

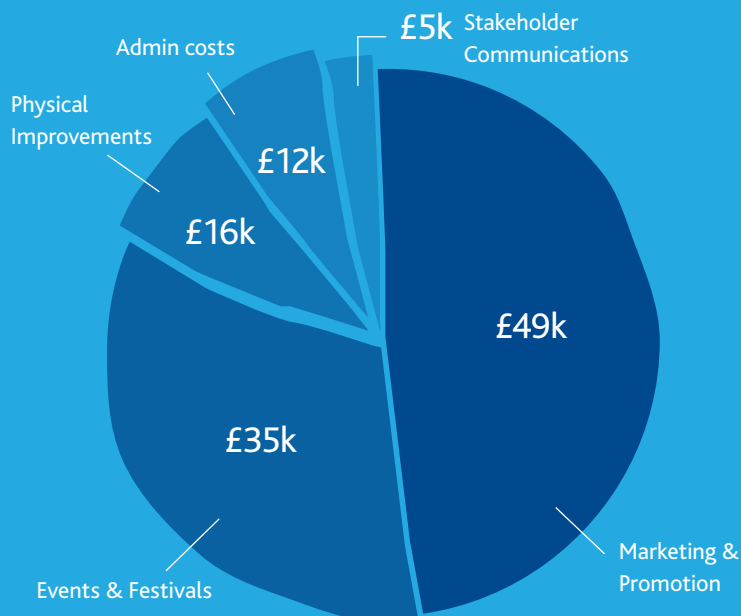
## IN BRIEF – YOUR BID IN 2014

### INCOME

Cornwall Council – the billing authority  
- was due to collect levy payments  
totalling £124,500 from the 410 BID  
Levy payers that have operated in the  
Falmouth BID during the period 1 April  
2014 to 31 March 2015.

By 25 January 2015, 97% of the levy  
had been collected, providing £123,500  
at Falmouth BID's disposal for the 12  
month period.

### How the BID budget has been allocated:



## KEY PROJECTS – DELIVERED



**Falmouth Spring Festival** – The fourth Spring Festival was funded, organised and delivered by the Falmouth BID. Now firmly established as one of the town's key festivals, the 2014 event attracted 7,000 early season visitors.

**Tall Ships Regatta** – As an Official Partner and part of the organising team, the BID contributed funding for shoreside entertainment and evaluation. Its economic impact for Falmouth and Cornwall was clear; 200,000 visitors and £10m into the local economy.



**SPLASH** – The third SPLASH was funded, organised and delivered to celebrate Falmouth's creative spirit. The festival was picked up by BBC One's Sunday Morning Live show, achieving national profile.



**Falmouth.co.uk** – Now achieving over 36,000 unique hits per month. Design enhancements have led to more features, better page profiles for BID businesses, the events section and social media platforms.

**National PR Campaign** – Over 40 BID businesses appeared in national articles, Daily Telegraph, Guardian, Great British Food, Coast & Sainsbury's Magazines to name a few, with an audience reach of over 8 million.

## IN BRIEF – 2015

It is planned to spend the BID income in 2015/16 across the following areas...

Marketing - flying the flag for Falmouth

Creating Distinctive Events

Helping Businesses Thrive

Improving the Town's Visual Appeal

Stakeholder Engagement

On top of the raft of existing activities, festivals and marketing campaigns there are exciting new plans for 2015:

### Events



**J Class Regatta** – Your Town Team will be working to support the delivery of this historic regatta which comes to Falmouth in June.



**ZestiFAL** – The BIG new one! The town's spaces will be transformed into giant tennis courts, cricket centres, Zumba, pilates and roller derby arenas, as ZestiFAL showcases an exciting range of activities inviting the public to have a go.



**Ride The Trafalgar Way** – A superb new cycling sportive event in October with Falmouth as the Host Venue Partner and the Town Team supporting its delivery.

A comprehensive breakdown of projects delivered can be viewed at [www.falmouth.co.uk/media](http://www.falmouth.co.uk/media)

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### Business Support

£50,000 of European funding has been secured thanks to Cornwall Marine Network working in partnership with the Falmouth BID. This will result in the rollout of one of the most comprehensive free training programmes available to high street businesses in Cornwall.