner and more welcoming place
- Increasing events all year around spread out across the town
- Continuing to lobby for the best deal for businesses and working with landlords to let empty units

Of those who completed our survey, 72% said they would vote 'yes' to the BID with 13% uncertain, 10% who were not the decision maker and 5% who would vote 'no'.

Your valuable feedback has been taken on board in determining the focus for our fourth term and has influenced the selection of project and services alongside the corresponding budget, to be delivered over the next term until April 2031.

“THE BID HAS DONE ANOTHER GREAT JOB IN USING EFFECTIVE TOOLS AVAILABLE FOR REVITALISING AND SUSTAINING A THRIVING NEWQUAY. THERE HAVE BEEN MANY IMPROVEMENTS AND ENHANCEMENTS TO THE CUSTOMER EXPERIENCE IN THE TOWN CENTRE WHICH HELPS DRIVE FOOTFALL INTO LOCAL BUSINESSES”

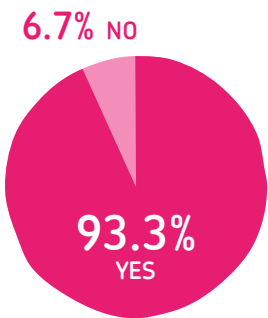
Eleanor Dixon, North Shore, Fore Street

Our Town, Our Vision - KEY PRIORITIES, AIMS AND OBJECTIVES

Our Vision supported by 93% of respondents

SUSTAINING NEWQUAY AS A LEADING VISITOR DESTINATION FOR TOURISM, BUSINESS AND LIVING TO CREATE A PROGRESSIVE, ADAPTABLE, SAFER AND RESILIENT ECONOMY.

DO YOU AGREE WITH THIS VISION AND THESE PRIORITIES?



BID AIMS AND OBJECTIVES FOR THE FOURTH TERM

Key priorities are to work in partnership with other organisations including Newquay Town Council and Cornwall Council:

AIM 1 - To maintain Newquay as a leading year-round destination through local, national, and international marketing campaigns and PR, using strong branding – **THEME 1, MARKETING**

AIM 2 - To sustain and grow the vibrant Newquay events scene through supporting, funding, facilitating, and coordinating events that encourage footfall throughout the town, year-round – **THEME 2, EVENTS**

AIM 3 - To create a safer, greener and cleaner Newquay through working with key partners on the safety, appearance and cleanliness of the town centre environment – **THEME 3, SAFER, GREENER AND CLEANER**

AIM 4 - 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 – **THEME 4, BUSINESS SUPPORT AND REPRESENTATION**

WORKING IN PARTNERSHIP

By continuing to work in partnership with other organisations, Newquay BID will add value to your levy investment and ensure your voice is heard on wider issues that bring economic, social and environmental benefits to our town.

Over the last five years, we have developed proactive and productive partnerships with a wide variety of organisations which in turn, has enabled the delivery of new projects and supported our town to become a better place to live, work and visit for all. We are represented on Newquay's Town Team which identifies the best projects to allocate funding towards when opportunities arise.

We have also strengthened our partnerships with agencies who are tasked with keeping our town safe, with a view to a greater focus on tackling anti-social behaviour in the fourth term. In particular, we work closely with Newquay Town Council, Cornwall Council, Newquay Safe, Pubwatch, Shopwatch and Devon and Cornwall Police.

“ I AM VERY IMPRESSED WITH NEWQUAY BID. DELIGHTED WITH THE RECENT MURAL IN TOWN ”
Patricia Scarlett, owner, Smile & Surf Shop, Fore Street

“ NEWQUAY BID HAS MADE A HUGE DIFFERENCE TO THE TOWN AND THE BUSINESSES. THEY HAVE TURNED THE TOWN INTO A PROPER COMMUNITY. THE CORNISH OVEN HAD AN ISSUE WITH SOME GRAFFITI AND MARK SORTED THE ISSUE VERY QUICKLY. THE MARKETS BRING IN EXTRA TRADE FOR THE CORNISH OVEN AND WE HAVE SEEN THE POSITIVE IMPACTS OF NEWQUAY BID'S PROACTIVE WORK ON TACKLING ANTI-SOCIAL BEHAVIOUR ”
Stephannie Cresswell, The Cornish Oven, Bank Street

The BID projects

THEME 1 - MARKETING

AIM: To maintain Newquay as a leading year-round destination through local, national, and international marketing campaigns and PR, using strong branding.

