

# **Newquay BID**

## **Manager's Report – AGM**

### **19 May 2026**

#### **Introduction**

Good evening everyone, and thank you all for coming to this year's AGM.

I'd also like to thank all the businesses we represent here in Newquay for your continued support.

I have now been in this role for just under four years, and I'm incredibly proud of what we have achieved together during that time. We are especially pleased that Newquay BID has secured a new five-year term, allowing us to continue the important work we do in driving footfall into the town centre all year round.

As always, our work remains focused around four key themes:

1. Marketing
2. Events
3. Safer, Greener and Cleaner
4. Business Support and Representation

Over the last few years, we have continued strengthening all four of these areas to ensure the work we deliver becomes bigger, better, and more impactful for the town.

#### **Marketing**

Our marketing activity has completely transformed over the last few years through the growth of the Love Newquay brand and digital platforms.

Last month alone, Love Newquay achieved 1.4 million views across its channels, demonstrating just how powerful our reach has become.

Looking at the wider picture, from 1 May 2025 to 30 April 2026, our platforms achieved an incredible 12.7 million impressions — an increase of 218% year on year.

During the same period, we recorded 338,000 engagements, up 119% year on year, alongside 4.6 million video views, representing an extraordinary 846% increase year on year.

We also welcomed 24,400 new followers across our channels, delivering growth of 44.6%.

It has been an absolutely amazing year for our digital marketing activity, and we are continuing to go from strength to strength.

I do have a separate detailed marketing report available, which will be handed out separately for anyone who would like a deeper breakdown of the figures and campaign performance.

We now feature multiple local businesses every month, with businesses actively queuing to be part of our campaigns. It has become a fantastic platform for showcasing everything that makes Newquay such a vibrant destination.

Alongside this, we continue providing direct marketing support to businesses that may need additional help promoting themselves.

We are also developing a major influencer programme for the town, working closely with hospitality providers, hotels, Cornwall Airport Newquay, and Great Western Railway. Together, we are creating influencer trips that will showcase Newquay to regional, national, and international audiences, helping drive further tourism and footfall into the town.

## **Events**

Events remain one of the strongest ways we can drive footfall back into local businesses, and this is an area where we have seen huge growth.

When I first joined Newquay BID, there were events bringing people into Newquay, but many were drawing visitors away from the town centre itself.

That has now changed significantly.

We are working closely with Boardmasters and will be delivering a town-centre event during this year's festival in partnership with local organisations and businesses.

We also have multiple projects planned alongside Newquay Town Council while continuing to grow our established events programme.

One event that deserves special mention is Spooky Newquay and the Zombie Crawl during last October's half-term week.

The event was absolutely massive and continues to grow year on year. Feedback from the public was incredible, with many people saying they had never seen the town centre so busy. The atmosphere across Newquay was fantastic, supported by national press coverage and huge social media engagement.

What was particularly exciting was the number of families travelling not just from Cornwall, but from much further afield including Wales and Bristol specifically to attend the event.

We are incredibly excited about the future of the Zombie Crawl. It is quickly becoming one of our flagship annual events and has enormous potential to continue growing.

Alongside this, we are working towards delivering a more family-focused New Year's Eve celebration, as well as developing a bigger and longer Christmas programme to better support businesses through extended festive events, markets, entertainment, and additional opportunities currently being explored.

Christmas remains a major priority for us, and we are committed to making it bigger and better every year.

Our regular Newquay Markets also continue to grow successfully, and we are now exploring opportunities for more regular farmers' markets within the town.

In addition, we have food festivals, sports events, skate events, and surf-related projects in development, including the growing Surf & Skate Expo and new partnerships with external event organisers who increasingly want to work with Newquay.

There is a real momentum building around the town, and we are incredibly excited to be part of it.

Everything we do is focused on increasing footfall and supporting local businesses by encouraging greater visitor spend.

## **Safer, Greener and Cleaner**

Creating a town that is safer, greener, and cleaner remains a huge priority for us.

For me, safety is about ensuring Newquay feels welcoming and secure during both the daytime and the evening economy.

We continue supporting initiatives such as the Newquay Rangers to ensure they remain active within the town centre over the next five years.

We have strengthened Shopwatch groups, expanded the use of loan radios and body cameras, and continue working closely with CCTV operators and Devon & Cornwall Police. Newquay is genuinely going above and beyond in creating a safer environment for businesses, residents, and visitors.

We are also pleased to support the return of the nighttime bus service during the summer months, helping reduce anti-social behaviour while supporting the nighttime economy.

Alongside safety, we continue working closely with Biffa, Openreach, Highways, Newquay Clean, and other partners to improve the appearance of the town by tackling graffiti, tagging, stickering, and tired infrastructure.

We are supporting legal graffiti projects around Trenance and other areas while continuing to expand mural projects throughout the town. Alongside larger commissioned murals, we are also

supporting local artists and working with the probation service to paint out tagging and improve the town centre environment.

There is a real cultural shift happening in Newquay around creativity, public art, and civic pride, and it is fantastic to see.

## **Business Support and Representation**

Business support and representation remain at the heart of everything we do.

If businesses need us, we are there.

A recent example has been our support for Cliff Road businesses during the MCM works. While we were disappointed to lose parking spaces due to the cycle lane developments, we continued applying pressure and successfully secured an additional 83 public parking spaces at Tolcarne Car Park.

We are also in ongoing discussions with Great Western Railway regarding extending the current 30-minute free parking period to one hour, and we will continue updating businesses as those conversations progress.

Our role is to represent businesses and ensure your voices are heard.

Whether that means facilitating conversations with Cornwall Council, supporting discussions with landlords, or helping businesses access the right contacts and support, we are here to help.

## **Looking Ahead**

Overall, I am incredibly excited about the next five years.

Receiving an 84% vote in favour of continuing the BID demonstrates the confidence businesses have in the work we are doing together.

And, quite honestly, Newquay BID remains the only organisation directly focused on supporting the town centre and driving footfall back into local businesses.

A business owner said something to me recently that really stayed with me. We were discussing the pressures businesses face — rates, taxes, bills, and rising costs — and they said the BID levy was the one payment they could clearly see being directly reinvested into bringing customers back through their doors.

Without the BID, they said they genuinely did not know what the town centre would do.

That is exactly why we are here.

My role is to support you, and our Board of Directors are here to support you.

Having worked in retail for more than 30 years, I have seen first-hand how town centres have changed. We now face competition from online shopping and out-of-town retail in ways we never did before. Unless we continue to evolve and adapt, we will not generate the footfall needed to sustain and grow our town centres and businesses.

That is why events, experiences, and destination-led activity will remain central to our priorities over the next five years — keeping Newquay vibrant, attracting visitors throughout the year, and continuing to position Newquay not only as one of Cornwall's leading destinations, but as one of the UK's leading holiday destinations as well.

Together, we are committed to making Newquay stronger, busier, safer, and more vibrant over the next five years.

Thank you very much.