



FALMOUTH

Business Improvement District (BID)

Falmouth BID Second Term

What's been delivered



GREAT BRITISH HIGH STREET WIN

The BID helped co-ordinate the Great British High Street awards submission, leading to Falmouth beating 900 other towns to be crowned the GB High St Coastal Community of the Year 2016. The award recognises the efforts undertaken by the town over the past few years:

'In this close category, Falmouth came out on top. Collaboration is key in this coastal community, with the Falmouth BID and local authority working closely to deliver strong marketing, business activity and events that blew our judges away.'

Government's Department for Communities and Local Government (DCLG) GB High St Team

MARKETING

Revamped official town website

- The BID funds and manages the official town website, www.falmouth.co.uk, a vital project as determined by the businesses
- Significant development in terms of design and functionality has taken place this term, enabling the site to be fully responsive across all platforms and smart devices, with greater page content for BID members, embedded videos and more
- The website averages around **500,000** unique visitors per year, making it the largest and highest profile such site for the area



500,000
unique visits

60,000
Social media
followers

Promotional films and videos

- As requested by BID businesses, the BID has co-ordinated this term, a range of high quality short videos to highlight and promote Falmouth to a wide range of audiences
- This includes: a main Falmouth film; festival videos for Christmas, Falmouth Week, Falmouth Spring Festival, ZestiFAL and Falmouth Oyster Festival, and a Falmouth for Business video
- Viewed by tens of thousands of people and counting, this is another strand within the innovative destination marketing campaign; presenting and showcasing our special location in a dynamic way

Official town social media platforms

- The BID continues to manage the town's official social media activity
- The BID established the town's official platforms that include Facebook, Twitter and Instagram
- The sites have grown significantly during the BID second term – Facebook has **41,000** likes, Twitter **10,000** followers, Instagram **8,000** followers, while Google + has received **100,000+** views. These are now major online platforms to promote and highlight Falmouth



Falmouth App

- The BID also assisted in the development of a Falmouth App
- With films, social media and extensive BID business content, this is another way in which we can appeal to new audiences and grow interest in Falmouth



#LoveFalmouth campaign

- The #LoveFalmouth competition is a viral social media campaign from the Falmouth BID, designed to promote Falmouth as a top place to live, visit and experience
- The #LoveFalmouth photography competition has led to an enthusiastic and passionate response from nearly 2,000 residents, visitors and students
- In 2016 the winning shots were celebrated at the #LoveFalmouth exhibition. In 2017 Falmouth BID produced the first official #LoveFalmouth calendar which was sold through participating BID businesses



National PR campaign for Falmouth

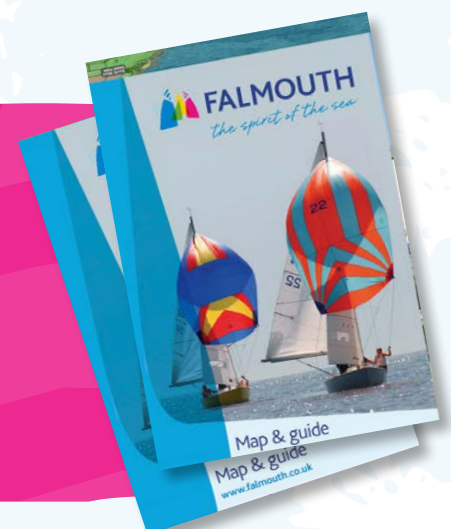
- As voted for by the business community, the BID continues to deliver the only destination PR campaign for the town
- Over the second term, around **150 BID** businesses have been promoted or featured, with around 15 million viewing Falmouth-related articles in print and online
- The results can be viewed here www.falmouth.co.uk/falmouth-press-coverage/

Support and co-ordination for cruise ships

- Working with partners, the BID has continued to fund additional cruise transfer coaches to enable thousands of passengers to be taxied into the centre of town
- Furthermore, the BID has produced once again a German Cruise Visitor Map & Guide to further enhance the visitor experience of our cruise visitors from that key market

Free Falmouth visitor map

- The Falmouth BID once again commissioned the reprint and distribution of its popular free Falmouth Map
- Over 100,000 copies have been produced and distributed to businesses and visitors in the BID second term