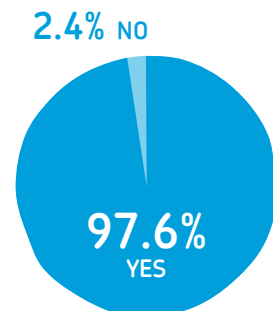
YOUR FEEDBACK:

Marketing Newquay was the highest rated theme which tells us that maintaining our town's reputation as a leading coastal town remains your key priority.

You told us how important it is that we promote Newquay as a year-round destination using strong branding and highlighting our accessibility by all modes of transport. The local audience is also very important to you. Marketing Newquay via social media, PR and press trips and local and regional campaigns were all prioritised projects, ranked by more than 90% of respondents as either 'essential' or 'important'.

We will work with all our levy payers to ensure that they benefit from our marketing and will refer to visitor data and intel, where available, to inform our marketing campaigns. We will continue to minimise our impact on the environment where we can by utilising digital marketing over print.

ARE THESE THE RIGHT PRIORITIES FOR MARKETING PROJECTS?



WE WILL:

1. Press trips organised via our PR partners – host press trips throughout the year with an absolute focus on visits that promote shoulder and low season periods. These visits lead to articles, features and reviews in local, regional, national and international media, both online and in print. Our aim for the fourth term is to spread the reach internationally to the key inbound visitor locations.

2. Social media – manage Newquay social media platforms which have an emphasis on marketing Newquay as a place to live, work and visit. There will be a particular focus in the fourth term on encouraging Cornish people to visit Newquay.

3. Local and regional campaigns including press coverage – organise campaigns to give positive exposure to Newquay's non tourism related businesses, encouraging local people to visit and use our professional services businesses as well as showcasing the town for potential new investors.

4. Marketing support – provide advice and support to businesses who need training, photography, intel or something else to have the best opportunity and tools to market their enterprises to both fellow Newquay businesses, Cornish businesses and those target audiences beyond the Tamar.

5. Coach tourism – focus on attracting good quality coach tour operators to consider Newquay as their base for Cornish holidays, utilising the coach parking, restaurants, beaches and wide variety of accommodation options.

6. Health and Wellbeing – establish Newquay as the best health/wellbeing location in Cornwall, focussing on our abundance of beautiful beaches and cliff tops, fantastic road/rail/air connections, and the local health and wellbeing spirit that so many Newquay residents have.



THEME 2 - EVENTS

AIM: To sustain and grow the vibrant Newquay events scene through supporting, funding, facilitating, and coordinating events that encourage footfall throughout the town, year-round.

YOUR FEEDBACK:

Events are what makes Newquay such a fun and vibrant place to work, live and visit and it's clear you regard them as integral to our town's offer.

We understand the importance of events that drive footfall into our town and into your businesses.

New events and BID led events were both ranked by 90% of respondents as either 'essential' or 'important'.

You have given us valuable feedback on this theme with a range of suggestions and ideas for new events including those that appeal to families, iconic and memorable visitor events and activities designed for a local audience. In common with our marketing theme, you would like to see events all year round and hosted in a variety of locations, where practical.

WE WILL:

1. BID led events – organise, fund and promote a series of events to include Zombie Crawl, BIG Markets and Newquay at Christmas as well as smaller regular events such as town trails and window competitions.

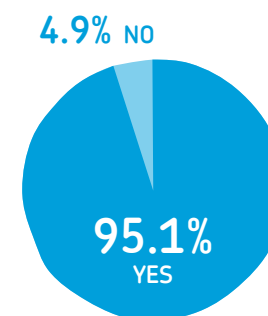
2. Event support and facilitation for local and community events – work with other event providers where there may be a direct or indirect benefit to Newquay levy payers ensuring that the benefits for all businesses are maximised. Support includes advice on event management, access to funding, road closures, signposting, marketing support or access to equipment.

3. Boardmasters – foster strong working collaborations with the event organisers to maximise the positive impact of Boardmasters on Newquay levy payers.

4. New events – support the creation of new events for the town, all year round.



ARE THESE THE RIGHT PRIORITIES FOR EVENTS PROJECTS?



