



FALMOUTH

Business Improvement District (BID)



Welcome Richard Thomas Falmouth BID Chairman



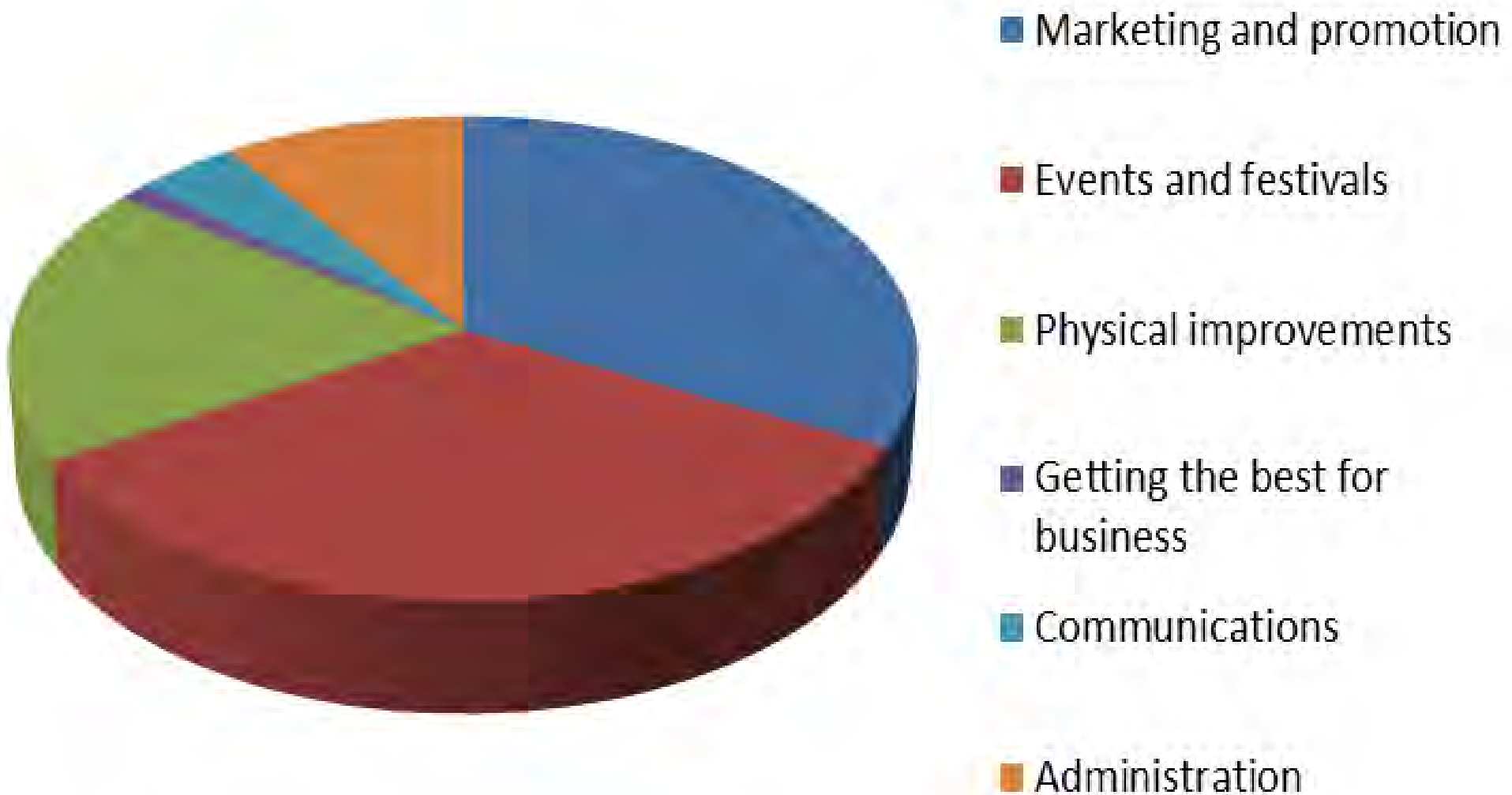
Glynis Tyrrell
Falmouth BID Company Secretary
Annual Accounts
For the year to 31 March 2015



