



**FALMOUTH**

Business Improvement District (BID)

# INVESTING IN THE FUTURE OF OUR TOWN

BID Renewal Proposal  
2014-2019



"Falmouth BID's overall effect has been to increase the number of people visiting and choosing to spend their hard earned money with Falmouth businesses."

James Hodgson, Hodgsons Chartered Accountants and Business Advisors

Thank you to all of you for supporting the Falmouth BID.  
We hope you will continue to do so by voting Yes in November.  
This BID Renewal Proposal reflects your feedback, your ideas and your concerns.

By voting Yes, you will help Falmouth to secure £600,000 to invest in a range of projects that are important to you and the town's future prosperity.

If you vote No, the town will lose a valuable resource that will never be replaced.

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 your support, energy and co-operation, together, we can achieve even more.

John Hick, Chairman, Falmouth BID





## The BID Proposer

The Falmouth Business Improvement District (BID) is a not-for-profit limited company that was established in 2009 to deliver the first Falmouth BID programme. If the Falmouth BID is voted in for a second term in November 2013, a dedicated Board of volunteer non-executive directors would continue to support one BID manager to deliver the programme of projects and initiatives outlined within this proposal.

## Overview

The Falmouth BID is all about working with local businesses to deliver projects that assist the town. Since 2009, when the Falmouth BID was voted in by Falmouth's businesses, 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.

## Why continue?

### Flying the flag for Falmouth

As a town we must continue to be competitive and visible. Over the past four years, the BID has steered a national marketing campaign, which has yielded excellent results (see [Falmouth.co.uk/media](http://Falmouth.co.uk/media)). As a resort that relies heavily on visitors, it is vital that we adopt a proactive, co-ordinated approach to promoting Falmouth as a destination.

### Regional picture

With the loss of Carrick District Council's marketing department and its dedicated budget for Falmouth of circa £250k pa, and reduced support from Cornwall Council and VisitCornwall since the BID was first voted in, the regional landscape has changed hugely. The role of the BID and the dedicated resource it brings to the town is even more important now.

### National picture

We've seen a huge economic downturn since the Falmouth BID was voted in and so there has never been a more crucial time for the local business community to pull together and put Falmouth first. If we don't, no-one else will!

### Improving the town's visual appeal

To stand out from the crowd and encourage visitors to return, businesses to invest and residents to take a pride in Falmouth, it is important that we continue to deliver improvements to our townscape. Improved lighting, better seating, bunting, flags, floral displays and informative signage that brings the town's rich heritage to life are just some of the areas that the BID has championed and would continue to play a key role in if voted in for a second term.

## How does the Falmouth BID add value in other ways?

We have developed productive partnerships with a range of local organisations and companies to put Falmouth on the map and make sure the collective voice of the local business community is heard, including:

- Falmouth Town Council
- Falmouth Town Forum
- Falmouth & District Hotels Association (FDHA)
- Residents' associations throughout the town
- Falmouth Chamber of Commerce
- Falmouth Business Clubs
- Falmouth and Penryn Civic Society
- Falmouth University
- Cornwall in Bloom
- Cornwall Marine Network
- The University of Exeter
- VisitCornwall

We have provided professional advice, expertise and identified match-funding opportunities for the town to maximise the positive impact of the following events and initiatives:

- Armed Forces Day
- Olympic Torch Relay Day
- Tall Ships festivals
- Training support for businesses
- Safe space and taxi marshal scheme
- Beach management
- Business events
- Town centre management
- Funding and grant applications
- Events infrastructure
- PR and promotion
- Town development
- Falmouth Docks masterplanning

As a Falmouth team, it's imperative we lead the way in finding new ways of doing things, new sources of funding and deliver effective lobbying to accountable bodies for the benefit of local businesses.

"We saw, as a result of the BID free car parking scheme, a 10.6% increase in footfall on the previous week and a 11.9% increase on the same days last year. I hope this helps build a picture of how successful this campaign has been for us."

Store Manager, M&S Falmouth

"The visitor maps alone are worth more than I am paying and are a great asset to give to guests! The knock on effect of events and festivals has increased bookings to our B&B and footfall to our cafe. Most websites charge at least £150 for a dedicated page, I am getting mine because I am a BID member."