“AS SOMEONE WORKING IN NEWQUAY'S HOSPITALITY SECTOR, I HAVE SEEN FIRST-HAND THE POSITIVE IMPACT THAT NEWQUAY BID HAS ACHIEVED FOR OUR TOWN AND BUSINESSES. THROUGH MARK'S LEADERSHIP, THE SAFE SPACE NEWQUAY INITIATIVE HAS BEEN LAUNCHED, IMPROVING SAFETY. THE LOVE NEWQUAY WEBSITE IS LOVINGLY MAINTAINED AND I BELIEVE HAS A HUGE IMPACT ON OUR TOURISM. NEWQUAY BID STANDS OUT AS POTENTIALLY ONE OF THE LEADING BIDS ACROSS THE UK AND I AM PROUD TO SUPPORT THEM FOR THE DIFFERENCE THEY MAKE. WITHOUT QUESTION, THEY ARE HELPING US TO REMAIN RESILIENT, VISIBLE AND OPTIMISTIC FOR THE FUTURE OF TOURISM IN NEWQUAY.”

Emily Holland, Oceanside Hotel, Headland Road

THEME 3 - SAFER, GREENER AND CLEANER

AIM: To create a safer, greener and cleaner Newquay through working with key partners on the safety, appearance and cleanliness of the town centre environment.

YOUR FEEDBACK:

First impressions do count so it's important that we work with our statutory partners to ensure that Newquay is attractive, clean and safe.

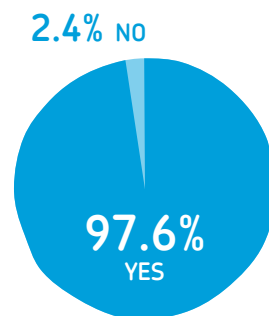
From your feedback, it's very clear that you want Newquay's anti-social behaviour tackled in our fourth term – you told us that our Newquay Rangers are the most important project within this theme. Hence, we plan to increase our level of support for the street rangers. In other BID towns, both within Cornwall and beyond, a BID funded security presence has led to cases of anti-social behaviour dropping by more than a third.

After Marketing, this theme was considered the next most important with the need to tackle litter and graffiti, provide signage and attractive planting, all ranked by 90% of respondents as either 'essential' or 'important'.

Our funds will not stretch towards making a big impact alone on the safer, greener and cleaner agenda, and nor should they, so we will work with our statutory partners including Newquay Town Council, Cornwall Council, Devon and Cornwall Police to deliver on this theme and collectively secure appropriate resources. We will also represent your interests at other community forums such as Newquay Safe.

We are keen to make a positive visual impact too and we know that our businesses take great pride in creating an attractive environment; we will install bright bunting, colourful murals and work with Newquay in Bloom to create beautiful green spaces that make our town more vibrant.

ARE THESE THE RIGHT PRIORITIES FOR SAFER, GREENER AND CLEANER PROJECTS?



WE WILL:

- 1. Newquay Rangers** – continue and expand the cover for our street rangers who tackle ASB and support a safer Newquay with a view to increasing support at peak times as required.
- 2. Newquay Against Crime DISC app** – manage the popular online reporting system which handles low level crime and ASB, a service which replaces the 101 system.
- 3. Shopwatch** – organise Shopwatch and support the radio loan scheme.

4. Safety Representation – participate in meetings such as Newquay Clean, Newquay Safe and Pubwatch as well as liaison with Devon and Cornwall Police representing the interests of Newquay and our businesses.

5. Planting and Greening – work with Newquay in Bloom and Newquay Town Council to enhance the green aspects of the town.

6. Bunting and Murals – add to the colour and vibrancy of our town through bright bunting and colourful murals.

7. Litter and Graffiti – work with partners to highlight and resolve issues around cleanliness, litter, graffiti, fly-tipping. Partners include Cornwall Council, Devon and Cornwall Police, Newquay Clean and Biffa.

8. Signage – maintain and update Newquay signage.

9. Night-time Economy – work with the night-time economy businesses to create a welcoming and safe environment for visitors whilst promoting a fun, great night out in Newquay.

THEME 4 - BUSINESS SUPPORT AND REPRESENTATION

AIM: 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.

YOUR FEEDBACK:

We are here to take a lead on representing your interests at all levels whether that be with our statutory authorities, with business advice or signposting to grants. This theme is about being there for you when you need support, advice and a helping hand so how we support you will depend upon what you need in line with a changing economic climate.