EVENTS & FESTIVALS

Red Arrows

- Following the loss of sponsor funding, the BID and Town Council brokered a proactive partner agreement with other town organisations to secure sponsorship that allows the Red Arrows displays to continue in Falmouth
- The 2017 event alone attracted over **30,000** visitors to the town

30,000
visitors



Falmouth Spring Festival

- The BID has delivered through the second term, this early season community-led initiative
- The event now attracts around **6,000** early season visitors each year to the town
- In addition, the festival works with 200 volunteers on landscape regeneration and litters picks, delivers 40,000 daffodils with schoolchildren and students supporting and generates around **£30,000** worth of regional PR for the town



ZestiFAL

- 96% of businesses in the Term 2 renewal survey requested a festival of wellbeing/sport
- So, the BID established ZestiFAL which works with over **30** local and Cornish sports providers
- ZestiFAL gives visitors the opportunity to try something new for free – Pilates, Zumba, tennis, climbing, hockey, Scuba, circus skills or paddle-boarding to name a few

Falmouth Week & Falmouth Christmas

- The BID also continues to support and provide a key funding role for the town's major events via numerous initiatives that help to drive footfall and improve the trading environment
- This includes infrastructure, marketing, street entertainment and lighting for Falmouth Week and Christmas



Free Christmas car parking

- The BID has during its second term, funded free car parking days and evenings in the lead up to the Christmas period to further support the retail community

Tall Ships Regatta

- The BID was a key delivery partner that enabled the 2014 Tall Ships Regatta to take place
- This major event had a huge economic impact, with evaluation highlighting 200,000 visitors attending over the four days and spending locally in the region of £10 million



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Suhaili 50 Falmouth Parade of Sail

- The BID will be working with partners to co-ordinate events to celebrate the 50-year anniversary of Sir Robin Knox-Johnston's historic solo and non-stop circumnavigation in the Golden Globe sailing race
- The Falmouth Parade of Sail will take place on Thursday 14th June with complementary activities planned for that week. You can find out more information here - www.falmouth.co.uk/falmouth-events/suhaili-falmouth/



PUBLIC REALM



Visitor signage

- In line with 97% of respondents within the BID Term 2 survey, the BID has continued to develop and expand the award-winning visitor signage across the town
- The majority of work has not had an impact on the budget either, as the BID has proactively secured partners and sponsors to aid rollout
- New finger posts, street signs, way-markers, interpretation and map boards have been installed along Cliff Rd, Woodlane, town centre sites and at the town's railway stations

Visual impact

- The BID continues to add value to the street environment by co-ordinating and funding the install of bunting, floral displays, street flags, seating and banners
- This includes over 4,000 metres of colourful branded bunting and 200 street flags at the start of each season to brighten Falmouth's streets and public areas as much as permissions and access allow

Vacant Units

- No-one wants to see empty shop premises of course but if it does happen the BID has been proactive in providing colourful vinyl wraps to improve the area until the site is filled

Volunteer programme

- The BID co-ordinates hundreds of volunteers each year to support improvements to dozens of 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
- Many areas 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! Furthermore, the BID has supported major mural regeneration projects undertaken at Church Street and Maritime car parks



HELPING BUSINESSES THRIVE



Free first quarter car parking

- The BID has co-ordinated with partners, the funding and delivery of an extensive free town car parking offer, covering every Saturday over a three-month period

Western Power support

- The BID has sought to provide extensive support with its partners during this challenging time. In addition to drop-in sessions, comms and meetings, supportive measures (on top of the free car parking highlighted above) that have been funded with partners include:
 - A major Pirate FM regional advertising campaign
 - Two free community shuttle buses during the 2018 works
 - Local media campaigns



Love Business free workshops

- The BID has co-ordinated in the second term, a series of free monthly business training workshops. These have taken place each autumn
- Driven by business feedback, these very well attended events have covered numerous topics such as GDPR (data law), websites, digital marketing, pensions and social media.

Free Town WiFi

- A recently launched innovative project, brings free WiFi in Falmouth's town centre in what is a first-of-its-kind scheme in Cornwall
- You will hear more about this over the coming weeks; how businesses, residents and visitors can engage with and benefit from this exciting free platform

