



Press Release - November 2010

The streets are alive with a stocking full of events in Falmouth this Christmas!

Thanks to the 400+ traders who fund the Falmouth Business Improvement District (BID), Falmouth is set to sparkle this Christmas in more ways than one! An action-packed month of festive entertainment will make the town one of THE best destinations to visit for the whole family.

The Big Switch On! - the month of Falmouth festivities will start amid a fanfare on Thursday 2nd December, with the switching on of the new Christmas lights. The evening commences with a Children's Lantern Parade starting from Events Square at 6pm, led by Santa and Falmouth Marine Band, through the town up to The Moor. Five local primary school choirs will each sing a carol, supported by Falmouth School Jazz Band, prior to the big switching on of the new lights. Falmouth is pioneering a green theme, with over 50,000 low energy light bulbs being used this year, as well as a 40ft Christmas tree donated by a local resident.

In celebration of the season of goodwill, Falmouth will witness a host of Santas running the gauntlet through the town in aid of Cornwall Hospice Care on the 11th December. At 1pm, some 200 'Santas' will park their sleighs and take to the streets to raise money.

There will be lots of opportunities for residents and visitors to shop for Christmas goodies throughout the month, with late night shopping events taking place each Thursday in December - on 2nd, 9th, 16th and 23rd. A vibrant undercover arts and food market at The Moor will also be open for business between the 10th and 22nd December.

The streets will come alive on each of those four late nights thanks to funding from the Falmouth BID, as 36 street entertainers, new for 2010 - 9 on each late night Thursday trading - add colour, atmosphere and excitement to the proceedings. Expect to come across jugglers, stilt walkers, mime performers, balloon modellers, vocalists and balancing acts who along with Santa, will be brightening up all corners of the main thoroughfare.

Richard Wilcox, Falmouth BID Manager said:

“ Falmouth BID is working closely with the trade to add significant value to the offering at Christmas time in Falmouth. Supporting and developing Falmouth's event programme is a key remit of the key areas of the BID programme as voted in by 70% of Falmouth's businesses and we are responding effectively to that. We are funding a host of different street acts, musicians, better lighting and street furniture as well as investing in more effective marketing of Christmas events in the town.”

For those looking for a chance to dress up, there will be a Christmas Panto Parade starting at 6pm at the top of the old High Street on the 16th December, the third of the late shopping evenings. The parade will make its way through the town, finishing at Events Square. All are welcome, as long as they get into the spirit of the evening and dress to impress - children must be accompanied by an adult.

Jane Thomas, owner of Just Like This clothing shop and organiser of the Christmas Panto Parade on the 16th Dec said:

“There’s a great buzz in Falmouth at Christmas time and I’d urge anyone to come and sample it for themselves. Traders in the town are working with organisations like Falmouth BID to improve and develop what we have to offer. Narrow streets full of quirky and funky shops, galleries, pubs and cafes come together with some great family events at this time of year, to make it a really special occasion.”

The fourth late night shopping event on Thursday 23rd December, will see the town hosting its very own Falmouth’s Got Talent competition on The Moor. Anyone looking to showcase their abilities will need to register via the www.falmouth.co.uk website or at Ribticklers Shop to secure a three minute slot.

The night before Christmas! From 10.30am on Friday the 24th December, the famous Harmony Choir will once again fill the streets of Falmouth with festive song as they have done for over 100 years. Choirs from across Cornwall will congregate at the Watersports Centre adjacent to Events Square, to sing Christmas carols as they make their way along the main thoroughfare before finishing at The Moor around 1pm.

For further details about Falmouth’s exciting festive programme, please either visit the new official website - www.falmouth.co.uk - or via the Facebook page ‘Falmouth Late Night Shopping’.

Ends

Issued by Excess Energy Communications on behalf of the Falmouth Business Improvement District who are financially supporting the Christmas activities in Falmouth. For more information, images or interviews please contact Dan Jones

dan@excessenergycomms.com / 07886 785 986 or Rhona Gardiner

rhona@excessenergycomms.com / 07740 410052

Notes to editors

The Falmouth Business Improvement District (BID) is a not-for-profit company that is charged with delivering a number of unique projects that aim to improve the trading environment of Falmouth.

A Business Improvement District (BID) is a flexible funding mechanism that improves and manages a clearly defined commercial area. It is based on the principle of an additional levy on all defined ratepayers, following a majority vote. Following a successful vote, the levy becomes mandatory for all defined ratepayers.

54% of businesses in the Falmouth BID area took part in the ballot in March 2009 - 218 of the 407 that were eligible to vote. Of these, 153 voted in favour of the scheme, representing a 70% majority. All local businesses now pay an annual levy of 1% of their rateable value, which gives a figure of £100k per year for five years to fund activity designed to increase footfall in the town, with a particular focus on marketing activity.

Falmouth BID is managed by Richard Wilcox richardwilcox@falmouth.co.uk . The volunteer Directors of the Falmouth BID Board are:

Nigel Carpenter, Proprietor of the St Michael's Hotel & Spa (Chair)

Sally Wilding (Company Secretary/Sponsorship & Fundraising)

Jonathan Griffin, Director of National Maritime Museum Cornwall (Website & E-marketing)

Richard Thomas, Director of the Richard Thomas Partnership (Physical Improvements)

Jilly Easterby, Head of Public Affairs, University College Falmouth (PR & Stakeholder Communication)

Andrew Robertson, Proprietor of the Harbour View Café (Volunteers)

Paul Wickes, Managing Director of Cornwall Marine Network

John Hick, Proprietor of Pendra Loweth Holiday Cottages (Events)

Keith Hambly-Staite

For more information about the Falmouth BID, visit www.falmouth.co.uk/media or via Twitter page address @FalmouthBID.