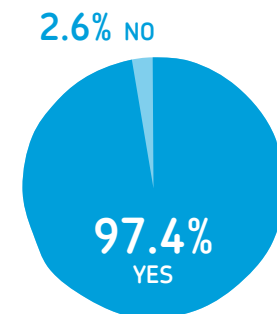
We will also work alongside you to lobby for the things that help you to trade using the power of the BID as the collective voice of business.

You are highly supportive of us working in partnership with the statutory agencies bringing the private sector voice to the table and you are keen that we forge the right connections and seize opportunities that will benefit our businesses.

Lobbying, supporting the relet of vacant units and influencing the wider regeneration of Newquay were the key priority projects ranked by over 90% of respondents as either 'essential' or 'important'.

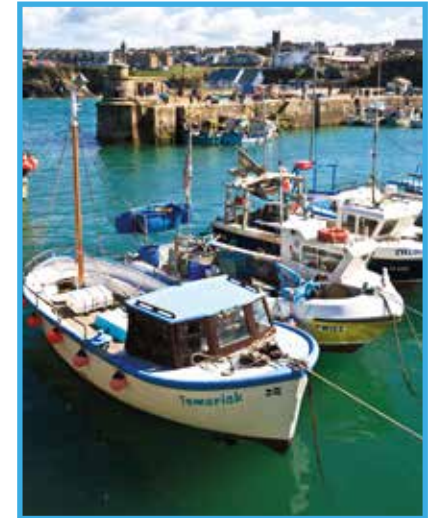
We are committed to having regular and closer communication with our levy payers and representing all businesses who pay our BID levy.

ARE THESE THE RIGHT PRIORITIES FOR BUSINESS SUPPORT AND REPRESENTATION PROJECTS?



WE WILL:

- 1. Lobbying** – represent business interests on issues that matter to you with the aim of getting the best deal from the statutory bodies for you and our town.
- 2. Business Support and Training** – help you when you need it; providing advice, training where needed, signposting sources of grant funding and support with recruitment via the Job Centre.
- 3. Loyalty Card** – administer the loyalty card scheme that drives additional footfall and local spending.
- 4. Shopfront Improvements Scheme** – deliver the grants scheme to support traders to improve their properties.



5. Vacant Units – work with landlords to improve the visual appearance of empty units with internal graphics, tackling any security issues and encouraging new occupancies.

6. Influence Newquay Regeneration – work with other organisations to influence the regeneration of our town.

7. Green – support sustainability initiatives where practical and possible for instance by signposting businesses to secure appropriate grants, encouraging green events or working on recycling initiatives (note Newquay BID has an environmental policy and will embed this in its overall operations).

“ BID ARE DOING AN AMAZING JOB, DON'T KNOW WHAT WE WOULD DO WITHOUT THEM, 5 STARS. ALWAYS A RISE IN FOOTFALL WHEN THERE'S AN EVENT ON ”

Dawn Larkin, The Pet Centre Newquay, East Street

“ AS A RESIDENT OF 30+ YEARS AND A BUSINESS OWNER, I HAVE SEEN A VERY POSITIVE AND WELCOME CHANGE IN NEWQUAY TOWN. THERE IS NOW A NOTICEABLE COMMUNITY FEEL AMONG THE BUSINESSES IN TOWN TOO ”

Kerry Lawrence, Silver Breeze, Bank Street

Cost - WHAT IS THE COST TO YOUR BUSINESS AND HOW WILL WE SPEND YOUR MONEY?

Newquay BID is projected to raise circa £230K per annum based on 1.6% of the rateable value of all premises with a rateable value of £7,500 or over from approximately 441 levy payers.

Almost three quarters of levy payers will pay less in the fourth term than in the third term or a minimal amount more (less than £2 a week more).

The current Newquay BID term comes to an end on 31st March 2026.

The chart below shows some typical contributions based on a 1.6% levy:

Rateable Value of Property	Annual Levy	Weekly Cost
£7,500	£120	£2.31
£10,000	£160	£3.08
£15,000	£240	£4.62
£25,000	£400	£7.69
£50,000	£800	£15.38
£100,000	£1,600	£30.77
£200,000	£3,200	£61.54
£500,000	£8,000	£153.85

Voting ‘Yes’ means that this business plan can be delivered and together we can achieve our vision for Newquay over the next term until April 2031.



