

What's new...

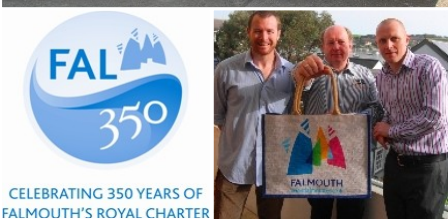
from
FALMOUTH
Business Improvement District (BID)

Early Summer 2011



Welcome to this, a special second anniversary Falmouth BID newsletter.

The Falmouth Business Improvement District (BID) came into being in mid 2009, thanks to the foresight of 71% of Falmouth's businesses, who voted for an innovative programme of activity that devotes 100% of its energy, focus and budget on the town. All four project areas are ones that you suggested and have helped establish. BIDs are not public sector, they are led and steered by local businesses who very much have a say in how they work for the areas they represent. In Falmouth, that means owners/managers of businesses, large and small, kindly give up their time to work with me to deliver the wide range of projects that you will have seen or read about in 2010 and 2011. In this newsletter I would like not only to outline the projects delivered thus far but to ask for your thoughts and opinions as to how we've performed and on what we can achieve together over the next 12 months.



THE TIMES

Great British Weekend: Falmouth, Cornwall



The Telegraph Search thousands of properties in the UK

Food news: Barbican's new food hall, Falmouth's Oyster Festival,



AW, SHUCKS
Big in the brave calendar, this year's Falmouth Oyster Festival (October 14-17) is being launched by the chef Valentine Warner. He'll be hosting a gourmet evening on October 14 at St Michael's Hotel (elmichaelsotel.co.uk/oyster, 01326-312707). Other oysterish activities include chef demos, shucking competitions and seafood stalls (falmouthoysterfestival.co.uk).

FALMOUTH
Business Improvement Districts (BID)

in partnership with
Cornwall Retail Skills

TO DISCOUNT OR NOT TO DISCOUNT: finding ways of making discounting work

WHAT: FREE WORKSHOP
WHEN: TUES 18th MAY 6-9PM
WHERE: GREENBANK HOTEL

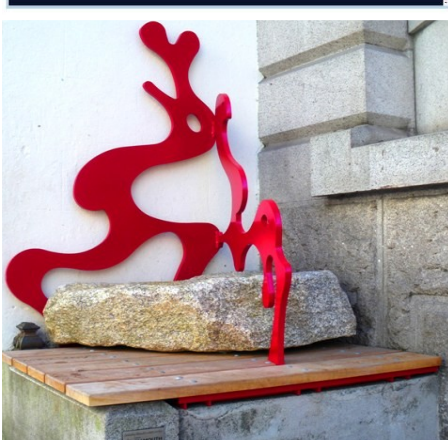
As a small retail business how do you go about crafting discount programmes, clearance sales, special events or other promotional strategies without doing permanent damage to your bottom line? You all know that offering discounts involves much more than sticking a 'Sale' sign in the window.

There's a right way and wrong way to approach it and promote it, and measuring results is crucial. Selling more but still losing money isn't helping your business. If you would like some help with your discount strategy, some ideas about what to do and some tips on what not to do, you should be able to find all your answers at a free retail workshop run by Cornwall Retail Skills, in partnership with Falmouth BID and Argyll.

The workshop will look at the following areas:

- Make discounts bottom-line focused
- Fit discounts to customer needs
- Measure results against goals
- Amazing customer service and added value
- Offering existing customers special deals
- The legal aspects

The workshop is taking place on Tuesday 18th May 6-9pm and will include a free lunch and drinks.



Projects delivered include: Falmouth Spring Festival, new logo and brand for the town, new visitor map and guide, new logo to support Fal 350, new Falmouth shopper bag, six vacant sites revamped eg Woolworths and Threshers, official new website with over 500 pages, national PR campaign, new street furniture, new flags, bunting and floral displays, new Xmas events, a new cruise ship scheme that has trialled the dropping of 5,000 passengers in the centre of town, numerous FREE training courses for local businesses and financial support for all major local events.

