

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.

120 BID businesses featured during the 3 year campaign

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

Represents a return on BID investment of £30:1

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.

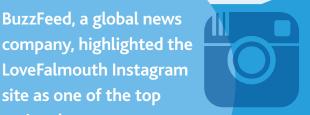
DIGITAL

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

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

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

regional pages to follow for 2014.





WEBSITE TRAFFIC **OVER THE PAST 12 MONTHS**



100 PARTICIPATING Schoolchildren & students

120 Spring Cleaning VOLUNTEERS

20,000 daffodils distributed

£40,000

egional and nationa PR garnered

4,000 Cider & Folk REVELLERS

500 Run Falmouth RUNNERS

7,000 additional early season visitors

STATS

50 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

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.

New projects and dates for the diary...

12th - 29th of March

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.

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

REGIONAL CAMPAIGNS

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

19 - 27 SEP 2015

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

FESTIVAL OF

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