Newquay BID - 2026-2031 INDICATIVE BUDGET

	2026/27	2027/28	2028/29	2029/30	2030/31	TOTAL ALL YEARS
Income						
BID levy at 1.6% (96% collection rate) 0% inflation	£220,800	£220,800	£220,800	£220,800	£220,800	£1,104,000
Expenditure						
Theme 1 – Marketing	£48,400	£49,800	£51,300	£52,900	£54,500	£256,900
Theme 2 – Events	£47,800	£49,200	£50,700	£52,200	£53,800	£253,700
Theme 3 – Safer, Greener & Cleaner	£59,800	£61,600	£63,500	£65,400	£67,400	£317,700
Theme 4 – Business Support and Representation	£14,600	£15,100	£15,500	£16,000	£16,500	£77,700
Sub Total Bid Project Expenditure	£170,600	£175,700	£181,000	£186,500	£192,200	£906,000
*Delivery and Running Costs						
BID Team Core Costs (not project related)	£20,800	£21,400	£22,100	£22,800	£23,500	£110,600
Insurance, levy collection, professional fees, office, IT	£18,800	£19,400	£20,000	£20,600	£21,200	£100,000
Contingency/Renewal/Reserves	£4,416	£4,416	£4,416	£4,416	£24,416	£42,080
Sub Total Delivery and Running Costs	£44,016	£45,216	£46,516	£47,816	£69,116	£252,680
Total Expenditure per Annum	£214,616	£220,916	£227,516	£234,316	£261,316	£1,158,680
Sub Total (plus or minus)	£6,184	-£116	-£6,716	-£13,516	-£40,516	-£54,680
Carry forward from previous year	£70,000	£76,184	£76,068	£69,352	£55,836	£70,000
BALANCE	£76,184	£76,068	£69,352	£55,836	£15,320	£15,320

*BID Delivery and Running Costs

BID Management costs are split between the project themes according to the estimated resource required for each theme and acknowledging that none of the projects or services can be delivered without a management resource. A proportion of the BID Management time is also apportioned to delivery and running costs. This will cover the time spent on running the BID Company and good governance such as communications, performance monitoring and financial management. Contingencies are included within all the project themes. Any reserves at the end of March 2031 will be carried forward into the next term. Newquay BID is a not-for-profit company.

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 shown in this business plan or to the levy rate would require an alteration ballot. Newquay BID will adhere to the 2023 ratings list throughout the fourth term to the end of March 2031.

Levering in Additional Income

Newquay BID will work proactively with statutory partners and other stakeholders to pool resources, secure grant funding, sponsorship and other income to maximise the impacts that can be delivered across all four project themes throughout the fourth term. During the third term, Newquay BID successfully levered in approximately £97,000 of additional funding demonstrating an excellent track record of complementing levy income through securing additional resources.

Governance & Management Of Newquay 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). Newquay BID will deliver the fourth term business plan should the BID ballot be positive. Newquay BID has submitted its proposals including this business plan to the Local Authority, Cornwall Council in line with the BID regulations. Cornwall Council has conducted their compliance check and has formally accepted this business plan in line with the legislation.

The Secretary of State for the Ministry of Housing, Communities and Local Government (MHCLG) was formally notified of Newquay BID's intention to hold a ballot for a new term on 3rd March 2025. In accordance with BID regulations, on 16th June 2025, a further letter was sent to Cornwall Council, formally requesting the BID proposals to be put to a ballot.

Newquay BID has positions on its Board for up to 14 elected Directors who voluntarily support the BID. Currently, there are 8 Directors drawn from levy payers across the BID boundary.

Newquay BID employs a BID management resource, responsible to the Board to deliver the projects in this business plan and operates under the terms of Newquay BID's Articles of Association.

The BID is business-led for business benefit and all levy contributors are automatically members of the company. All members are invited to Annual General Meetings where past and prospective BID activities are presented; subject to available places, members can apply to become non-executive directors. Accounts are independently prepared each year and copies are available on request or can be found online at Companies House.

Our Current Newquay BID Directors:

Veryan Palmer- Headland Hotel
Jeff Garside- Sailors Nightclub
Jonathan Start- Start & Co
Dirk Parker- K2 Gym
Andy Cole- Newquay Town Team
Andy Hannan- Newquay Town Council
Jenny Welsh - Boots
Gill Moore- Trenance Heritage Cottages

Communications

You can contact the Newquay BID Manager by email, phone or request a visit or meeting at your business. We are always open to hearing your feedback or ideas and can lobby on your behalf for things that are important to your business and our trading environment.