The Falmouth BID's 4 priority areas that businesses voted in are:

1. Marketing 2. Events & Festivals 3. Physical Improvements and 4. Supporting Local Businesses, with 2/3rds of activity focused on the first two priority areas...

1. Marketing

Levy payers wanted the Falmouth BID to: **raise Falmouth's profile, gain national exposure, undertake marketing campaigns and build a website** that would help promote local businesses. So what has the Falmouth BID done?



Falmouth.co.uk

BID has designed and launched the new official destination site for Falmouth. With over 500 pages of content, ALL BID levy payers are eligible for a FREE page (worth £150 per year) to promote themselves. Enhanced by an extensive social media platform, it is now the top performing destination site for Falmouth (20k unique hits per month and growing)

Falmouth Brand Project

Thanks to extensive input from individuals and businesses locally and regionally (over 800 responded to online surveys), Falmouth BID unveiled a new logo for the destination which has been very well received:



'The Falmouth BID is really galvanising businesses to think about what they want and to work together. The total sums are not large but the effects help us all feel that we are making a difference.' Jonathan Griffin, Director, National Maritime Museum Cornwall

PR

The Falmouth BID has appointed a Cornish PR agency to work with us on raising national awareness of our lovely destination. We have had articles in: The Times, The Guardian, Daily Telegraph, Daily Express, Red magazine and Countryfile to name a few. To date over £200,000 worth of national coverage has been achieved.

RETURN ON INVESTMENT? 15:1

In other words for every £1 of your BID levy spent on PR, BID is getting £15 worth of national coverage. We are the only Cornish town carrying out such a campaign. See some of the coverage achieved at www.falmouth.co.uk/media.

THE TIMES

Great British Weekend: Falmouth, Cornwall



Falmouth Shopper Bag

The Falmouth BID has commissioned the design and production of a new Falmouth branded shopper bag. Businesses are being offered the chance to buy them at £2 and sell them at £4. with £1 from each bag sold coming back into a BID pot and that will be match funded by Falmouth Town Council and allocated to the Christmas lights and festivities fund. Please contact me to place an order.



2. Events & Festivals—how has the Falmouth BID added value?



Falmouth Spring Festival
Guided very much by business need, the BID organised a new early season event to raise Falmouth's profile with the aim of attracting extra visitors before Easter:

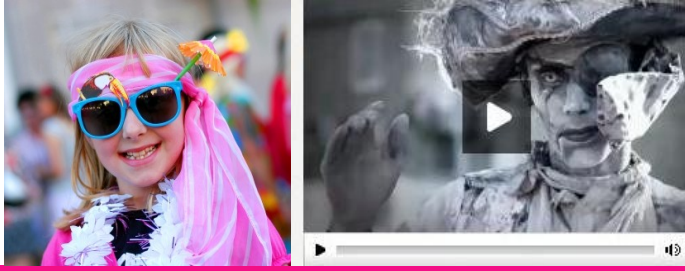
- * Bell's Court revamped as part of community garden makeover day
- * Paint the Town Yellow Day with over 80 traders working with students and school children
- * Ten days of events including Gardeners' Question Time, a fashion show, rockpooling, guided walks and a Spring Fair
- * BID supported and helped promote Falmouth Spring Flower show
- * Over £50k worth of national and regional media coverage achieved

"The Paint the Town Yellow campaign was a fantastic success. The support from local daffodil farmers, traders in Falmouth, local schools and the design departments at University College Falmouth was overwhelming. The children had a fabulous day and it was great to work with the Falmouth BID to strengthen the town's community spirit.." Jacqui Owen, Schools Co-ordinator

ALL major local events, as well as new ones have been funded by the Falmouth BID, with £20k of new initiatives to drive footfall/help improve the trading environment having been implemented.