2014 – 15 Financial statements	31 March 2015	31 March 2014
Income and expenditure account	£	£
Turnover	126,239	104,669
Cost of sales	<u>95,832</u>	<u>111,465</u>
Gross surplus/(deficit)	30,407	(6,796)
Administrative expenses	<u>15,486</u>	<u>16,712</u>
Operating surplus/(deficit)	14,921	(23,508)
Interest receivable and similar income	<u>150</u>	<u>172</u>
Surplus/(deficit) on ordinary activities before taxation	15,071	(23,336)
Taxation	<u>-</u>	<u>-</u>
Surplus/(deficit) for the financial year	15,071	(23,336)
Reserves brought forward	<u>6,802</u>	<u>30,138</u>
Reserves carried forward	<u>21,873</u>	<u>6,802</u>

2014– 15 Financial statements		31 March 2015	31 March 2014
Balance sheet	£	£	
Stocks	22	75	
Debtors	5,486	1,520	
Cash at bank and in hand	<u>29,732</u>	<u>15,714</u>	
Total current assets	35,240	17,309	
Creditors – due within one year	<u>13,367</u>	<u>10,507</u>	
Total assets less current liabilities	<u>21,873</u>	<u>6,802</u>	
Reserves – Income and expenditure account	<u>21,873</u>	<u>6,802</u>	

Analysis of expenditure 2014 -2015



Richard Gates Falmouth Town Manager



Richard Wilcox

BID Activity - Highlights 2015



*the spirit of the sea*

DISCOVER

An aerial photograph of Falmouth Harbour, showing the turquoise water, green hills, and several boats. The text 'the spirit of the sea' is overlaid in a white script font.*the spirit of the sea*

DISCOVER



You are here: Home > Discover Falmouth

Discover Falmouth

Falmouth has been shaped and influenced by its strong connections to the sea. A fascinating maritime heritage sits comfortably alongside the creative, building a name for itself as the South West's cultural and festival destinations.



Discover more...

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[Falmouth Blog](#)



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Promote Local Business

Falmouth Cornwall UK
Published by Richard Wilcox · 5 November at 16:19 ·

Community-spirited, stunning, fun-loving and quirky. We're delighted to share with you our new official video for beautiful #Falmouth! Please do share the #lovefalmouth as far and wide as possible!

Falmouth
Falmouth, one of the UK's most vibrant coastal towns. Watch our video and share the love! #loveFalmouth

YOUTUBE.COM

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Anne Lenten, Alex Siver, Seaview Inn and 229 others like this. Top Comments -

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285 posts 2,153 followers 40 following





