

SUPPORTING BUSINESSES IN 2016

NEW LOOK
WEBSITE

MOBILE
& TABLET
RESPONSIVE



Attracting
40,000
web users
per month



You may have noticed that we have refreshed Falmouth's official destination website, utilising full-screen imagery that further emphasises the town's diversity and natural beauty. Since the Falmouth BID launched this new look in the Spring, the enhanced site now attracts more users than ever before - around 40,000 per month. Being on the front foot to meet the needs of today's visitor, the fresh new design is fully responsive for seamless PC, mobile and tablet browsing, and includes enhanced profile pages for BID businesses. Why not take a look at www.falmouth.co.uk and update your entry if you haven't already done so?

LOVE FALMOUTH LOVE BUSINESS

We have launched a programme of free monthly upskilling workshops in our endeavour to provide further support for the town's businesses and their employees. Covering topics that have been requested such as digital marketing, retail design, finance, funding and employment law, Love Falmouth Love Business sessions take place on the last Tuesday of each month at Falmouth Marine School and are available on a first-come, first-served basis.

To book your FREE place or to find out more www.falmouthbid.eventbrite.co.uk

Zesti ZestiFAL

ZestiFAL was delivered in July, with more than 35 local sports and activity providers, BID businesses and organisations providing a wide variety of inspiring taster sessions that attracted many residents and visitors into Falmouth's open spaces.

"It was brilliant to be part of ZestiFAL this year. This BID event brings the community together so well, offering sports, classes and schemes for many people in our town, including activities for the elderly, infirm and adults with learning disabilities. We loved being part of it and can't wait for next year!"

Gill Sadler, Owner of Embrace Dance Fitness

#LoveFalmouth IMAGE CAMPAIGN

We are delighted with the amazing response to the #LoveFalmouth photography competition with around 700 submissions having been received. The six-month long campaign - another brand new project delivered by the BID this year - invites lovers of Falmouth to submit their images online within monthly themes such as #lovethesea and #lovecommunity.

At the end of the campaign, the winning shots will feature in #loveFalmouth exhibitions locally and further afield.

A date for your diary:
**Come and view
the #LoveFalmouth
exhibition in
The Poly:
29 Nov – 3 Dec**



£47,000

This is the additional amount of funding that we expect to receive this year, thanks to proactive sponsorship and partnership agreements. That equates to around 40% additional income on top of the BID budget, which we will be allocating to town projects such as visitor signage, festival improvements, free car parking days and WiFi.

In addition to the numerous projects highlighted above, this is how your BID supported Falmouth and its businesses in 2016...

FALMOUTH
TOWN
APP

Funding support for Falmouth Week

Funding and delivery of

SPRING
FESTIVAL
FALMOUTH

Distribution of
40,000
FREE
FALMOUTH
MAPS

NATIONAL
PR
CAMPAIGN

Funding support for Falmouth Christmas activities

Cruise Ship
Visitor
Support

5%

The percentage of vacant units in Falmouth and one of the lowest for towns of comparable size in the south west. Proactively addressing the challenging trading environment via national marketing and PR efforts, behind-the-scenes work with commercial agents and an enhanced festivals programme mean the BID and its partners have positively affected a year-on-year drop from 9.5% in 2011. By way of comparison the national vacancy rate is around 12%.

Let's get social!

Promotional efforts has led to a huge increase in the past 12 months of followers to the official Falmouth social media channels managed and promoted by the Town Team:



34,000+ likes



8,000+ followers



5,000+ followers



Over 100,000 views

Town dressing including:
4000m of branded street bunting, flags and banners

Events infrastructure – new lighting, staging, seating, gazebos

OTHER NEWS

Best Practice ZestiFAL shortlisted

British BIDs has shortlisted ZestiFAL, the Falmouth BID-led annual celebration of activity and open spaces as one of the top projects to have been delivered in the UK in 2016, singling it out as an event that 'connects the resident community and businesses together in an innovative way.' Each year, initiatives are highlighted as examples of best practice and for five successive years, the Falmouth BID has achieved national recognition in this way.



Jo Foreman, Picnic Café



Sara Pugh, 8 Wire

NEW DIRECTORS

We're delighted to welcome Sara Pugh and Jo Foreman to our Board of volunteer directors. Sara runs 8 Wire Marketing Agency whilst Jo is the owner of Picnic Café. As High Street Champion, Jo is helping to co-ordinate a new commerce group, that will be the eyes and ears of retailers and businesses across the town whilst Sara's expertise will greatly assist in the Love Falmouth Love Business free monthly training programme that helps local businesses to upskill in areas that are important to them.

HEALTHY HIGH STREETS

Falmouth has been selected to take part in the Healthy High Streets programme, a national scheme that works with 100 towns across the UK that have BIDs/partnerships to provide additional support and ideas to enhance local development.

FALMOUTH COMMERCE

In response to local business need, the Falmouth BID is leading the formation of a new commerce group for the town. The format is still being explored but the aim is to combine the energy and ideas of levy-paying businesses with the strategy and resources of the BID team to deliver more projects, add value to events and festivals, and assist in evaluating activity. If you want to find out more, do get in touch with new BID Director, Jo Foreman from Picnic Café who is helping co-ordinate this initiative.

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.

Looking ahead...

Festival dates 2017

Planning is underway on the extensive 2017 festival calendar. Confirmed dates so far:

Spring Festival 30 March -17 April 2017

Sea Shanty Festival 16-18 June 2017

Falmouth Classics 16-18 June 2017

ZestiFAL 27-30 July 2017

Falmouth Week 4-13 Aug 2017

WIFI

Being digitally 'smart' as a town offers enormous potential to connect businesses, communities and visitors. Working in collaboration with town partners, the Falmouth BID will be exploring ways that free WiFi can further attract to and engage shoppers with our special town.

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

Follow town news, images, videos and more via:



@FalmouthTownUK



Falmouth Cornwall UK



#loveFalmouth