



FALMOUTH

Business Improvement District (BID)

OCTOBER NEWSLETTER 2022

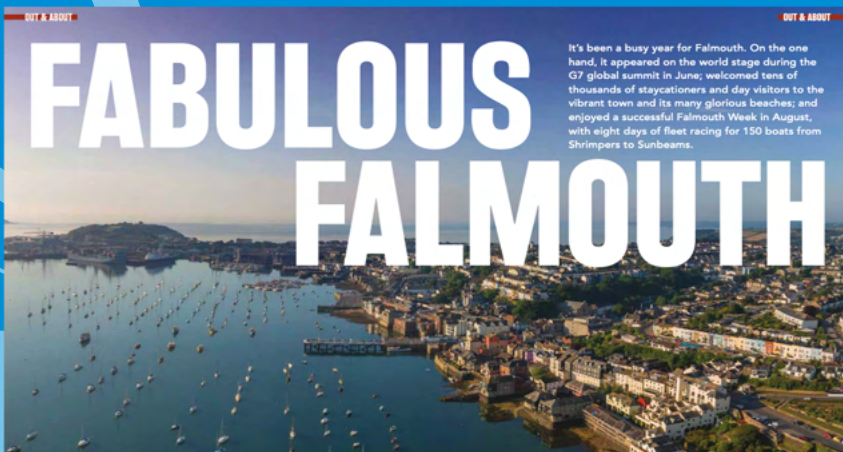
The way that our business community has responded to the pandemic challenges of the past two years has been incredible.

We have all been faced with hugely challenging situations, perhaps personally as well as professionally but the spirit of collaboration and innovation has been so strong in Falmouth. And alongside, your BID and Town Team has worked extensively to support in as many ways as possible.

This newsletter shines a spotlight on some of the wide range of projects delivered during 2021 and 2022, despite the social and economic challenges faced – leadership around Covid, re-energising our festivals programme, skills training, public realm investments, lobbying and PR, in addition to global events such as G7.



Richard Wilcox, Executive Director
Falmouth BID



Over the next few pages you can read more about the range of impactful projects that have been delivered, and these fall under the five themes of Pandemic Leadership, Marketing, Events & Festivals, Public Realm and Helping Businesses Thrive.

PANDEMIC LEADERSHIP

MARKETING

Many businesses will have seen the range of marketing support campaigns, posters, materials and films that the Town Team produced.

OPERATIONAL

The BID and Town Team lobbied extensively for and facilitated the opening of an in-town Covid vaccination centre in January 2022. Alongside this:

- *Thousands of Lateral Flow Test kits were hand delivered to hundreds of businesses on several occasions. Falmouth was the first town across the south west to undertake this
- *Falmouth-branded safety literature and materials were distributed to the business community
- * Eye-catching advisory signage, vacant unit makeovers and sanitiser stations were installed

GRANTS

Extensive work was undertaken by the BID on business grants, to ensure that as many Falmouth businesses received payments as swiftly and effectively as possible.



MARKETING

DID YOU KNOW?

The BID funded, designed and managed official town website www.Falmouth.co.uk, receives around 35,000 unique monthly visitors, making it one of the largest and highest profile sites for the area?

It supports hundreds of BID businesses, with their profile pages ranking strongly via Google searches.

SOCIAL MEDIA INFLUENCE

The Falmouth social sites managed by the Town Team, have significant influence and reach – Facebook has 55,000 likes, Twitter 12,000 and Instagram 18,000 followers.

These are the major social platforms to promote, highlight and engage hundreds of thousands of people with Falmouth and its businesses each year.

NATIONAL PR CAMPAIGN FOR FALMOUTH

Continuing to keep Falmouth in the spotlight has never been more crucial than over the past two years.

This tranche of work raises the area's profile to a national and international audience and provides an excellent opportunity for many BID stakeholder businesses.

The team have secured features and articles in major news outlets such as The Telegraph, The Times, Guardian, Sky News and BBC.

REGIONAL RADIO CAMPAIGN

The Town Team have coordinated the delivery of a regional radio campaign via the Pirate FM platform during this challenging time.

COVID safety messages, alongside a focus on Falmouth's varied business sector were played at key times throughout 2021 to an audience reach of over 250,000.



EVENTS AND FESTIVALS



FALMOUTH CREATES

Falmouth Creates is a dynamic new collaboration instigated by the BID, with the aim of showcasing the town's creative heritage with imaginative new arts events throughout the year.

The excellent line-up for 2022 - WanderFAL music in April, Falmouth Cringe Comedy Festival in June, Falmouth International Arts Fest (FI AF) in July, FORM Art in September and Falmouth Book Festival in October.

