



# FALMOUTH

Business Improvement District (BID)

Autumn/Winter 2017

# SUPPORTING BUSINESSES IN 2017



## FALMOUTH FOR BUSINESS FILM

A film showcasing Falmouth's vibrant business scene has been produced and is the latest in a series of videos funded and co-ordinated by the BID over the past two years. These shine a spotlight on aspects of Falmouth including its community, coast and events, as part of the ongoing creative output aimed at celebrating Falmouth's distinctiveness and diversity.

Following an open invitation to Falmouth's business community, footage and interviews taken from over 25 businesses who wished to participate in the three-minute production is included. From High Street and The Moor, to Events Square and the coast, the film illustrates how Falmouth supports an eclectic range of national and independent businesses.

'Working in Falmouth is a privilege; not only do we have great shops, creative people and a beautiful setting but the support we get from the Town Team is second to none.'

Judith Hann, CEO of The Poly





## #LoveFalmouth campaign and calendar

There has been a very good response to the 2017 #LoveFalmouth photography competition with around 600 submissions received. The six-month long campaign, invited lovers of Falmouth to submit their #LoveFalmouth images via the official town social media channels within monthly themes including #adventure and #community. And this year, the winning shots make up a new #LoveFalmouth calendar which is on sale at a variety of retail outlets across the town in the run up to Christmas.

**RED  
ARROWS  
SECURED**

Earlier in the year, the Falmouth Town Team secured agreements that will provide funding for the Red Arrows for at least the next three years. The BID, working alongside Falmouth Town Council, have spearheaded a partner agreement with several Falmouth organisations to enable the world-class aerobatic display that in 2017, attracted thousands of people to the town, to continue.

Such a partner-led approach ensures the financial outlay is spread between companies rather than being the responsibility of any one, single organisation.



'We are delighted to be able to support the Falmouth Town Team by being part of the sponsorship team that will enable the tradition of the Falmouth Week Red Arrows display to continue over the next three years.'

Mike Carr, Managing Director Pendennis Shipyard

## Google Digital Garage *in Falmouth*

Following on from the GB High Street Best Coastal Community win, we co-ordinated a free training session with Google which took place earlier in the year. 50 businesses attended and benefitted from a workshop that focussed on improving website presence, digital marketing and social media.



'The proactive approach the Falmouth BID has in terms of business support is both very professional and approachable. The level at which these seminars are pitched has been perfect for the small business looking at maximising their online presence and commercial opportunities. We were able to implement strategies explained and demonstrated during the Google seminar straight away.'

Bonnie Mockett, Marketing Manager  
Harbour Lights Fish & Chips

## LOVE BUSINESS 2017

A range of free monthly business workshops as part of the BID's ongoing upskilling programme are taking place this quarter. September's free session concentrated on the new data laws that come into effect early next year and will affect how businesses engage with and manage customer data. Future topics as requested by businesses will include digital marketing, social media, and websites. These are available on a first-come, first-served basis and will run the last Tuesday of each month at Falmouth Marine School who have kindly offered to host.

To book your FREE place or to find out more visit [www.falmouthbid.eventbrite.co.uk](http://www.falmouthbid.eventbrite.co.uk).



## Volunteer Programme

The BID in 2017 has co-ordinated around 200 volunteers to support improvements to over a dozen sites across the town. Town businesses, Falmouth Town Council, CORMAC, residents, schoolchildren, students and staff from the Universities of Exeter and Falmouth, have all supported the initiative. Areas along Cliff Rd and Greenbank Gardens have been regenerated, in addition to beach and town litter sweeps. There has even been an underwater clean-up operation in partnership with Atlantic Scuba Club and a paddleboard litter collection courtesy of WESUP! The work was highlighted as part of Falmouth's award-winning South West in Bloom efforts.

## WESTERN POWER WORKS

An essential project commencing early in 2018, will see Western Power upgrade the electrical system in Falmouth. Businesses will be aware from the frequent power outages that have occurred in recent years, that the current system is insufficient and so Western Power have made the decision to undertake one of their largest in-town capital projects to ensure Falmouth's network is robust. We have put together some FAQs to help you:

### WHO IS MANAGING THE PROJECT?

The project is being overseen by Western Power. Sub-contractors will be Kier and May Gurney.

### HOW LONG WILL IT TAKE?

This hasn't been confirmed by Western Power but works will take place in the first calendar quarter of the year (Jan-Mar) over the next few years.

### WHERE WILL IT TAKE PLACE?

The works will see the entire electrical cabling system being replaced in 20 to 30m sections, from Market Street to Grove Place. A new sub-station is also being constructed in Church St Car Park and Western Power have confirmed that soundproof screens will be erected at each works location. During the works, road closures and restricted traffic flow procedures are likely to be in place.