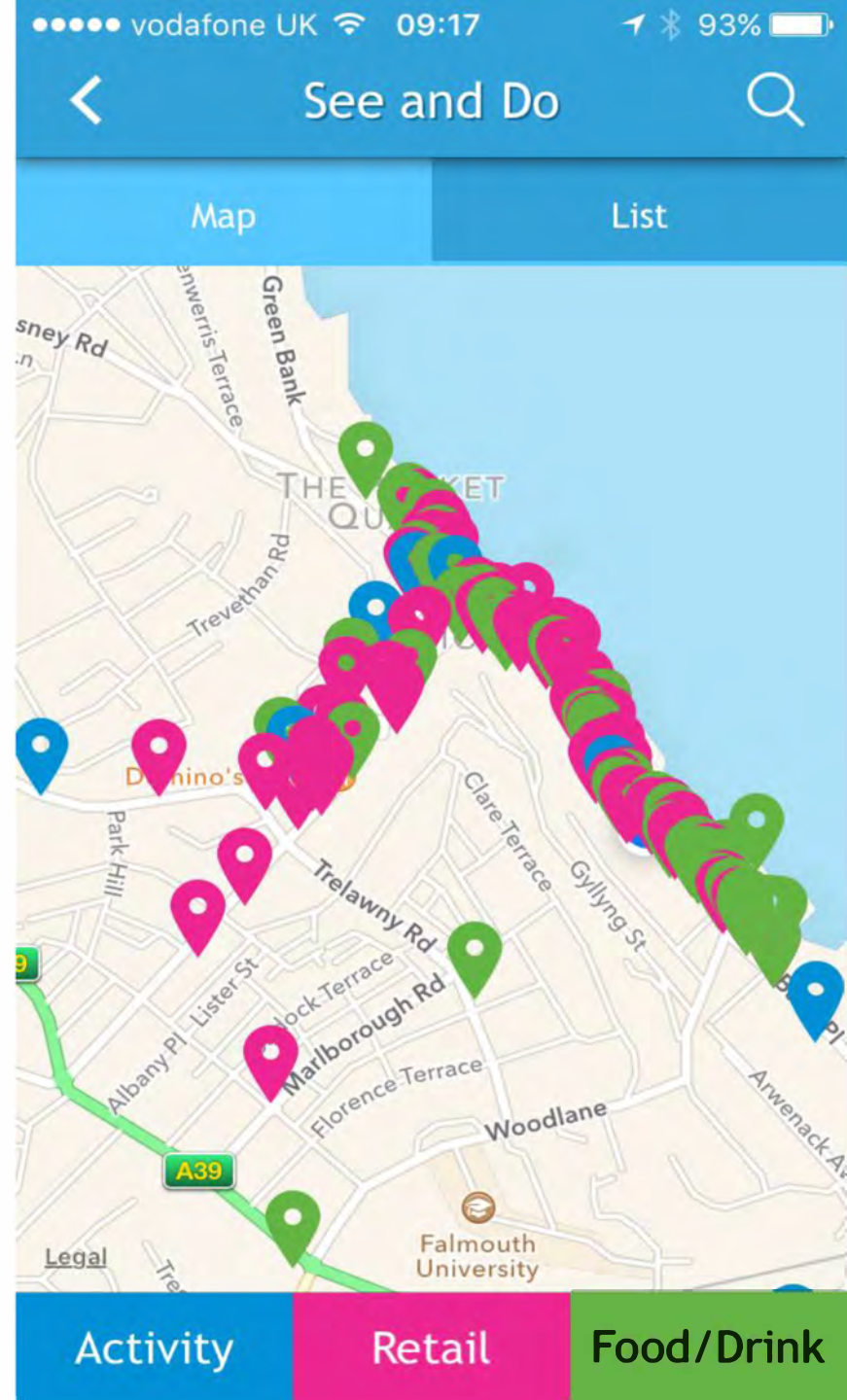




Falmouth App



#loveFalmouth





Property

Let's move to ...

Let's move to Falmouth, Cornwall

This cheery place was once an important port where money and exotic animals arrived from around the world. It still has a cosmopolitan atmosphere today

Tom Dyckhoff

@tomdyckhoff

Friday 9 October 2015 16.30 BST



Shares Comments

2,381

16



Save for later



Falmouth, Cornwall. Photograph: Alamy



What's going for it? Back in the day, when the rest of the world wasn't at the end of your Wi-Fi signal, it ended here, in Falmouth. This, being the first major port to greet the hungry eyes of those returning from Zanzibar or Tierra del Fuego, was once where the world began, too. You name it, it's poured through its cosmopolitan docks, from Charles Darwin to Dame Ellen MacArthur. Before



August 2017

10.99

A1 Retail

FIRST PLACE FOR NEWS IN YOUR INDUSTRY

A1

Falmouth Article

Situated confidently on Cornwall's south coast, it's easy to sit and admire the reflection of Falmouth's decorative Georgian streets in the sheltered waters of the Atlantic Ocean. The town has the world's third largest natural deep-water harbour and is the UK's first and last port. Such a key strategic position on the Western Approaches enabled the town to flourish during the mid-17th to 19th centuries when, as the designated Royal Packet Station, it played a vital communications role for the expanding British Empire. We find out more about this fantastic shopping destination.