The Falmouth BID's funding of Fal Week has enabled:

- * Three new events to take place on The Moor
- * Fal Week promotional videos to be commissioned
- * Paint it Red live art event to happen
- * A new events marquee to be erected on The Moor



The Telegraph Search thousands of properties in the UK

Food news: Barbican's new food hall, Falmouth's Oyster Festival,



FALMOUTH OYSTER FESTIVAL 2010

Celebrating the start of the oyster diving season

Events Square | 14-17 October 2010

Enjoy the festival - savour the atmosphere

Featuring oysters and local produce, live music, food, and more.

www.falmouthoysterfestival.co.uk


The Falmouth BID's funding of Falmouth Oyster Festival has enabled:

- * 30,000 promotional flyers to be designed and distributed
- * Elements of the Falmouth Oyster Parade to take place
- * New promotional street banners to be produced
- * PR support, leading to £90k national coverage for the 2010 event


Falmouth Sea Shanty Festival

The Falmouth BID has been asked to provide PR and online marketing support for this growing festival. Coverage for the 2011 event has been secured in the Sunday Times, The Guardian and the Daily Express, and the Guardian Online has commissioned a video for streaming on its website.

****Fal River Festival has seen Falmouth BID funding over the past two years that has enabled regional marketing and advertising to take place and promotional literature such as street banners and flyers to be produced****



Fal350- The Falmouth BID has developed a new logo for this celebration of Falmouth's Royal Charter and is working to provide support and resource for marketing, events and PR



CELEBRATING 350 YEARS OF FALMOUTH'S ROYAL CHARTER

****BID seedcorn funds have been provided over the past two years to allow late night events at Fal Christmas to happen and marketing campaigns for Love Parks Week and Cornwall Film Festival to be undertaken****

3. Physical Improvements—what has been done?

Thanks to your feedback, the Falmouth BID has undertaken numerous projects to improve the townscape and visitor interaction—revamped vacant units, town dressing, public seating, visitor map and guides...

Vacant Units

Six vacant or derelict sites have been revamped by the Falmouth BID—Woolworths, Threshers, Threadbare, 1 Market Strand, Leavy Herbs & Ponsharden hoardings in the past 8 months.



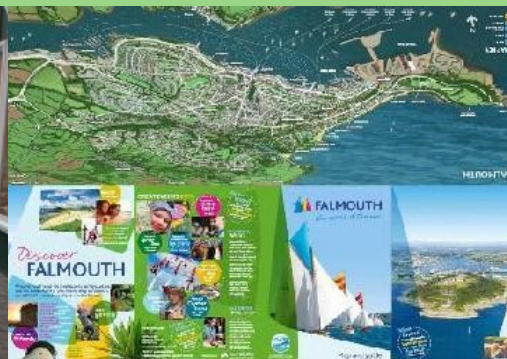
Town Dressing

Over 3000 metres of bunting, 200 Falmouth branded flags, street banners and 100 floral displays have been installed in 2010 and 2011...



Falmouth Visitor Map & Guide

Feedback gathered from Falmouth residents, businesses and indeed visitors was the need to have a good quality Falmouth map that could be available FREE OF CHARGE around the town. So the Falmouth BID commissioned the design and rollout in 2010 with an update undertaken this year. Over 180,000 copies have been produced.



Public Seating

Visitor surveys and local feedback have highlighted a lack of seating along the main thoroughfare and so the Falmouth BID with input from University College Falmouth and Falmouth Art Gallery, commissioned a Falmouth design firm to produce two. The idea was not to purchase an off the shelf bench but to work with local talent to produce ones that celebrated Falmouth's creative spirit and artistic heritage.

*** A third bench will be unveiled in 2011 which will be a collaboration with design pupils at Falmouth School, so that local design talent can be nurtured, developed and showcased. ***



4. Supporting Local Businesses

The Falmouth BID has taken on board comments from local traders and undertaken projects based on business need and demand. So we've rolled out **training courses and workshops** for town employees, are looking to address one major concern, namely car parking charges by **subsidising certain car parks at certain times**, are actively lobbying local government on issues regarding highways signage and are **supporting the excellent Falmouth Shopper Card scheme...**

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The workshop will look at the following areas:

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Training
The Falmouth BID has organised and worked in partnership with very successful local organisations such as Cornwall Marine Network (CMN) to offer a range of workshops and training opportunities over the past 18 months:

- * **Over 100 Falmouth employees have taken advantage of these FREE training courses**
- * **Every Falmouth business has had the opportunity to attend over £2500 worth of FREE courses and workshops through the Falmouth BID working with CMN and others in the past 15 months**
- * **None of the courses organised have come out of your BID levy contributions either. They have been made possible by the BID working innovatively with partners who have access to European Convergence Funds.**

The Falmouth BID has worked with the Falmouth Shopper Card scheme, assisting in promoting that initiative through online marketing and via the Falmouth Shopper Bag scheme (see page 2).

