



# FALMOUTH

Business Improvement District (BID)

## Falmouth BID in 2018/19 – review of business

The BID has delivered an extensive range of projects across the four voted-in priority areas:

### RENEWAL SUCCESS

- Over 260 businesses representing every sector - retail, food & drink, hospitality, professional services, higher education, marine, digital and creative - took part in the Falmouth BID ballot in December 2018
- An overwhelming 88% YES vote was achieved, which represents one of the strongest endorsements out of the 300 BIDs operating in the UK
- In an uncertain economic climate, Falmouth's business community has clearly identified that the Town Team's support, investment and project delivery will be vital over the next five years and must continue
- The yes vote has secured a resource of at least £800,000 to be allocated to Falmouth over the third, five-year term

### 1. MARKETING

#### Revamped official town website

- The BID funds and manages the official town website, [www.falmouth.co.uk](http://www.falmouth.co.uk), a vital project as determined by the businesses
- Significant development in terms of design and functionality has taken place, enabling the site to be fully responsive across all platforms and smart devices, with greater page content for BID businesses, embedded videos and more
- The website averages around 700,000 unique visitors per year, making it the largest and highest profile such site for the area

#### 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 – Facebook has 43,000 likes, Twitter 11,000 followers and Instagram 12,000 followers. These are now major online platforms to promote and highlight Falmouth

#### National PR campaign for Falmouth

- As voted for by the business community, the BID continues to deliver the destination PR campaign for the town

- Over the past 12 months of the campaign, 60 BID businesses have been promoted or featured, with around 6 million viewing Falmouth-related articles in print and online
- The results can be viewed here - <https://www.falmouth.co.uk/falmouth-press-coverage/>

#### **#LoveFalmouth campaign**

- A fruitful partnership with GWR and Network Rail in 2018 led to national profile for Falmouth
- The Town Team took over Paddington Station in 2018 as part of the Community Rail in the City day, and thousands engaged with our colourful and indeed musical presence
- We are working up ideas to take Falmouth to other areas of the UK through the partnership in 2019

#### **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 25,000 copies have been produced and distributed to businesses and visitors over the past 12 months

## **2. EVENTS AND FESTIVALS**

#### **Red Arrows**

- Following the loss of sponsor funding, the BID and Falmouth Town Council brokered a proactive partner agreement with other town organisations to secure sponsorship that enables the Red Arrows to display over Falmouth
- The 2018 event alone attracted over 30,000 visitors to the town

#### **Falmouth Spring Festival**

- The BID has continued to deliver this early season initiative
- With a strong community focus, the event now attracts around 6,000 early season visitors
- 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

#### **Falmouth Week and 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 funding to support infrastructure, marketing, street entertainment and lighting for Falmouth Week and Christmas

#### **Suhaili 50 Falmouth**

- The 50<sup>th</sup> anniversary of Robin Knox Johnston's sailing feat was celebrated with a Parade of Sail and town activity
- The Town Team coordinated activity with RCYC, Harbour Commissioners and other partners
- Over £5m worth of national and international PR for Falmouth achieved by the BID PR efforts

### **3. PUBLIC REALM**

#### **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

#### **Volunteer programme**

- The BID co-ordinated up to 200 volunteers to support improvements at dozens of sites across the town in the Spring of 2017
- 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.

#### **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
- In 2018 this has included Malins Hall on High St and the ex-Edinburgh Woollen Mill site, working in partnership with Falmouth Town Council

### **4. HELPING BUSINESSES THRIVE**

#### **Falmouth Free WiFi**

- A major technical project has seen the BID roll-out free public WiFi in the town centre, with support from Falmouth Town Council and Falmouth University
- A first for towns in the south west, visitors and residents can now access free public WiFi and the platform has proved extremely popular; with around 30,000 users accessing it in the first six months since its launch in May 2018
- This is another way in which people can engage with and receive an excellent online experience with the town, complementing the town website, social media platforms, suite of promotional films and Falmouth App

### **Western Power/Free first quarter car parking**

- The BID alongside Falmouth Town Council, has worked extensively to support the business community through the major electrical improvements programme being undertaken by Western Power Distribution
- Monies raised through a partner-led approach has enabled the funding of free Friday and Saturday car parking Pirate FM radio advertising and local media campaigns during this challenging time

### **Free Business sessions and workshops**

- The BID has co-ordinated numerous business support workshops in 2018
- Driven by business feedback, these very well attended events have covered numerous topics such as GDPR (data law), websites, digital marketing, pensions, business rates and social media

**For a further breakdown of BID activity [www.falmouth.co.uk/media](http://www.falmouth.co.uk/media)**