We will also issue regular newsletters and updates to keep you informed of projects and services and will communicate via social media and email. You will be invited to levy payer meetings and will have the opportunity to shape BID projects.

Annually, with your bill, you will receive information on how your levy has been spent.

Performance and Monitoring

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; all money raised in Newquay will be spent in Newquay for the benefit of our levy paying businesses.

We want you to see a return on your investment. As well as supporting on the ground improvements, being part of the BID also gives our local businesses a stronger voice and more influence.

Most importantly, we will be asking you how we are doing and welcome your feedback. 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 undertake a mid-term review against the business plan.

The key performance indicators below indicate how we will monitor and track performance

Key Performance Indicators

- Website and social media analytics on views and social reach.
- Media or PR coverage.
- Number of events supported and the impact on businesses.
- Number and impact of promotional campaigns.
- Monitoring of footfall.
- Number of coach operators secured.
- Quality and scope of infrastructure installed such as signage or infrastructure improved such as shopfronts.
- Usage of loyalty card and impacts.
- Feedback on events including footfall counts.
- Feedback from Police incident reports and ASB statistics.
- Number of direct security interactions through street rangers
- Number of DISC and radio link users.
- 'Before' and 'after' pictures of areas improved via clean ups.
- Square footage of graffiti and sticker removal.
- Number, length and quality of bunting and murals
- Number and quality of hanging baskets/planters.
- Levy payer feedback via surveys and/or testimonials.
- Number of levy payers attending meetings and giving feedback.
- Number of business representations made and their impact.
- Number and impact of 'green' measures including plastic-free measures.
- Value of additional funding/grants secured.
- Number of landlord interactions and impacts on empty shops.
- Number of training courses arranged and attendance levels.

What You Need To Know

The BID Ballot

1) 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 (8th September 2025) 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 1.6% of rateable value each year for five years until 31st March 2031 becomes mandatory for all eligible businesses of £7,500 rateable value or over (on 2023 ratings list or subsequent list only if a new business enters the ratings list after 1st April 2026) within the BID boundary, regardless of how they voted.

2) The ballot will be conducted independently by Cornwall Council and will be a confidential postal vote, run for a minimum of twenty-eight days. Voters will have until 5pm on the close of the ballot (Thursday 23rd October 2025) to return their ballot paper. A proxy vote is available, if needed and details will be sent out with the ballot papers.

3) 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.

4) If the BID is approved through both tests being met, it will operate for five years from 1st April 2026 to 31st March 2031, delivering the projects outlined in this business plan.

5) The number of hereditaments liable for the levy is 441 (at the time of writing – August 2025).

6) The results of the ballot will be announced by Monday 27th October 2025.

The BID Levy

1) The levy rate to be paid by each hereditament or rateable premises with a rateable value of £7,500 or more will be calculated at 1.6% of its rateable value p.a.using the 2023 non-domestic ratings list throughout the BID's fourth term. The first BID levy under the fourth term will be due on 1st April 2026 with subsequent levies due each year until 31st March 2031. 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

2) Under the BID regulations, Cornwall Council will be responsible for collection of the levy on behalf of Newquay BID and as with the previous three terms, these arrangements will be formalised in an operating agreement signed by both parties. 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 1.3% 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.

3) Collection of the BID levy carries the same enforcement weight as collection of the non-domestic rates as per Part 3 and Schedules 2 to 4 of the Non-Domestic Rating (collection and enforcement) (Local Lists) Regulations 1989 and the BID (England) Regulations 2004 clause 9.

4) Where a hereditament is untenanted, tenanted, part-occupied or vacant and is undergoing refurbishment or being demolished and it has a rateable value on Cornwall Council's ratings list, 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.

5) Charities and non-profit making organisations will be liable to pay the full levy and the discretionary relief that charities can apply for aligned to their non-domestic rates payment will not apply.

6) 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.

7) 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.

8) The BID levy will be calculated using the 2023 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, sub-division, extensions and refurbishment where the hereditament has no entry in the 2023 list but enters a subsequent ratings list during the BID term.

9) The BID levy will have to be paid by a new ratepayer occupying an existing or new rateable property within the BID area up until the end of the term on 31st March 2031, 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.

10) 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 as a result of successful rateable value 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.

11) 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'.