FALMOUTH WEEK

Despite the challenges presented by Covid, the Town Team delivered a wide-ranging programme in 2021 and 2022 including a series of high-profile music gigs, professional bike stunt displays, carnival, fireworks display and of course the Red Arrows to complement the on the water activity.

The BID supported its delivery, ensuring events took place at multiple venues across the town, thereby maximising the impact.



TOUR OF BRITAIN

The team were also involved in the planning for the Tour of Britain cycling event which took place in September 2021. Cornwall was the 'Grand Depart' stage and the race route passed through Falmouth.



PUBLIC REALM

VISUAL IMPACT

The BID continues to add value to the street environment by co-ordinating and funding the install of bunting, 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 up Falmouth's streets and public areas as much as permissions and access allows.

A substantial transformation also took place along Market Street, with an enhanced flag design to coincide with the reopening of businesses. This was hugely well received by the business and resident communities.



BIG SPRING CLEAN

The BID co-ordinated around 100 volunteers to support improvements at dozens of sites across the town in the Spring of 2022, when the lifting of certain COVID restrictions allowed.

Town businesses, Falmouth Town Council, Cormac, residents, students and staff from the Universities of Exeter and Falmouth have all supported the initiative.

Many areas have been regenerated through a combination of street cleans, green space makeovers, beach and town litter sweeps.



FALMOUTH MURAL

New for March 2022 and part of a wider, public space mural initiative which will continue into 2023, the BID coordinated a new mural as part of the Big Spring Clean.

The mural is sited close to The Lawn Steps, an area of open space often blighted with graffiti, between Well Lane and Gyllyng Street. The seven-metre-long 'Love Falmouth' artwork has been designed by Falmouth artist Holly Astle.

The feedback received indicates that this is a welcome improvement to the area.



FESTIVE WEEKEND

A varied Christmas programme was delivered once restrictions lifted in 2021, the highlight being the return of the Festive Weekend. Taking place over two days in December 2021, a wide range of activities and ideas were organised across the town.

The event was well received, resulting in 7,000+ visitors over the weekend.

DATES FOR 2022: 10TH - 11TH DECEMBER



G7 SUMMIT

Falmouth was chosen to host the International Media Centre as part of the G7 summit. The event was the largest Cornwall has hosted.

The Town Team engaged with the Cabinet Office and Government G7 Summit Teams, as well as numerous regional partners, on several major strategic threads – PR, community and media engagement, security and logistics, and legacy planning.

Falmouth BID was proactive in seizing the opportunity to showcase Falmouth's business community to the rest of the world. A strategic PR plan resulted in millions of pounds worth of global coverage for the town and dozens of Falmouth businesses.

FURTHER BUSINESS SUPPORT AND ENGAGEMENT

FREE VIRTUAL BUSINESS SESSIONS AND WEBINARS

The BID has supported or promoted numerous business support workshops over the past eighteen months.

These well attended events were undertaken with numerous partners such as Cornwall Chamber of Commerce, Cornwall Marine Network and VisitCornwall. By facilitating these, Falmouth BID and its partners sought to provide support and advice to its businesses around topics such as finance, marketing business planning and restructuring.



SHOPWATCH FALMOUTH

The BID continues to invest in the shopwatch radio scheme as a further support mechanism for businesses.

The scheme is a useful way of connecting businesses in real time, with the Town Team and local security partners.

The BID subsidises the cost of equipment purchase to incentivise town-wide take up and usage. There are now around 20 businesses signed up to the initiative. To find out more get in touch.



SAFETY MARSHALS

To further support the challenges that businesses, especially night-time economy premises have faced in respect of anti-social behaviour, Falmouth BID has co-ordinated a daytime and evening marshal service.

Liaising with the Pubwatch group and the Police, the marshals have been an effective visible presence at key times.



GET CONNECTED

Many of you receive our town e-updates which go out twice weekly to hundreds of Falmouth BID businesses and organisations. These aim to keep you updated with the many supportive projects, festivals, initiatives and opportunities we fund or organise.

We're aware however that emails and personnel change, so if there are new team members or partners that you think would benefit from staying informed, do drop us a line and we'll sort it.

Furthermore, if you like to find out more about the PR opportunities, how to engage in an event, come along to a traders' meeting or enhance your digital profile on the official Falmouth website, get in touch.

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The Falmouth Town Team is the award-winning partnership between Falmouth BID and Falmouth Town Council, from left to right: Ruth Abraham, Richard Gates, Vicky Love, Richard Wilcox

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