



Christmas 2011 Let the festivities begin!

As the summer will soon be coming to a close, we are focussing our attention on Newquay's Christmas events and festivities in order to drive more footfall to the town during these months.

Newquay Christmas Light Switch-On - We would like to add value to this existing event by incorporating a lantern parade to drive more footfall and attracting more involvement from residents. We will be working with Stiltskin to set-up a lantern making workshop with pupils from Trenance Infants School.

Christmas shopping and events guide - this promotional guide will feature all of the events taking place in Newquay from, 25th November to 2nd January, featuring a shopping guide and calendar of events to be distributed in the Newquay Voice and online.

Saving your money. The approximate cost for printing and posting this newsletter is £400. To save BID members' money, please forward your email details to info@newquaybid.co.uk so that we can send out e-newsletters in the future.

Newquay BID needs your help!

Do you have any ideas that you feel would benefit the progress of the BID? We would like to extend and invitation to any BID member who would like to put forward constructive opinions or suggestions that they feel would positively aid the BID.

If you would like to contact someone regarding the BID or have any queries, please do not hesitate to contact us:

Eve Wooldridge, BID Manager:

eve.wooldridge@newquaybid.co.uk

Logan Mather, Marketing and Events Assistant:

logan.mather@newquaybid.co.uk

Newquay BID, One Stop Shop, Marcus Hill, Newquay TR7 1AF 01637 498599

Newquay BID Board of Directors

Chairman: Veryan Armstrong, Headland Hotel

Vice Chairman: Mark Hazell, Cornwall Galleries

Andy Cole, Andy's Café

John Coltman, Trelinda Hotel

Jane Hawkey, Fistral Leisure

Stephen Hawkey, Whitakers Chartered Accountants

Gill Moore, Newquay for Excellence Training

John Steer, Cornish Fudge Shop

Daniel Trotter, Lewinnick Lodge

Edward May, Great Western Hotel.

On behalf of Chamber: Lyndon Harrison

On behalf of Cornwall Council and

Newquay Town Council: John Fitter

business improvement district



Follow progress on Facebook and Twitter.

Facebook username: Newquay BID

Twitter username: <http://twitter.com/#!/NewquayBID>

Advertisement



Get yourself an unfair advantage...

...with outstanding design and marketing material such as brochures, menus, banners, ads and, well, pretty much everything you need.

As times are hard, your first £200 worth of design is free, yes, really.

Visit www.graemeandrust.co.uk to see how our clients get a great start.



Graeme Rust
07977 110886

Newquay BID Newsletter



Newquay's Business Improvement District scheme has been put into action after a few months of extensive planning, strategy and organisation. So far, we have achieved a great deal in a short space of time and the research and planning that has taken place so far will mean that we can now move forward with preparations for the next five years of the BID.

What's happening this quarter...

In every quarterly newsletter we keep you up-to-date with the latest BID goings on, ensuring that our aims and objectives are being met, so you get the most from your investment. This quarter, we are focussing on:

- 12 month PR campaign and marketing activity
- Supporting existing Newquay events
- Bus station banners
- Christmas Shopping and Events guide



Newquay BID Newsletter

A note from your BID manager, Eve Wooldridge

Hello and welcome to the first edition of Buzz, Newquay BID newsletter. April 1 2011 saw a massive change for the businesses of Newquay in the formation of its first BID. With more than 74% of business backing the programme, the BID will play an important role shaping the regeneration of Newquay for the next five years.

The business plan was conceived by a steering group of businesses within Newquay that saw a clear vision and a need for private sector investment. There are three key areas within the Newquay BID. Marketing, PR and Image, Events and Streetscape all of which will have an on-going steer from businesses in the BID area.

I have taken the post as BID manager after several years of working within the surf industry and of later years, both Plymouth and Truro Business Improvement Districts.

We will be driving forward the business plan for the next five years and we are committed to working closely with businesses at all times. I want to ensure that we remain responsive to the businesses and we want to hear your ideas. Please do get in touch using the contact details in this newsletter.

Introducing Excess Energy Communications...

Project One in the BID business plan revolves around marketing, public relations and image and as part of this, the board have enlisted a local PR company to aid us in designing and launching an annual PR campaign.

Excess Energy Communications, based in Newquay, were elected after a tender process instrumented by the BID marketing sub group. The team at Excess Energy, led by Rhona Gardiner, are experienced, creative and have a wealth of knowledge of Newquay's businesses, tourism industry and surf culture. In addition to their many connections with the national press, the Excess Energy team are passionate about Newquay and eager to helping raise the town's profile on both a national and regional scale.

Meet our Marketing and Events Assistant... Logan Mather

Within the last month, Newquay BID has appointed a new marketing and events assistant to work alongside Eve, in order to aid the delivery of Year One of the BID business plan.

Logan, who grew up in Newquay and attended Newquay Tretherras School, assumed her new position at the beginning of August after completing her English with Media Studies degree in June.

In the last month Logan has developed a marketing and events plan, as well as liaising with external businesses for marketing materials, and is getting stuck-in to planning and creating literature to promote Newquay's Christmas events.

What has the BID achieved so far?

BID Company Set-up

- Appointment of Directors and AGM
- Appointment of marketing and events assistant
- Office set-up
- Three board meetings
- Application completed for a share of the Cornwall Seaside Town Programme – for £30,000 of funding to enhance the BID's Street Environment project. We've been successful in progressing to the final stage, with the ultimate decision taking place in October.
- Gantt chart- showing 5 year delivery programme produced and signed off at board level.

Marketing, Public Relations and Image

- Appointment of PR company
- Development of marketing and events plan – in order to provide a structure and format as to when different marketing initiatives will take place throughout the year, which will work to promote Newquay's events and businesses.
- Design of 12 month PR campaign – working alongside the marketing and events plan, the 12 month PR planner will direct our national press focus, using a range of creative initiatives.
- Press coverage for BID- so far, in house, we have sent out four press releases to local papers and Excess Energy have sent out their September press release to national publications.
- Christmas literature planning and implementation –which will be distributed to promote Newquay's Winter festivities.
- Letter sent out to all BID members – regarding information and content for visitnewquay.org listings.

Events

- Supporting existing events: We have set up an Events committee and in doing so, have distributed our £5,000 budget between the Fish Festival, Zapcats, British Surf Film Festival, Cornwall Film Festival and Zombie Crawl. We decided upon these events as they meet our criteria to invest in events which have longevity, fit in with the business plan and have the potential to bring additional footfall and economic benefit to Newquay.

Street Environment

- Flags and banners – a range of banners which will be erected at the bus station and around town within the month.

Plans for 2012

In addition planning around the Christmas period, the BID team have also been researching and planning for 2012, looking at the ways in which we can enhance and promote Newquay's Spring and Summer events, as well as improving the streetscape. So far we have looked into:

- Bus advertising
- Newquay Endorsement – monthly half page adverts that feature public figures endorsing Newquay, locally.
- Coach tours –looking at how we can increase coach tours and day trips to Newquay
- Newquay Spring Season Shopping and Events Guide (April-June 2012)
- Newquay Summer Shopping and Events Guide (July-September 2012)



Oh, and by-the-way... You should have all received a letter regarding website content for your business. Please send all necessary information to us by 31st October so that we can have a listing for every BID member on visitnewquay.org by Christmas.

Working with visitnewquay.org In collaboration with Visit Newquay, we are working to make the current website work to the benefit of all BID members. To do so, we will be creating a listing for every BID business, as well as refreshed content and an events platform so that residents and visitors can easily navigate and access all the information they require about Newquay.