12) Services provided by statutory organisations within Newquay and have a correlation to the projects that the BID will deliver have been documented and can be seen at <https://www.newquaybid.co.uk/about/newquay-bid-fourth-term/> 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. Any issues associated with local baselines will be reported through the localism team at Cornwall Council, Town Council or Inspector of Police as appropriate and as and when they occur.

Where Will The BID Operate?



Newquay BID operates within the definitive boundary shown on the map which includes the following streets, either in whole or in part. Please note that the street list is not exhaustive and should be considered alongside the boundary map which shows the parameters of the BID boundary:

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



“THE ATTITUDE AND ENERGY SHOWN BY NEWQUAY BID IS EXCELLENT, ALWAYS SUPPORTIVE AND RESPONSIVE WHEN NEEDED. WE ARE REALLY SEEING THINGS HAPPENING”
Jon Askey, Heron Tennis Centre, Trenance

What Happens Next?

AUGUST 2025

- Voting list is prepared to ensure that ballot papers reach the correct recipient.
- Final business plan published and circulated to all named voters of levy paying businesses.
- Notice of ballot to be issued Monday 8th September 2025.

SEPTEMBER 2025

- Ballot paper to be despatched on Monday 22nd September 2025 signifying the start of the minimum 28-day postal ballot.

THURSDAY 23RD OCTOBER 2025

- Close of postal ballot on Thursday 23rd October 2025 at 5pm with result announced by Monday 27th October 2025.

1ST APRIL 2026

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

“MARK’S SUPPORT FOR LOCAL BUSINESSES HAS BEEN NOTHING SHORT OF EXCEPTIONAL. THROUGH INITIATIVES LIKE “LOVE NEWQUAY,” HE HAS PROVIDED CONSISTENT AND CREATIVE MARKETING SUPPORT THAT HAS HELPED COUNTLESS BUSINESSES GROW AND THRIVE. WE’VE SEEN A SIGNIFICANT UPLIFT IN FOOTFALL THROUGHOUT THE TOWN, PARTICULARLY THROUGH THE REVITALISATION OF NEWQUAY MARKETS AND A HOST OF ENGAGING LOCAL EVENTS THAT CONTINUE TO DRAW BOTH RESIDENTS AND VISITORS ALIKE. NOTHING IS EVER TOO MUCH TROUBLE FOR MARK. HE IS A CONSTANT PRESENCE IN OUR COMMUNITY, ALWAYS APPROACHABLE, AND WILLING TO LEND A HAND IN ANY WAY HE CAN”

Danae Gilson-Smith, Salt Sheds and The Dead Famous, Beach Road

WHAT HAPPENS IF I VOTE YES

A 'yes' vote means that Newquay BID can continue delivering services and projects that businesses have prioritised.

THAT MEANS:

- ✓ DISC reporting system and coordination
- ✓ Street rangers tackling anti-social behaviour and supporting a safer Newquay
- ✓ Marketing of Newquay, social media, PR campaigns locally and nationally
- ✓ Organisation and support for existing Newquay events and facilitation of new events, driving footfall throughout the year
- ✓ Improved trading environment leading to a cleaner, tidier, greener, more welcoming and attractive town
- ✓ Opportunity for your business voice to be heard and action taken on the things that matter to you including influencing the future regeneration of the town

Don't make the mistake of thinking another organisation will pick up the shortfall.

GET IN TOUCH

Mark Warren
Newquay BID Manager
Newquay Library and Information Service
Marcus Hill, Newquay, TR7 1BD

Tel: 07487 590966
Email: info@newquaybid.co.uk
<https://www.newquaybid.co.uk/about/newquay-bid-fourth-term/>



www.newquaybid.co.uk

FOLLOW US    

WHAT DOES A NO VOTE MEAN?

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 1st April 2026.

THAT MEANS:

- ✗ No DISC reporting system
- ✗ No street rangers to support a safer trading environment
- ✗ No marketing of Newquay through a host of different mechanisms
- ✗ No support for existing BID-led events or facilitation of new events
- ✗ No additional hanging baskets, planters, signage, colourful street bunting and mural or significant impact made on other projects that improve the town's environment
- ✗ No organisation to represent your interests, fight your corner or work with partners to secure the best deal or additional resources for Newquay
- ✗ No opportunities to secure additional funding to match with good projects

Remember look out for
BALLOT PAPER
arriving on or around
23rd September 2025

LOVENEWQUAY

www.lovenqy.co.uk