### WHAT TIME WILL THE WORKS BE TAKING PLACE?

Western Power have advised that the works will take place between the hours of 7am until 7pm seven days a week although this may vary.

### WHO DO I CONTACT IF I HAVE A QUERY OR CONCERN?

The Liaison Officer for the project is Paul Horrell from Kier. The Falmouth Town Team have made provisions for 3 drop-in sessions in November. These will be in the new Falmouth Information Hub office on The Moor so that businesses have the opportunity to pop in and talk to him. These will take place on November the 7th, 8th and 9th between 12 and 7pm. Alternatively, his email is [paul.horrell@kier.co.uk](mailto:paul.horrell@kier.co.uk).

### ENGAGE WITH THE TOWN TEAM

We will be doing all we can to ensure regular communications and updates from Western Power to businesses and residents takes place so that everyone can be kept informed of the works and/or any changes to the schedule. The BID will look to support with additional marketing, free car parking days and events, and welcomes ideas/involvement from businesses.

Further information and updates online via [www.falmouth.co.uk/westernpower](http://www.falmouth.co.uk/westernpower)

## Telling the world about FALMOUTH

SME

FLOURISHING  
FALMOUTH



INDEPENDENT

### FALMOUTH: A CHARMING FOOD HAVEN BY THE SEA

This gorgeous place on the Cornish coast is perfect for a staycation, especially if you like to camp as you go – just like the Romans.

CHARMING BY THE SEA  
@falmouthbid  
#falmouthbid

Characterised for its stunning harbours, Falmouth is making a name as a top food destination on Cornwall's coastline.

The seaside town is packed with restaurants, cafes and pubs with breathtaking harbour views and delicious cuisine for seafood lovers and vegetarians alike.

Scenic spots around the town are as varied as the coastline, a peaceful beachside hotel that sits right on the edge of the harbour, views from the business of the high street.

On the outside the hotel is a classic seaside resort; but inside, its rooms are modern and stylish.



# YOUR BID YOUR INPUT YOUR TOWN

As 2018 approaches and the BID moves towards its Renewal next year, your support and involvement in helping to shape our award-winning town will be crucial. There is no regional resource supplied by Cornwall Council, VisitCornwall or the LEP to promote or manage Falmouth activity; all the projects listed only happen due to a local team.

Without YOUR engagement, recognised as being a key component within the GB High St Best Coastal Community win, such activity ends:

## PUBLIC REALM

Floral displays, street flags and bunting  
Award-winning visitor signage  
Christmas lights and activity  
Community seating  
Volunteer clean-ups, murals and green space regeneration



## BUSINESS SUPPORT

Free training, workshops and upskilling  
Free car parking days



## FESTIVALS

Falmouth Spring Festival  
Falmouth Week  
Red Arrows funding  
Christmas engagement and community activity



## MARKETING

Managing the town's official marketing efforts

National PR campaign

Funding for cruise ships

Managing the town's official social media output

Funding and delivery of the town's official website and promotional films

Free Falmouth map and other promotional literature



# OTHER NEWS

# GDPR

## How compliant is your business?

Significant changes to the law comes into effect on the 25 May 2018 and will affect how all businesses collect, handle and manage customer and personal data. The BID ran a free workshop to assist businesses in September but to find out more do browse 'GDPR' on the Information Commissioner's Office website at [www.ico.org.uk](http://www.ico.org.uk).

Looking ahead...

### Festival dates 2018

Planning is underway on the extensive 2018 festival calendar:

- Spring Festival** 15 March - 2 April 2018
- Falmouth 50 Parade of Sail** 14 June 2018
- Sea Shanty Festival** 22-24 June 2018
- Falmouth Classics** 22-24 June 2018
- ZestiFAL** 27-29 July 2018 (TBC)
- Falmouth Week** 10-18 Aug 2018

### Your BID, your town.

Many of our projects, festivals and events are delivered as a result of individuals and groups freely giving up their time to support the Falmouth BID or broader Town Team. If you'd like to get involved or find out more, do get in touch.

### Useful regional business support sites

**CIOS Growth Hub**  
[www.ciosgrowthhub.com](http://www.ciosgrowthhub.com)

**Better Business For All**  
[www.businessregulatorysupport.co.uk](http://www.businessregulatorysupport.co.uk)

**Oxford Innovation Services Cornwall**  
[oxfordinnovationservices.co.uk/cornwall](http://oxfordinnovationservices.co.uk/cornwall)

**Outset Cornwall**  
[www.outsetcornwall.co.uk](http://www.outsetcornwall.co.uk)

A comprehensive breakdown of projects delivered can be viewed at [www.falmouth.co.uk/media](http://www.falmouth.co.uk/media)

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@FalmouthTownUK



Falmouth Cornwall UK



#loveFalmouth