Jayne Gray, Proprietor, Tregenna Guesthouse and Castle Beach Cafe



# IF YOU DON'T VOTE YES

## THIS BEHIND-THE-SCENES EXPERTISE WILL BE LOST

"There is no doubt that the street decorations and improvements, new festivals and promotional events that Falmouth BID support and help drive forward, are a significant factor to our trading success."

Emma Groves, Manager, Henri Lloyd Store

At a time when council budgets continue to be cut and high streets across the land continue to struggle, please remember that without the Falmouth BID, the town would be £600,000 poorer and all of the projects we have worked on together would STOP. Please don't take them for granted. Vote YES for a second term.



## Priority areas

BIDs are about delivering projects that you, as a business want to see and so the priority areas for development and projects outlined in this document are borne out of the good ideas you have shared with us in the 230 questionnaires that you recently returned, and other consultation forums that we engage in. Guided by you, our local businesses, the Falmouth BID aims to continue a five-year programme of projects and initiatives based, once again, on a levy of 1% of the rateable value of your property. This second term would run from 1 April 2014 to 31 March 2019.

1

Flying the flag  
for Falmouth

2

Creating  
distinctive  
events

3

Improving  
the town's  
visual appeal

4

Helping  
businesses  
to thrive

Putting local businesses at the heart of everything we do, the BID would continue to be flexible and dynamic, responsive to opportunities and market conditions.









# 1 Flying the flag for Falmouth

## Website development and online promotion

Building on the success and reach of Falmouth.co.uk that has already seen in excess of 1 million unique hits since its launch in 2010, we would expand and enrich the website in innovative new ways. We would develop new content such as videos and films, must-read e-magazines and downloadable town guides to encourage dwell time and reach an even larger audience.

## National PR

Falmouth is the only Cornish town with a dedicated national PR campaign thanks to your investment in the BID so far. This campaign has been recognised nationally by the British Retail Consortium as a Best Practice Project in 2012. It has generated over £1.5m worth of national media coverage for Falmouth and 98% of businesses who completed our recent questionnaire support its further development. If you vote YES to a second BID term, we would find even more creative ways of raising the profile of Falmouth's businesses and the town as a must-visit destination, both nationally and internationally.

## Regional campaigns

To entice visitors from elsewhere in Cornwall to experience Falmouth, we would spearhead innovative, regional campaigns highlighting our eclectic and distinctive retail offer; and stage promotional events to highlight why Falmouth is different. Again, 98% of businesses who completed our recent questionnaire supported this targeted and cost-effective new initiative that aims to increase year-round footfall into the town.

## Promotional literature

To celebrate all the ways in which Falmouth stands apart from other coastal towns, we would produce a series of vibrant, themed guides focusing on the quirky and the different - championing our artisan food and drink outlets; our distinctive mix of independent retailers and national chains; and our heritage and creativity, for example, to encourage more people to visit.



# 2 Creating distinctive events

## Festival of Sport/Activity

95% of businesses who completed our recent questionnaire supported this energetic new idea to celebrate Falmouth's healthy, outdoor lifestyle and active outlook. Aligned with creative marketing, the BID would aim to stimulate additional visits and spend, and once again showcase Falmouth to the county, the UK and beyond.

## Christmas

As identified by 96% of businesses who completed our recent questionnaire, strengthening our offer at Christmas should be a key BID focus. Let's work together more creatively to stage something really special that enlivens the whole of the town and make Falmouth the only place to do your Christmas shopping in!

## Falmouth Spring Festival

The first three Spring Festivals attracted over 18,000 additional visitors to Falmouth and 99% of businesses who completed our recent questionnaire want to see this vibrant, community event continue to grow. The BID would plan more large scale activity right throughout the town, working with more partners and venues to further enhance its appeal and economic impact.

## SPLASH

Already attracting the popular and the unusual from the worlds of dance, theatre, art and literature, the BID would seek to develop this celebration of creativity and encourage more leading names to help illuminate the town, raising Falmouth's profile and visitor appeal as supported by 97% of responding businesses.

