

New app launched to help revitalise Falmouth's historic high street

For release: immediately Monday 24th April

XplorFALMOUTH will help encourage local Cornish residents to explore and discover hidden high street gems they never knew existed!

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The British high street is suffering. People are shopping online more, or visiting larger shopping centres, and rising business rates are making it unaffordable for independent businesses which has led to [almost 50 shops a day disappearing from high streets](#).

According to NALC (National Association of Local Councils), high street footfall has declined by 10%, which is an incredibly large statistic considering our population is growing.

Falmouth is a unique high street full of incredible independent shops, cafes, bars, and restaurants. But people can find it hard to explore new places and discover experiences relevant to them. There isn't a central place that highlights the local businesses and exciting events happening.

That is why the XplorFALMOUTH app was created, to help celebrate and showcase Falmouth's beautifully unique high street. It will encourage local Cornish residents to explore Falmouth more and discover hidden high street gems they never knew existed!

XplorFALMOUTH will also promote all the events happening in Town in one place, alleviating the need to check multiple websites to discover what's going on. Users will also be able to receive special offers and experiences from local businesses that won't be available anywhere else.

The app was built by Data Duopoly, to help increase footfall in Falmouth by showcasing its independent shops, bars, cafes, and restaurants which should help them thrive. Falmouth BID has been instrumental in this project, working as a voice for Falmouth businesses.

Tanuvi Ethunandan, Founder and CEO of Data Duopoly - creator of the XplorFALMOUTH app:

“As an award-winning Cornish tech company, we are proud to be launching XplorTOWN here to help rejuvenate the high street. Utilising powerful data insights, we hope our technology can help areas make informed investment decisions”.

Richard Wilcox, Executive Director of Falmouth BID and Chair of Cornwall BIDs:

“Falmouth has a dynamic business community, with the spirit of collaboration strongly evident. And it is the diverse nature of the high street which really adds to Falmouth’s appeal, with quality-led businesses from retail, hospitality, digital, creative and marine sectors working and operating successfully alongside one another. We hope that the new XplorFALMOUTH App can assist in shining a spotlight on these fantastic businesses, incentivise visits and encourage spend. Furthermore, the information we hope to gather in respect of visitor movements, habits and opinions about our town, can further help us shape an even more enticing destination product offer.”

Download the app here <https://www.dataduopoly.com/xplorfalmouth-app-download>

Note to the editors

XplorFALMOUTH was created by Data Duopoly for Falmouth BID. Data Duopoly was founded by Tanuvi Ethunandan in 2018, due to her desire to connect spaces, places, and people using data and AI.

Data Duopoly is unleashing the power of data to drive positive social change and drive technological and cultural growth.

Find out more about Data Duopoly here <https://www.dataduopoly.com/>

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Images and logos can be found here:

[https://drive.google.com/drive/folders/15ssqwh0JRSCBPReoKVKEue34HmUDbi5c?usp=share link](https://drive.google.com/drive/folders/15ssqwh0JRSCBPReoKVKEue34HmUDbi5c?usp=share_link)