



# FALMOUTH

Business Improvement District (BID)

## Falmouth BID in 2019/2020 – review of business

### PARTNERSHIP OF THE YEAR AND UK'S BEST DIGITAL PROJECT

- In addition to the range of projects outlined below, the Town Team gained further national recognition in 2019-20 for the work undertaken
- The Team scooped the place industry's top award last year - Best UK Partnership 2019 - as well as the UK's Best Digital Project for the Falmouth Public WiFi Scheme
- These were both awarded by the Association of Town and City Management (ATCM)

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

### 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 750,000 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 45,000+ likes, Twitter 11.2k followers and Instagram 15,000 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, 70 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 and this has continued in 2019-20

- The Town Team took over Birmingham New Street Station in 2019 as part of the Community Rail in the City day, and thousands engaged with our colourful and indeed musical presence
- COVID restrictions led to the cancellation of the 2020 plans

#### **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**

#### **Festive Weekend**

- A new investment for 2019 saw a Christmas festival – Falmouth’s Festive Weekend - delivered to great effect
- Over 5,000 visitors attend the 2019 event that saw an artificial ice rink, festive land train, carousel, snowy streets, markets, street performers, live music and more laid on for visitors, by the Town Team
- Dates for 2020 - 12<sup>th</sup> and 13<sup>th</sup> December

#### **Falmouth Spring Festival**

- The BID delivered this early season initiative in 2019 although 2020’s event was cancelled due to COVID
- The event has strong community focus, with a wide range of engaging events
- In addition, the festival works with 200 volunteers on landscape regeneration and litter picks, delivers 40,000 daffodils with schoolchildren and students supporting and generates around £30,000 worth of regional PR for the town

#### **Falmouth Week**

- 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

### **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 2019
- 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 2019 this has included the ex-M&S site on Market Street

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

#### **Falmouth Free WiFi**

- There has been continued growth and interest in the Falmouth public WiFi service, delivered by Falmouth BID
- To recap, this was a major technical project which saw the BID roll-out free public WiFi in the town centre, with support from Falmouth Town Council and Falmouth University
- And as highlighted above, the scheme was awarded the UK's Best Digital Project 2019 by the ATCM
- 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 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 2019-20
- Driven by business feedback, these very well attended events have covered numerous topics such as website development, digital marketing and social media

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