



FALMOUTH

Business Improvement District (BID)

WINTER NEWSLETTER 2022

Hello and welcome to our winter newsletter.

There are many schemes being planned to support the business community at the current time. From training support for businesses and regional winter campaigns that keep Falmouth in the Cornish spotlight, through to a new independents group that will look to provide a collaborative small business forum, we are working on many proactive initiatives.

As well as touching on recently delivered impactful projects, we look ahead to 2023 as work continues as always, to support Falmouth and its brilliant business community.

PR

A significant amount of profile, reach and influence has been garnered over the past quarter, including excellent features in Coast and SME (small business) magazines and i newspaper.

In fact, there have been 6.4 million views of Falmouth-related content generated by Falmouth BID's PR efforts in the last three months alone.

Some of the results of that extensive strategic work can be viewed here - [Falmouth.co.uk/falmouth-press-coverage/](https://falmouth.co.uk/falmouth-press-coverage/).



Falmouth: The seaside town with one of the world's deepest harbours, festivals and tropical gardens

i News

The historic harbour town welcomes literary greats in October, while throughout the year there are fine places to eat, a beautiful beach and the National Maritime Museum to enjoy



Falmouth is a maritime centre with docks that date back to the 17th century – but it has a dynamic and youthful feel (Photo: Rayliscam/Getty)

REGIONAL RADIO CAMPAIGN

A Falmouth Pirate FM campaign is currently playing across Cornwall and nationally through Pirate's syndicated partners. The adverts promote Falmouth, its Christmas offer and vibrant business scene, reaching an audience of over 250,000.

This follows on from a late 2021/early 2022 campaign we highlighted previously. This shone a spotlight on our business community as we came out of the Covid lockdown environment.

FORM AND FALMOUTH BOOK FESTIVAL

Under the umbrella of Falmouth Creates (the dynamic new collaboration instigated by the BID which was touched upon in the last newsletter and e-updates), both FORM Art Festival and Falmouth Book Festival were successfully delivered during September and October.

Celebrating the region's creative offer through an art fair, talks and workshops, FORM enabled visitors and residents to meet and purchase directly from diverse, skilled Cornish artists and craftspeople. Organised for the local community, over 3,500 attended this year's event.

Falmouth Book Festival brought a superb range of author talks, panel discussions, interactive children's events, readings, and conversations at various venues throughout the town. Nationally recognised authors, commentators and actors included Hugh Fearnley-Whittingstall, Will Self and Sheila Hancock. The result was a sell-out week.



FESTIVE WEEKEND

Despite challenging conditions, the third Festive Weekend was delivered in December by the Town Team. Thousands of visitors enjoyed snowy streets, a festive land train, live music from local choirs, a snow globe and an artificial ice rink. We partnered with numerous organisations such as Miracle Theatre to undertake a gift donation scheme, Churches Together for Live Nativity and Cruise Ship Ambassadors to support the volunteer effort. Proactive collaboration as always, to ensure a successful event.

The event was hugely well received, resulting in over 8,000 additional visitors over the weekend.

**Tracy Woodcock,
Bow Accessories on
Killigrew and Market Street:**

"The Festive Weekend is a great idea and a real boost to business. It's of course a really challenging trading environment so the more activity, events and reasons to visit our lovely town, the better.

Well done to all involved."



INTO 2023

FALMOUTH INDEPENDENTS GROUP

A new initiative for 2023 will see a Falmouth Independents Group developed. The group will look to do several things:

1. Be the proactive voice and platform for the sector
2. Support and help steer the delivery of town projects
3. Be collaborative; a valued forum, where businesses have the opportunity to discuss and share ideas, opportunities and challenges
4. Provide insights around footfall, spend patterns, visitor intentions and habits

So, if you'd like to get involved, do let us know. Vicki Glaister, one of our volunteer directors, who runs Inspire Makers on High Street, will be championing this.

NEW FALMOUTH FILM

A new promotional film has been delivered by the BID. This innovative short video, another project running alongside many others, focuses on innovation, creativity, coastal lifestyle and work/life balance, telling the vibrant Falmouth story in a compelling way.

The film will be launched in January and complement the suite of high-quality films already managed and distributed successfully by the Falmouth BID.



WHAT MAKES FALMOUTH WORK?



KEEP AN EYE OUT FOR...

Keep an eye out on our weekly e-updates, for more free business support sessions and online workshops throughout 2023.

We are continuing to partner with the likes of VisitCornwall, Cornwall Chamber of Commerce, Oxford Innovation, Cornwall Marine Network and Federation of Small Businesses to provide a comprehensive series of opportunities for you around relevant themes such as finance, marketing, business planning and restructuring.

MORE PROFILE FOR YOUR BUSINESS

Alongside the range of official Falmouth social and web platforms we manage to promote our business community to a national audience, we will be instigating a new video platform through 2023. We mentioned this at the recent Traders meeting but in essence, this will look to highlight even more about our brilliant businesses and fascinating areas of Falmouth. These will be short clips telling your news.

So, if you have or are planning for example, a new refit, menu or marketing campaign, then this is a good opportunity to get engaged. Its challenging out there, so the more we can all do collaboratively, the better.

If you'd like to get involved email victoria@falmouth.co.uk.

As mentioned in the last newsletter, if you'd like to find out more about the range of projects being delivered, how you can engage with them or ensure your staff or business contacts receive our weekly email updates which go out to around 800 businesses, then do drop us a line.

Tel: 01326 313553

Email: ruth@falmouth.co.uk.

DON'T FORGET TO STAY IN TOUCH!

FOLLOW ONLINE

FALMOUTH.CO.UK



FALMOUTH CORNWALL



FALMOUTH TOWN UK



LOVE FALMOUTH