During the Packet Ship era, an outward-looking Falmouth was home to over 20 consulates and today the town retains the same cosmopolitan air. Despite the recent global economic downturn and UK recession,

Falmouth's eclectic high street punches well above its weight, which adds significant appeal to the 1.2 million visitors it attracts annually.

Brightly painted buildings house a collection of artisan shops and niche independent operators, while the town also offers a burgeoning food and drink sector and creative industries scene. There is real variety and quirkiness to the retail offering - a business designing and manufacturing multi-million-pound superyachts sits comfortably alongside the UK's oldest

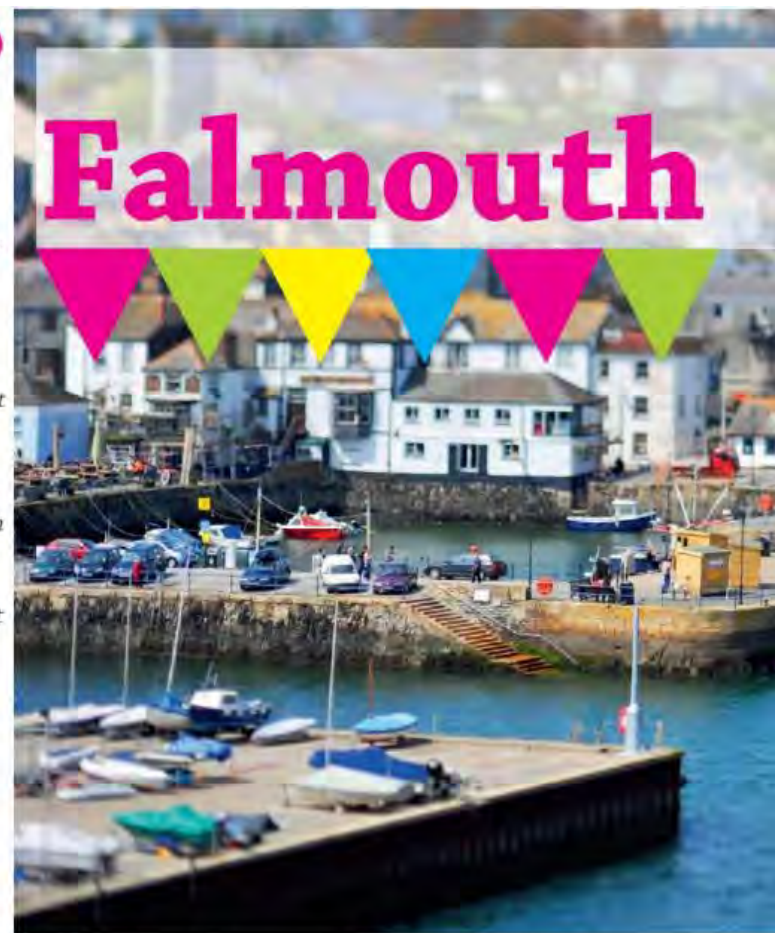
terms of the development of marine renewables, engineering and design; shaping and driving products, services and solutions on a global level. For example Falmouth-based Fugro Seacore played a key role in raising the ill-fated Costa Concordia ship from the seabed.

A port with a purpose, Falmouth strikes a successful balance between its multi-layered retail and business offering, and its strong sense of community. It is not for nothing that The Sunday Times cited Falmouth as one of the best places to live in Britain with its 'eccentric and splendid

university in the UK. With one campus embedded in the heart of town and a second in nearby Penryn, Falmouth benefits from the wealth of artistic and original talent that is nurtured there as many graduates choose to stay and establish businesses in the town. This leads to a 'creative corridor' of start-ups and agencies, which adds a further dynamic to an already vibrant mix.

Sanders Shiers is one such example. Established by Falmouth University graduate, Alan Sanders in 2003, this high-end CGI illustration and animation agency has an impressive international portfolio that includes Conran, DDB

Falmouth



A Visual

FALMOUTH
SPRING
FESTIVAL
2015
12th - 29th of March



ZestiFAL

25 July – 2 Aug 2015

Get Active Falmouth!

