

Press Release/ Oct 2013

The BID outlines exciting future activities and ideas for Falmouth

BID Proposal 2014-2019 represents collective business voice of Falmouth...

The Falmouth BID has in the run-up to its renewal, outlined a raft of exciting projects and initiatives that it would deliver should a second five year term of activity be voted in by Falmouth's businesses in November.

Since 2009, when the first Falmouth BID programme was voted in, and despite a very tough trading environment, over £500,000 has been allocated to a range of innovative schemes to support Falmouth as it strives to maintain its position as one of the south west's most vibrant coastal towns. The success of the Falmouth and Truro BIDs has also led to more being established across Cornwall; in Newquay, Camborne, St Austell and Newham Industrial Estate.

All UK BID programmes (there are now over 150 in operation) last for up to five years with the Falmouth BID programme due for completion on 31st March 2014. The not-for-profit Falmouth BID are therefore looking towards a second five-year term to ensure that the range of supportive schemes and projects in place can continue and be complemented by the introduction of new ideas.

The strength of BIDs is that they are business-led, with projects delivered being the ones borne out of local consultation and to this end, the views, ideas and suggestions of hundreds of businesses, organisations and individuals have been gathered. In total, around 250 responses to the 400 BID survey forms sent out have been received, representing a robust platform by which to formulate plans and drive forward activity to support the town.

New ideas for projects included within the BID Renewal Proposal document:

- A sports/active festival that celebrates Falmouth's lifestyle and outlook
- Targeted local/regional marketing campaigns promoting Falmouth's great retail, eating and drinking and festivals scene
- A range of promotional literature on various themes that may include retail, events and history
- Videos and up-to-the-minute social content for the Falmouth.co.uk website as well as new digital platforms
- Enhanced efforts that will further develop the far-reaching national and international PR campaign
- More free/reduced car parking schemes throughout the year
- Greater lobbying efforts to improve short-stay car parking options

Richard Wilcox, Falmouth BID Manager said:

“The key strength of the Falmouth BID programme has been the ability to engender a team ethos, with individuals and businesses coming together for the common good of supporting Falmouth. We have seen and experienced reduced budgets and resource at local authority level meaning, if we wish to improve, develop and be even more competitive as a town, then it is only by working together and supporting activity ourselves that it can be achieved. The BID has so far enabled numerous events, festivals, public realm improvements and marketing campaigns to take place resulting in thousands of additional visitors to our town - all schemes that wouldn't have otherwise happened. We hope very much that businesses will see the crucial role played by the BID and vote Yes to a second term of town-wide investment, so that many more ideas and projects can be delivered.”

John Hick, Chairman of Falmouth BID said:

“I'm delighted to share the BID Renewal Proposal and would like to thank businesses who have supported the work of the Falmouth BID so far. In a challenging trading environment, it is imperative that we continue to work together to make our town a bustling commercial hub, a unique visitor destination and a wonderful place to live. As a businessman in Falmouth I know how tough the economic climate is and how every penny counts, but with the support, energy and co-operation of town businesses, together, we can achieve even more.”

Tasha Berks, owner of Bookmark shop added:

“Why as a business would you not support the BID? I have a dedicated, not-for-profit resource on my side driving forward marketing, events and town improvements. It's one of the key reasons Falmouth is so vibrant and upbeat despite the wider economic conditions. I very much look forward to future plans and ideas being delivered.”

Key points:

- Eligible BID levy paying businesses will have the chance to vote for a second term of Falmouth BID in November 2013
- The result of the ballot will be announced on Friday 29th November 2013
- The current BID programme ends on 31st March 2014. All UK BIDs last for up to five years
- The Falmouth BID renewal would support around 480 Falmouth businesses and the town with a second five year term, running from 1st April 2014 to 31st March 2019
- A second term would realise a resource of around £600,000 that would support more projects for Falmouth

Ends

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Notes to Editors

About Falmouth BID

The Falmouth Business Improvement District (BID) is a not-for-profit company responsible for delivering a number of innovative projects that aim to improve the trading environment of Falmouth. It is business-led, with over 400 businesses being part of it, following extensive consultation, ballot and overwhelming 'yes' vote. Numerous initiatives have been delivered for the benefit of businesses and the area – destination marketing, new events and festivals, PR campaign, visitor interpretation and signage, public realm improvements and business training programmes. The successful BID model has been adopted by more and more UK towns and cities with the number of BIDs standing at over 150.

Highlight BID projects and achievements in 2013:

- A striking new in-town visitor signage project, the most comprehensive such project delivered in Cornwall
- Organised and funded the third early season Falmouth Spring Festival
- Organised and funded the second later season SPLASH creative festival
- The ongoing national PR campaign has in 2013, achieved over £1.5m worth of coverage in national newspapers and lifestyle magazines
- Falmouth 'spirit of the sea' marketing and branding project has also been highlighted as best practice by the British Retail Consortium: 'a good example of how branding has engendered a real sense of place'

For more information about the Falmouth BID visit www.falmouth.co.uk/media