## Street activity

To complement the events and activities that take place, let's make our whole town even more active, engaging and colourful! From busking days to quality street performers, music and theatre, the BID would explore more ways to celebrate Falmouth's creative spirit. 94% of businesses who completed our recent questionnaire have highlighted the need for the whole town to be brought to life all year round as well as during festivals to encourage visitors to return to Falmouth time and time again because there's always something different going on.

# 3 Improving the town's visual appeal

## Visitor signage

The Falmouth BID has already led the way in Cornwall by providing colourful, bespoke signage to encourage people to explore different areas of the town and learn something of its history. 97% of businesses who completed our recent survey support the further development of this project to include more areas, ideas and designs to enhance the visitor experience and local residents' knowledge of the town's rich heritage.

## Visual impact

If voted in for a second term, the BID would invest in more creative planting schemes, innovative lighting, street decorations and furniture in different areas of the town to improve our visual appeal and streetscape, as endorsed by 98% of businesses who completed our recent questionnaire.

## Clean and attractive

We would also continue to add value by ensuring our town is effectively managed and limited resources are maximised in a challenging economic environment. The BID would continue to galvanise the local community to participate in more Spring Clean Days and help to revamp neglected areas in the town, as supported by 91% of responding businesses.





# 4 Helping businesses to thrive

## Car parking

Our BID FREE car parking initiative, recognised by British BIDs as a Best Practice Project in 2012, has been highlighted by 99% of the businesses who responded to our recent questionnaire as a scheme that must continue. Alongside lobbying and seeking to influence Cornwall Council car park tariffs, the BID would look at new ways of offering free or reduced car parking at certain times of the year, liaising as before with our local businesses to make sure that the timing works for all.

## Shop Local

We initiated this campaign in 2013 following consultation with local businesses. 87% of businesses who completed our recent questionnaire believe this to be a scheme that must grow and develop. Utilising the newly formed Falmouth BID Retail Group, we would expand this campaign locally and regionally in order to stimulate a tangible economic benefit for local businesses.

## Lobbying

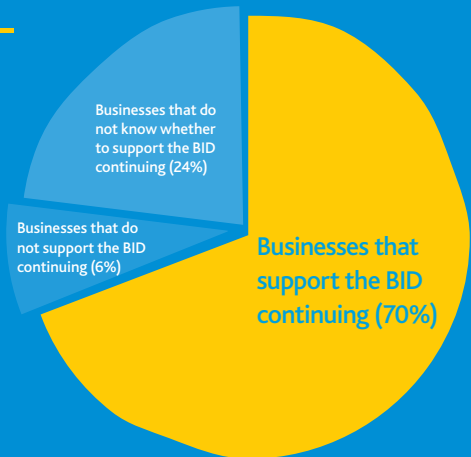
98% of responding BID businesses support the BID’s lobbying efforts. The BID has spearheaded specific campaigns relating to the high street/Mary Portas review and to improve rail connections, business rates and car parking. The BID would continue to be a vital and active lobbying resource, representing YOUR views and galvanising trade efforts to fight Falmouth’s corner on key issues such as litter collections, beach cleaning and short stay car parking options.

## Skills training and support

Our partnership with local agencies has released over £80k worth of European funding to provide more than 100 businesses with free training during the past three years – workshops on website design, customer service and marketing to name but a few. We will continue to seek access to additional funds to support your training needs and requirements. 84% of businesses who responded to our survey support this.



# Consultation – Representing your views



Over 400 questionnaires were hand-delivered to local businesses within the BID area by our team of volunteer Board Directors and BID Manager this summer. 230 businesses completed and returned these questionnaires, representing a robust platform from which to develop this BID Renewal Proposal. The projects and initiatives highlighted in this BID Renewal Proposal are based on the replies we received, reinforcing the fact that BIDs are business-led and deliver projects that BID levy payers wish to see implemented with their money.

In addition, the BID liaised with the FDHA, Falmouth Town Forum, Falmouth Town Council, Devon and Cornwall Police, and Cornwall Council to ensure that the BID is inclusive and representative, and operates as the most effective town resource possible.

