



Business Improvement District

Theme 1 Marketing

- **Press Trips** Multiple Press trips planned over coming months
- **Love Boardmasters**, collab with BM to promote Newquay businesses during event
- **Newquay BID Facebook** now in house /Love Newquay DN controlled for now
- **Targeted FB campaign** on new Flight Destinations
- **Cornwall Airport Newquay partnership** free flights supporting Press trips
- **Love Newquay** online listings magazine under construction
- **Love Newquay** Bag for Life development
- **Regular PR communications Print /Radio /TV**
- **Love Newquay** , targeted social business support

Theme 2 Events

- **Newquay Street Market** (May 27th) CSS/NFM trial event expanding into shoulder months
- **Zombie Carnival**, ongoing discussions with partners and businesses growing event
- **Love Christmas**, working with NTC to make Christmas a month-long event
- **Love Christmas Lights**, NTC collaboration new lighting scheme
- **Wellbeing week/Business week** free training and development support

Theme 3 Cleaner/Greener/Safer

- **Disc Crime app** reporting of ASB and low-level crime +170 users
- **Radio Loan scheme** Civil Enforcement and Retail shop to support NAC
- **Shopwatch/pubwatch** meetings attended and planned for future engagement
- **Newquay safe and Newquay clean collaboration** monthly meetings to support all partners
- **Blue Sign project** first five completed second phase now underway
- **Monthly Walk about** with BIFFA / Environmental health targeting waste/cleaning issues
- **Newquay In Bloom**, Flower beds around centre green space areas
- **Hanging Baskets**, joint funding with NTC Bank Street and Fore Street
- **Additional Bunting** supporting NTC Fore street and Cliff Road BID funded
- **Summer street traders/ buskers focus** working in with Police and civil enforcement

Theme 4 Business Support and Representation

- **Street Meets**, quarterly productive meetings to discuss best practice
- **JC Targeted Events** March/ May recognised by employment minister
- **Wellbeing week / Business week**, working with Saffron Training to target business needs
- **Newsletters and Email alerts**, now managed in house so much more reactive
- **Meet and greet** continues and will increase once assistant in place
- **Love Boardmasters** , collaboration linking up town and festival
- **Destination Newquay**, collab with Cornwall airport and new routes
- **Car Parking charges** and other business impacting issues lobbied on businesses behalf