



FALMOUTH

Business Improvement District (BID)

October 2015

NEWS

SO WHAT'S
NEW?

ZestiFAL

Get Active Falmouth!



"ZestiFAL is one of the greatest local sports and community initiatives we have ever heard of and we feel so lucky and excited to have been involved!"

Sean White, WESUP
(Paddleboarding) Centre
on Gylly Beach



This exciting new festival for 2015 organised by the BID celebrated Falmouth's healthy outlook and lifestyle, with over 40 local sports and activity providers, BID businesses and organisations providing a wide variety of free taster sessions. Innovative use of Falmouth's spaces saw a Studio Zone, climbing wall and skateboarding on The Moor, pop-up tennis, judo, cricket and bowling on Events Square, Roller Derby on Gylly Tennis Courts, Pilates and mountain bike trails in Kimberley Park, flash mobs throughout the town and a lot more besides.

FALMOUTH APP

A new app has been developed for Falmouth in 2015. Complementing www.falmouth.co.uk the town's official website, the national PR campaign work and social media marketing, the Falmouth app provides visitors and Cornwall residents with a wealth of information, inspiration and reasons to visit or stay in Falmouth. Free to download on Android and Apple platforms.



PROMOTIONAL FILMS

A series of high quality films have been commissioned to further help showcase Falmouth to a global audience. Available in the autumn with an aim of profiling the town, its creativity, landscape, events and community spirit, these will be utilised extensively to complement the ongoing marketing efforts.



In addition to new projects, this is how your BID is supporting Falmouth and its levy businesses in 2015...



NATIONAL
PR
CAMPAIGN

Funding support for Falmouth Week on The Moor



SPRING
FESTIVAL
FALMOUTH

4000 metres of branded street bunting and flags

Official town website
falmouth.co.uk

Visitor signage additions at Quay St, Well Lane and Gyllyngvase Beach

Falmouth
Social Media
Campaigns

40,000
FREE
FALMOUTH
MAPS



Helping deliver Dawn French Paint The Town Yellow Day parade

Funding for & supporting delivery of Falmouth Christmas activities

Funding support for Falmouth Oyster Festival

Cruise Ship Visitor Campaigns

£40,000 worth of free business training in partnership with Cornwall Marine Network



OTHER NEWS

MINISTER VISITS FALMOUTH TOWN TEAM

The Falmouth Town Team hosted a visit from the Minister for High Streets Marcus Jones MP in September. The Minister had been recommended to visit Falmouth by senior Government officials to find out more about the effective partnership between the Falmouth BID and Town Council funded Town Management function.

High Streets Minister Marcus Jones said:

"Falmouth is a great example of the BID, the Town Council, retailers and the community working together to deliver a plan to make the town a success. They've realised that the high street has changed beyond all recognition in recent years and have looked at doing things differently by creating a vibrant, thriving destination. Many other areas could learn from Falmouth's winning formula."

PAINT THE TOWN YELLOW DAY SHORTLISTED

British BIDs have shortlisted one of Falmouth BID's projects as a top UK project delivered in 2015. Each year schemes are highlighted as being examples of best practice and this marks the fourth successive year that the Falmouth BID has been recognised nationally. Paint The Town Yellow Day as part of the BID funded Spring Festival, has been recognised for the way it connects the resident community, schools, volunteers and businesses together in such an innovative way

Congratulations to Penzance who have followed suit and voted overwhelmingly for a BID. There are now 8 BIDs in operation across towns and commercial areas in Cornwall.

Did you know?

75,000 businesses and an investment of £200million.

That's the impact of the 200+ BIDs now operating in towns and cities across the UK, vital at a time when we continue to see a retraction of resource and services across the country and here in Cornwall.

Your BID, your town.

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



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

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#loveFalmouth