## The BID Area

Around 480 businesses are entitled to vote and are then liable to pay the BID levy if the BID is voted in for a second term. The BID area encompasses the main commercial, hospitality and retail areas of the town.



## List of streets within Falmouth BID area

Admiral's Quay	Cliff Rd	Gyllyngvase Terrace	Park Hill	Tregenna Court
Albany Place	Clifton Crescent	Hawkins Way	Park Terrace	Trelawney Avenue
Albany Rd	Clifton Place	High St	Pendennis Rd	Trelawney Rd
Arwenack Avenue	Custom House Quay	Killigrew St	Pendennis Rise	Upton Slip
Arwenack St	De Pass Rd	Kimberley Park Rd	Pennance Rd (as far as the Sperryn Wyn Rd/	Vernon Place
Avenue Rd	Discovery Quay	Kimberley Place	Swanpool Hill junction)	Victoria Quay
Bakers Ope	Docks	King Charles Quay	Port Pendennis	Waterloo Rd
Bank Place	Dracaena Avenue (as far as Highfield Road/	Lansdowne Rd	Prince of Wales Pier	Webber Hill
Bar Lane	Tregothnan Road junction)	Lister Hill	Quarry Hill	Webber St
Bar Rd	Emslie Rd	Lister St	Quay St	Well Lane
Bar Terrace	Fenwick Rd	Marine Court	Queen Mary Rd	Wallington Terrace
Bayview Crescent	Fish Strand Hill	Marine Crescent	Railway Cottages	West Place
Belmont Rd	Florence Place	Market Strand	Raleigh Place	West St
Berkeley Vale	Florence Terrace	Market Street	St Georges Arcade	Western Terrace
Brook Close	Fox Lane	Marlborough Rd	St Smithick Way	Western Wharf
Budock Terrace	Glyn Cottages	Melville Crescent	Seaview Rd	Windsor Court
Cambridge Place	Greenbank	Melville Road	Smithick Hill	Windsor Quarry
Campbell Town Way	Grove Place	Merrill Place	Sperryn Wyn Rd	Windsor Terrace
Castle Close	Grovehill Crescent	Mulberry Quay	Stracey Rd	Wodehouse Terrace
Castle Drive	Grovehill Drive	New Street	Swanpool St	Wood Close
Castle Hill	Gyllyng St	Norfolk Rd	Thetis Moor	Wood Drive
Chapel Terrace	Gyllyngvase Hill	North Quay	Tinners Walk	Woodlane
Church St	Gyllyngvase Rd	Old Brewery Yard	Tredynas Rd	Woodlane Crescent
Clare Terrace		Packet Quays		
		Park Crescent		

## How the ballot and levy collection works

The ballot will be conducted entirely by post by The Ballot Holder of Cornwall Council, Dolcoath Avenue, Camborne, Cornwall TR14 8SX.

All non-domestic ratepayers with a rateable value of £5,000 or over, listed on Cornwall Council's register on Friday 11 October 2013 (the day of the notice of ballot) and that are located in the defined BID area will be entitled to vote in the ballot. Businesses will have until the close of ballot on Thursday 28 November at 5pm to return their vote. The results of the ballot will be announced on Friday 29 November 2013.

For the BID to be renewed, two conditions must be met:

• More than 50% of the businesses who vote must vote in favour

• The 'yes' votes must represent more than 50% of the total rateable value of all votes cast.

Under the legislation, if these conditions are fulfilled, payment of the 1% levy each year for five years until 2019 will then become mandatory for all eligible businesses regardless of how they voted.

Where a hereditament (business premises) is untenanted, undergoing refurbishment or being demolished, the property owner will be entitled to vote and obliged to pay the levy with no void period. Charities or non-profit making organisations will be liable for the full BID levy with the exception of charities in receipt of Cornwall Council's full discretionary relief who will be exempt.

The BID will be financed by a 1% mandatory levy on the rateable value of hereditaments within the BID area (with a 3% inflationary increase to be applied each year on 1 April) together with income from additional voluntary contributions to give a total income of at least £600,000 over the five years of the BID. As in the first term, the Falmouth BID will actively seek additional funds through partnership, event sponsorship, voluntary contributions and from external bodies, to enable the BID budget to go even further and deliver even more effectively for the town.