****Over the next few months it is envisaged that nearly £1800 will be raised to assist the Christmas Lights Fund through Shopper Bag sales****

Car Parking
As presented at the last two Falmouth Traders' meetings, the Falmouth BID intends to work closely with local businesses in subsidising certain car parks at certain times of year. This will be an off-peak season scheme that will run from November to February, with the Falmouth BID designing a regional promotional campaign that aims to drive footfall into the town on the days when businesses need it most.

More needs to be done to boost the town in these extremely challenging times and the easier and cheaper we can make it for people to stop and spend time with us, the more it will benefit the local economy.

Follow the Falmouth BID's progress
All newsletters and examples of national media coverage -www.falmouth.co.uk/media

**@FalmouthBID** (BID updates and news)

**Find us on Facebook**
Falmouth-spirit of the sea (first with event news, videos, images and more)

**Blogger**
<http://falmouth.blogspot.com/> (Falmouth news and views)

DID YOU KNOW?

**** Carrick Council had a resource in the region of £250k a year for marketing/tourism purposes and of course the Falmouth Tourist Information Centre. With these resources now gone, the Falmouth BID is the key body in the town that has a budget with which to promote and develop Falmouth. ****

**** Because of the Falmouth BID, Falmouth is also the only town in Cornwall that is undertaking a national PR campaign in an effort to raise Falmouth's profile and increase visits ****

**** Loss of resource and reduction in budget at County level means that the Falmouth BID has a vital role to play in the next few years in enabling events such as Fal Week and Oyster Festival to continue. ****

Looking forward...

CRUISE SHIPS—you may have read in the local press that the Falmouth BID is trialling a scheme to drop up to 5,000 cruise passengers into the centre of town this season and will measure how positive an impact that has for town businesses. Thank you for the feedback you have already provided. Do keep it coming...

NEW EVENTS—As well as further developing Falmouth Spring Festival, the Falmouth BID will look to organise another new festival for Falmouth in 2012 that will celebrate Falmouth's artistic heritage...

VISITOR HOSPITALITY—The Falmouth BID is leading on a new visitor signage and information project and is applying for funding to rollout out an exciting range of in-town map boards, displays and screens...

But the Falmouth BID needs your help!

Have your say...

The Falmouth BID gives updates at the Traders' meetings that take place every six weeks. Do come along and share your thoughts and ideas with us so that the BID can do even more to help you and the town. Update newsletters are sent every six weeks and fortnightly email updates are also distributed. If you are having problems receiving them or have a new email address then PLEASE EMAIL and let us know.

Become involved...

Community initiatives such as the site clearance at Bell's Court and the revamp of vacant sites rely on volunteers giving up time to work with Falmouth BID to make a difference. After all we're only small! If you would like to get involved to help improve Falmouth or assist in organising events, we would love to see you so PLEASE DO EMAIL US.

IF YOU HAVE TIME , YOUR THOUGHTS AND VIEWS WOULD BE MOST WELCOME, SEE BELOW...
(please drop into the One Stop Shop, Falmouth or email richardwilcox@falmouth.co.uk)

.....

1. Name/Business name _____

2. How well is the Falmouth BID following its original BID manifesto? (please circle)

1 Poorly 2 Not well 3 OK 4 Well 5 Very well indeed

3. How do you rate the projects the Falmouth BID has delivered so far? (1 = Poor 2 =OK 3= Good 4= Very good)

New website ____ **National PR efforts** ____ **Vacant Units revamp** ____ **Falmouth Spring Festival** ____

FREE Business training ____ **New Falmouth logo** ____ **New Falmouth map** ____ **Events support** ____

4. What areas from the original BID manifesto would you like to see the Falmouth BID focus on in the future? (to view the manifesto please visit 'about Falmouth BID' section on www.falmouth.co.uk/media)

