



FALMOUTH

Business Improvement District (BID)

NEWS

March 2014

BID SECOND TERM SECURED

With nearly 300 town businesses voting and an overwhelming 87% YES vote secured, the Falmouth BID will continue to provide innovative and effective town support over the next five years.

The result is the strongest in the south west and one of the biggest YES margins in the country, demonstrating that the Falmouth Town Team approach is supported by the business community.

Looking forward to five years of town investment...

Just some of the projects your support and ideas will realise:

Exciting new regional campaigns – supporting national efforts, a new re-discover Falmouth campaign to encourage more Cornish residents to shop in Falmouth.

A new Festival of Sport – annual event 2015 onwards celebrating Falmouth's active outlook and lifestyle.



More frequent activities and events throughout the town – complementing existing larger events.

Themed guides that promote retail, events and food & drink

Innovative digital marketing campaigns alongside inspirational new videos and imagery. There will also be improvements to your FREE page on www.falmouth.co.uk - bigger images, social media and video options to help promote your business even more.



87%
YES VOTE

**Strongest
result**
in the region
and one of the best
in the UK

£600,000
investment for
FALMOUTH



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SPRING FESTIVAL

13th – 30th of March

Sponsored by



Tempus
Making time for leisure

Princess Pavilion
& Gyllyngdune Gardens

Loads planned and organised to celebrate Falmouth's open and green spaces! Delighted to welcome Tempus Leisure who manage Princess Pavilions/Gyllyngdune Gardens as title sponsors for 2014. Key activities:

13 March Paint the Town Yellow Day – local schoolchildren and University students working with dozens of shops to brighten up the town, using thousands of daffodils and props!

14 & 15 March Spring Clean Days – 100+ volunteers tackling dozens of sites around the town. Painting, cleaning, litter picks and flower planting, a great community initiative.

16 March Run Falmouth – this event has quickly built up a very keen following so do sign up for a good cause. Partnering with Cornwall Hospice Care, thousands of pounds has been raised so far.

22 March Fitness on The Moor – healthy, fun activities for all the family.

22 & 23 March Cider & Folk Fayre – two days, 30 ciders, great live music and art stalls, don't miss it!

22 & 23 March Games on The Moor – New for 2014 a lovely free event for families. Giant jenga & snakes & ladders, swing ball, quoits and more.

29 March Walking on Sunshine Sponsored Walk – a lovely charity walk organised by Mabe School. Helford Passage to Prince of Wales Pier.

13-30 March Guided walks – loads of interesting themed walks organised – Nordic walking, foraging, rock-pooling, history and more.



OTHER PROJECTS...

TALL SHIPS 2014

The Falmouth BID are an official partner and will play a key role in ensuring the regatta benefits as many businesses as possible. The Town Team will be leading on all shore-side activities, as well as ensuring there are great marketing and commercial opportunities.

TOWN DRESSING

With over 4,000m of bunting, more street flags and site specific decorations planned, we are looking at extending the reach even further in 2014.

FALMOUTH MAP

The BID has over the past three years funded and distributed over 250,000 free maps to help our visitors understand and get orientated more effectively with our special town. If you would like some to give out to your clients and customers do get in touch.