



FALMOUTH

Business Improvement District (BID)

NEWS

Following the overwhelming 87% YES vote by Falmouth businesses, the second five year BID term of investment, activity and town support commenced in April 2014.

HOW YOUR BID HAS SUPPORTED IN 2014...

TALL SHIPS REGATTA



The BID was of course, an official partner and as part of the Town Team, helped to plan, promote and manage the Tall Ships Regatta. We contributed funding for shoreside entertainment, visitor information and a survey to evaluate the success of the event.

With over 200,000 visitors over four days, this was the biggest festival Falmouth has seen for many years.



SPLASH

Artists on trains, musicians and poets on the streets and dancers on the beach with much more besides, SPLASH 2014 has sought to tell the story of Falmouth's creative spirit in subtle, yet inventive ways. It also resulted in great national profile for Falmouth via BBC One's Sunday Morning Live show.

PR

In 2014 a national audience of 8.75 million saw Falmouth related articles

Represents a return on BID investment of £30:1

120 BID businesses featured during the 3 year campaign

35 BID businesses featured in national articles this year



The BID has also assisted the BBC twice this year, when they came down to film two BID organised festivals. BBC One's Sunday Morning Live filmed during SPLASH while BBC Two's Great British Garden Revival filmed the Paint The Town Yellow Day as part of Falmouth Spring Festival, for a show to be aired at a later date.

DIGITAL

BuzzFeed, a global news company, highlighted the LoveFalmouth Instagram site as one of the top regional pages to follow for 2014.



Falmouth.co.uk
AVERAGING OVER
36,000
UNIQUE VISITORS
PER MONTH

THE OFFICIAL
TOWN WEBSITE
RECENTLY PASSED
1,500,000
ONLINE VISITORS

20%
GROWTH IN
WEBSITE TRAFFIC
OVER THE PAST 12 MONTHS

The BID helps steer
SOCIAL MEDIA activity
via Falmouth's official
FACEBOOK, TWITTER,
INSTAGRAM and
Blogger sites.



SPRING FESTIVAL FALMOUTH 2014

4,000 Cider & Folk
REVELLERS

100 PARTICIPATING
Schoolchildren
& students

120 Spring Cleaning
VOLUNTEERS

500 Run Falmouth
RUNNERS

20,000
daffodils distributed

£40,000
regional and national
PR garnered

7,000
additional early
season visitors

STATS

5% THE PERCENTAGE
OF VACANT UNITS
IN FALMOUTH*

This represents a drop from 7% three years ago. This is the lowest for towns of comparable size in Cornwall and less than half the national average which is around 12%. While there will always be movement and fluctuations in any high street, especially given the challenging economic times, behind the scenes business to business marketing, national promotional campaigns, a substantial festivals programme and investment in the public realm by the Falmouth Town Team all helps to attract new and dynamic businesses to invest in Falmouth.

*Correct at time of going to print

FALMOUTH'S VISITOR ECONOMY...

142,000

STAYING VISITORS PER YEAR

1.1 DAY VISITORS
PER YEAR

COMBINED ANNUAL SPEND OF
£76 MILLION

These stats highlight the hugely positive impact of visitors to Falmouth, with the town leading the way on a number of factors.



Keep your eye out for these vibrant postcards which we'll be distributing to businesses, visitors and further afield. Another method by which we can promote the town, encourage people to view the comprehensive online sites and be inspired to visit Falmouth

Cornwall Council BUDGET

Cornwall Council is faced with the challenge of having to make £196 million savings by 2018. This will undoubtedly have an impact not only on the management and promotion of Cornwall but also on the operational management of Cornwall's towns and communities. Your BID is active in discussions with key local organisations such as Falmouth Town Council and Town Forum to continue to develop and strengthen Falmouth's offer and maximise resources as effectively as possible.

2015

New projects and dates
for the diary...

FALMOUTH SPRING FESTIVAL 2015

12th – 29th of March

More exciting community-led
activities and events planned as an
early season boost.

BUSINESS TRAINING

In partnership with award-winning local
training company Cornwall Marine Network,
we are currently rolling out £50,000 worth of
free training workshops and courses that your
business can take advantage of.

This will be the most comprehensive skills
support fund available to any BID in the
south west thanks to the
CMN/BID partnership.

REGIONAL CAMPAIGNS

Supporting national efforts,
re-discover Falmouth campaigns
will be rolled out that will
encourage more Cornish
residents to shop in Falmouth.

FALMOUTH SPLASH

19 – 27 SEP 2015

Big plans in place to bring even
more creative ideas to the streets
of Falmouth.

FESTIVAL OF SPORT

25 JULY – 2 AUG 2015

A new event celebrating
Falmouth's active outlook
and lifestyle.

A comprehensive breakdown of projects delivered can be viewed at www.falmouth.co.uk/media

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#loveFalmouth