

What's new...

from  
**FALMOUTH**  
Business Improvement District (BID)

Winter 2010

## New website for Falmouth launched!

Falmouth.co.uk, the new official destination website is NOW live. The biggest BID project to date and a major milestone in Falmouth BID's marketing strategy, the site has over 500 pages of content, with downloadable maps, transport timetables, videos and e-guides, plans and events, along with extensive eating out and retail sections. The new website offers a first-of-its-kind opportunity to all 400 BID levy paying businesses who are eligible for a FREE page to promote themselves.

Ongoing PR, marketing, search engine optimisation and social media strategies will also support the site and ensure that potential customers are fully aware of its benefits.



## Keep updated!

Follow: Falmouth BID on Twitter @FalmouthBID  
Follow: 'Falmouth Late Night Shopping' on Facebook

Download plans, newsletters, minutes/notes of meetings on  
[www.falmouth.co.uk/falmouth-bid-members-area](http://www.falmouth.co.uk/falmouth-bid-members-area)  
Username? falmouth Password? harbour all lower case...

# New visuals for Ponsharden

One of the major routes into Falmouth has been visually transformed thanks to the efforts of the Falmouth BID. The 60 metre length of hoarding that runs alongside the main road into Falmouth from Ponsharden roundabout, has undergone a temporary transformation that showcases the recently unveiled Falmouth logo and newly launched destination website for the town.

The hoarding's revamp at Ponsharden marks the latest in a series of innovative visual improvements across the town centre by the Falmouth BID - over 2500 metres of bunting, 200 flags and 100 floral displays installed in the town centre, the facelift to the ex-Woolworths site and the positioning of creatively designed benches along the town's main thoroughfare.



Ponsharden before (above) and after (left) the visual facelift

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## travel

### Editors' picks



#### South Cornwall's best budget eats

With one eye on the half-term hols, Lesley Gillilan checks out the best of Cornish fodder

- Half-term breaks
- Cornwall's not just for summer



#### Sailing into Cornwall's oyster season

Video (11min 29sec): This week's Falmouth Oyster Festival celebrates one of the last remaining fisheries to dredge for the shellfish by sailing boat

#### Ask Tom

From gay-friendly B&Bs to taking the boat between Argentina and Uruguay, Lonely Planet's Tom Hall offers expert

## PR campaign—key successes to report

- \* £90k worth of national coverage for Falmouth Oyster Festival (on and offline)
- \* Guardian online travel section dominated by Falmouth in November (left)
- \* Two BID levy businesses featured in South Cornwall's Best Budget Eats article in Guardian newspaper (left)
- \* Articles/snippets in the Daily Telegraph, Daily Express & Daily Mirror

A full breakdown of all coverage can be viewed in the BID Members Area of the website (login details on first page)

# Big push for Christmas

The Falmouth BID is instigating, along with the Town Manager, a step change for Christmas in terms of the levels of activity, quality of light displays, events, trade engagement & marketing.

Part of a five year plan to ensure that Falmouth becomes a lead destination for Cornish residents and out of county visitors over the Christmas period, 2010 will see:

- \* 50,000 new lights that include a canopy of white LEDs along Market & Church Street
- \* Four late nights of shopping and a variety of new events throughout December in a bid to attract extra footfall into the town
- \* 36 street acts spread across the four late night events
- \* Provision of a marquee so that an undercover Christmas market on the Moor can take place
- \* Better marketing than ever that has included:
  - Design and production of 25,000 flyers distributed door to door to local villages and schools
  - Adverts in 21 bus shelters throughout the locality
  - Christmas section on [falmouth.co.uk](http://falmouth.co.uk) with downloadable forms/links for all competitions, events and activities and window posters for trade
  - PR support from Excess Energy
  - 'Falmouth Late Night Shopping' page on Facebook
  - Christmas street banners along Ponsharden
  - Christmas editorial agreed in local media over the next few weeks

## Contact Falmouth BID

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