



# FALMOUTH

## Business Improvement District (BID)

### BID Members Newsletter

By way of introduction, I'm Richard Wilcox, the new Falmouth Business Improvement District (BID) Manager. I've joined at a very exciting time, as a number of initiatives are now coming to fruition, including a new map and logo for the town as well as several physical improvement projects. If you do have any queries, comments or suggestions, I'm based at the One Stop Shop on Church Street, or alternatively, my contact details are at the bottom of this newsletter.



### New Logo for Falmouth

After extensive local and national consultation, the new BID funded logo for Falmouth has been chosen.

The logo, which incorporates the working boat sails, reflects Falmouth's historic connection with the sea but is represented in a creative, contemporary manner.

It is the first stage in the ongoing, exciting brand work that will see national and regional marketing and the commissioning of high quality imagery, all in a bid to communicate as effectively and with as consistent a message as possible. The BID team will now work with businesses and organisations in the town so that the logo is adopted and seen in as many different places and publications as possible.



### BID Funded Physical Improvements

**Benches**—two new benches, designed by local firm Mor Design, have been funded by BID and will be installed in the town centre in the next few weeks. Creative in their design, they reflect Falmouth's artistic connections and are intended to act as a catalyst for similar creative yet practical projects around Falmouth.

**Floral Displays**—in partnership with the Town Council and Falmouth Tourism Partnership, BID are instigating the installation of over 100 floral and flag displays throughout the town centre. The displays this year are a step change, intended to create a strong, visual impact for those living in and visiting Falmouth.

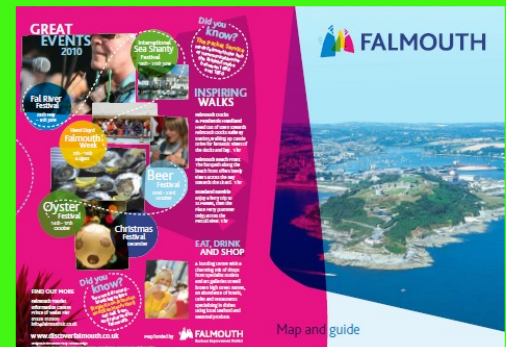
### New Map for Falmouth

Falmouth Business Improvement District (BID) have funded the production of a new Falmouth map and guide.

Designed locally, the map will shortly be distributed to a variety of outlets around the town.

The map is intended to give a taster of Falmouth's vibrant atmosphere and environment, with information on key events, coastal walks, shopping, parks and gardens.

All BID levy payers will receive a copy and have the option of obtaining more by contacting me at the One Stop Shop. An initial 100,000 copies have been printed with the map also incorporating the new Falmouth logo.



### Cost Saving Schemes for BID Businesses

Falmouth Business Improvement District (BID) have been in discussions with a Cornish based company, Low Carbon Futures about the possibility of rolling out an initiative that not only has environmental benefits but can lead to cost savings for BID member businesses.

Low Carbon Futures offer a green audit and energy bulk-buying scheme, that can significantly reduce energy bills and the aim is to roll out such a scheme in Falmouth via BID in the next two months.



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### Stakeholder Event

Thank you to everyone who attended the first Falmouth Business Improvement District (BID) stakeholder event at the National Maritime Museum Cornwall at the end of January. The BID Board was very pleased to see so many of you there and to recap some of the questions asked and the answers provided were:

**Q:** What percentage of businesses voted 'yes' for the Falmouth Business Improvement District? **A:** 70%

**Q:** When will the new website for Falmouth be launched and when will the new signage be in place?

**A:** We need to complete the brand identity exercise first so that all BID output is visually consistent. The website development is underway and is one of the most exciting projects that the BID is involved in. The website will take around 3 months to build and design and populate making launch date in July. We anticipate that the new street signage will roll-out from autumn 2010 into spring 2011.

**Q:** How can the new website for Falmouth cost over £15k when most businesses spend far less on their websites?

**A:** There is a big difference, in terms of both cost and functionality, between a basic website that suits the need of a small business and a fully interactive database-driven website that aims to service the entire destination. The new website for Falmouth will incorporate data from Visit Cornwall and other websites to provide the town with a one-stop shop to cater for every need. It will include sound, image, podcasts, social media applications, and a free page for each levy payer on which to advertise their business, and form a solid foundation on which to build for the future.

**Q:** How is the Falmouth BID going to communicate with levy payers?

**A:** In order to maximise the Falmouth BID fund, we would prefer to communicate with you electronically. The more we can save money on printing and paper, the more we can do to help your business, so if you haven't already done so, please send your email address to [richardwilcox@falmouth.co.uk](mailto:richardwilcox@falmouth.co.uk)

**Q:** The focus of the Falmouth BID appears to be on attracting visitors to the town. Is the Falmouth BID going to do anything to try and reduce parking costs and help to clean up the streets to encourage locals to come into the town?

**A:** Yes, Falmouth BID are looking at a variety of initiatives that will seek to improve and 'freshen up' the town, establish cost saving projects for small businesses and involve regional promotion to encourage Falmouth residents and the rest of Cornwall to consider visiting our town. Car parking is another key area and the BID team are looking at ways in which it can lobby and influence Cornwall Council over initiatives such as reduced parking charges for locals and Cornish residents.

### Funding to help your business

A new local partnership between Cornwall Marine Network, Falmouth Town Council and the Falmouth BID has resulted in the town being awarded £148,000 by the Learning & Skills Council for Devon and Cornwall and the European Union through its Convergence programme, to fund training for local businesses that are either planning expansion or facing redundancies.

To find out if your business is eligible, visit

[www.trainingfunding.co.uk](http://www.trainingfunding.co.uk) or email:

[networkoffice@cornwallmarine.net](mailto:networkoffice@cornwallmarine.net)

### Your BID needs you!

If you have energy, ideas or spare time why not consider becoming a volunteer to help deliver the Falmouth BID scheme?

Whether you have a little free time to help steward an event, or would like to be more involved and become a Director of the Falmouth BID Board, we would welcome your input.

To find out more, please email Andrew at:

[enquiries@harbourdining.com](mailto:enquiries@harbourdining.com)