Events infrastructure



Business Support and Upskilling



CMN Business Workshops: Spring Calendar 2015

All workshops are fully funded* and are therefore provided FREE* to Falmouth BID members. CMN may have to limit places depending on demand so please book early (booking details below). *Funding is subject to eligibility.

Course Title	Course Description	Days	Date(s)	Time	Location
Microsoft Project 2013 - Level 1	<i>Do you manage and oversee projects in your work? This course will give you an overview of using Microsoft Project 2013 to plan a project, schedule and budget resources, and manage individual tasks.</i>	3	Thu 5 th Mar Thu 12 th Mar Thu 19 th Mar	9am - 5pm	CMN Offices, Falmouth
Selling to Customers ISMM Award - Level 2	<i>Maximise your success rate in the art of face-to-face sales. This course will look at your existing face-to-face selling approach and introduce a variety of new skills to assist you in converting more sales opportunities into tangible results.</i>	2	Wed 18 th Mar Thu 19 th Mar	9am - 5pm	CMN Offices, Falmouth
Customer Service	<i>Learn the core principles for providing service that will delight your customers; including essential communication skills and how to resolve customer conflict.</i>	5	Wed 15 th Apr Wed 22 nd Apr Wed 29 th Apr Wed 6 th May Wed 13 th May	9am - 5pm	CMN Offices, Falmouth
Microsoft PowerPoint 2010 - Level 1	<i>Over the three days you will develop an understanding and knowledge of identifying and using techniques within Microsoft PowerPoint which allow you to make and deliver professional presentations.</i>	3	Fri 8 th May Fri 15 th May Fri 22 nd May	9am - 5pm	CMN Offices, Falmouth
Team Leading	<i>Understand group dynamics, how to organise the work of a team and guide your team to success! This course prepares you with a comprehensive introduction to effective team leadership principles and conduct.</i>	5	Mon 11 th May Mon 18 th May Mon 1 st Jun Mon 8 th Jun Mon 15 th Jun	9am - 5pm	CMN Offices, Falmouth

All courses will be run at the CMN offices in Falmouth. Please note that all courses require some funding paperwork which will take around 20 minutes prior to course starting, including a short assessment in English and maths, and some courses involve an end of course test.

You can find more information about each course at: www.cornwallmarine.net.

Falmouth Town Team UK Best Practice...



UK Best Project Shortlist

"The Paint the Town Yellow Day was a fantastic success. The support from local daffodil farmers, traders in Falmouth, local schools and the design departments at Falmouth University 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, Princess Pavilion and Gyllyngdune Gardens

Project Description

This is an innovative early season initiative devised by Falmouth BID that connects numerous sectors within the town - business, voluntary, resident, schools, university and visitor. The idea has a wide-ranging social and visual impact, designed specifically to improve the public realm and one's engagement with Falmouth's high street at the start of the visitor season. All BID businesses have the opportunity to engage with the scheme. In essence, the town centre is sprinkled yellow as shop fronts small and large are given a yellow design makeover to celebrate the onset of spring and the new season. During the planning stage it included liaison with all BID businesses to determine those who will benefit from full or partial window design, or receive Falmouth BID branded vases filled with daffodils; collaboration between Falmouth University design students and all Falmouth primary schools of the town, leading to a series of workshops undertaken in advance of the day where props were devised, designed and produced; and over 20,000 daffodils were donated by neighbouring flower farms who fully support the BID scheme.



Paint the Town Yellow Days

BY FALMOUTH BID

Date Delivered
March 2015

Cost of the Project
£1,000

Cost to the BID
£1,000



Project Output

Output on the day included -

- ▶ Falmouth University Student Ambassadors leading out teams of primary school children in a yellow-themed town procession, stocked with materials, props and daffodils
- ▶ Teams allocated design time in each BID business, transforming shop fronts into brightly coloured and imaginative spaces
- ▶ 30 shop fronts re-designed by children and students and over 150 businesses received thousands of daffodils
- ▶ Business feedback indicates that such innovative solutions to early season promotional efforts makes a difference - 30% of retail businesses experience a 1-6% uplift throughout this early season initiative.



Falmouth Films



Andy Hocking Footprints

