



Press Release/ June 2013

LATEST EMPTY SHOP REVAMP UNVEILED

Ex-Millets site becomes the 9th vacant unit to be given a facelift...

The ex-Millets retail unit, a prominent site along Market Strand in Falmouth, has received a colourful temporary facelift thanks to the Falmouth Town Team. The site has been vacant for several months but after liaison between the BID, Falmouth Town Manager and Scott Burrige the commercial agents, a striking new window display has been installed. This is the ninth such site to be given a makeover that has included Bon Marche and the very well received former Woolworths site, now of course Wilkinsons.

Richard Wilcox, the Falmouth BID Manager said:

“We’re constantly looking at ways to be creative and innovative when it comes to improving and developing Falmouth. No-one wants to see vacant units of course but when they do arise, having a Falmouth Town Team resource means we can be on the front foot to address the issue. We opted for a bespoke revamp with striking imagery giving dates of next year’s Tall Ships Regatta in addition to reproducing on a large scale, the BID funded map of Falmouth. The BID has recently spearheaded a comprehensive new visitor signage and interpretation project for Falmouth and so giving visitors even more information about our town sits in well with that.”

Richard Gates, Falmouth Town Manager added:

“This is once again a very good example of effective partnership working between Falmouth Town Council and the Falmouth BID. We have worked hard behind the scenes over the past 18 months to foster stronger ties with the commercial agents and where possible, landlords to instigate just this sort of positive improvement in our town. Despite incredibly challenging economic times and regional cutbacks, we are working to ensure that Falmouth remains a vibrant, proactive town with a range of superb events, as well as an attractive environment for visitors, businesses and residents alike.”

Ends

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Notes to Editors

About Falmouth BID

The Falmouth Business Improvement District (BID) is a not-for-profit company responsible for delivering a number of projects that aim to improve the trading environment of Falmouth. It is business-led, with over 400 businesses being part of it, following extensive consultation, ballot and overwhelming ‘yes’ vote. Numerous initiatives have been delivered -destination marketing, new festivals, national PR campaign, public realm improvements and business training programmes. There are now over 150 BIDs operating in UK towns and cities.

So far in 2013, the Falmouth BID has:

- Unveiled a striking new in-town visitor signage project, the most comprehensive such scheme in Cornwall
- Seen the BID funded official website for Falmouth www.falmouth.co.uk pass the 750,000th unique visitor mark in under two years
- Organised and funded the third Falmouth Spring Festival
- Organised the early season Falmouth Food & Drink Week

More information about the Falmouth BID www.falmouth.co.uk/media

Or follow via Twitter: @FalmouthBID