The renewed BID programme will last for five years, starting on 1 April 2014 and ending on 31 March 2019. The levy will be collected by Cornwall Council from 1 April 2014, held in a ring-fenced account and transferred to the Falmouth BID at regular intervals to manage and spend in accordance with the BID Renewal Proposal. The Falmouth BID is currently negotiating the levy collection charges with Cornwall Council. A rate of 1.25% to cover Cornwall Council's charge for this has been included in the outline budget.

For a more detailed breakdown of the BID rules and regulations, visit [www.falmouth.co.uk](http://www.falmouth.co.uk)

## Baseline services

All BIDs are about adding value and delivering projects that support the business community. These are in addition to statutory activity delivered by public sector bodies via your business rates. The Falmouth BID will enter into an Operating Agreement with Cornwall Council and Falmouth Town Council to secure their on-going commitment to the delivery of such activity.

## Financing the renewed BID

All of the proposed projects can be delivered from an initial levy of 1% of rateable values. The liability to pay the levy is on all hereditaments (business premises) listed in the 2010 Non-Domestic Rating List that have a rateable value of £5,000 or more, and that are within the BID area. The 2010 Rating List will be used for the duration of the BID programme. Where a new hereditament (either a merged or a new build business) comes in during the term of the BID within the BID boundary and in terms of rateable value is eligible to pay, they will be liable to pay the levy using the current Non-Domestic Rating List.

More than 88% of the businesses who are eligible, will pay less than £10 per week. 66% of the businesses who are eligible will pay less than £4 per week. The chart below shows some typical contributions:

Rateable value of property	Annual levy	Weekly cost
£5,000	£50	£0.96
£10,000	£100	£1.92
£20,000	£200	£3.85
£50,000	£500	£9.62

## Renewed Falmouth BID – outline budget

	2014/15 £'000	2015/16 £'000	2016/17 £'000	2017/18 £'000	2018/19 £'000	Total (all years) £'000
Income						
BID levy at 1% (95%) plus 3% inflation	115	119	122	126	130	612
Voluntary contributors	1	1	1	2	2	7
<b>Total income</b>	<b>116</b>	<b>120</b>	<b>123</b>	<b>128</b>	<b>132</b>	<b>619</b>

Allocated as follows:

Priority Area 1						
Flying the flag for Falmouth	30	31	31	33	29	154
Priority Area 2						
Creating distinctive events	22	23	23	25	22	115
Priority Area 3						
Improving the town's visual appeal	19	19	20	20	18	96
Priority Area 4						
Helping businesses to thrive	4	4	4	4	4	20
<b>Total BID project expenditure</b>	<b>75</b>	<b>77</b>	<b>78</b>	<b>82</b>	<b>73</b>	<b>385</b>

BID delivery and running costs

BID management and project delivery	34	35	37	38	39	183
Administration and professional fees	4	4	4	4	4	20
Levy collection and contingency	3	4	4	4	16	31
<b>Total expenditure</b>	<b>116</b>	<b>120</b>	<b>123</b>	<b>128</b>	<b>132</b>	<b>619</b>

## Managing the BID

The BID will be run by Falmouth BID, a not-for-profit company limited by guarantee with a Board of nine elected Directors who will support the BID on a voluntary basis and represent particular professional skills within the BID area. The Falmouth BID will employ one member of staff - a BID Manager to deliver the programme, who will be accountable to the Board.

The BID area and the levy percentage (other than the 3% inflationary rise) cannot be altered without an alteration ballot. However, the BID projects, costs and timescales can be altered subject to Board approval, provided that the changes fall within the income of the BID, enabling flexibility to respond to new opportunities and changing circumstances.



"Why as a business would you NOT support the BID? I have on my side a dedicated, not-for-profit resource, 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."

Natasha Berks, Bookmark

"SPLASH Festival gave the town a real buzz and as a business we finished the week 20% up."

Rae Pollard, Courtyard & Tidemill Deli

"Without doubt, Falmouth and its businesses have seen a great economic benefit from the projects initiated through the BID."

Simon & Vanessa, Highcliffe Contemporary B&B

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