

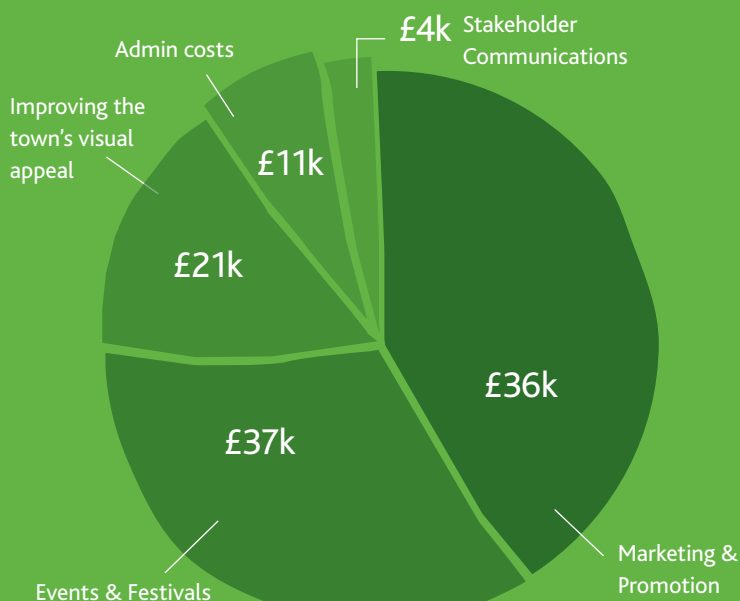
IN BRIEF – YOUR BID IN 2015

INCOME

Cornwall Council – the billing authority – was due to collect levy payments totalling £124,800 from the 480 BID levy payers that have operated in the Falmouth BID area during the period 1 April 2015 to 31 March 2016.

By 30 January 2016, 97% of the levy had been collected, which together with arrears collected from earlier years, provided £124,950 at Falmouth BID's disposal for the 12 month period.

How the BID budget has been allocated:



KEY PROJECTS – DELIVERED

ZestiFAL – The BID funded and organised a big new festival of sport, activity and well-being in July 2015. Over 40 local businesses and organisations supported, delivering a huge variety of free activities for all ages.



Falmouth Films – A series of high quality promotional films were funded and co-ordinated in 2015. Focusing on Falmouth's community, coastline, festivals and people, these have already been viewed by thousands of potential visitors and are used in our ongoing marketing efforts.

Falmouth App – A new official Falmouth App was unveiled in 2015. With BID levy-paying businesses listed, films, social content and more, the app sits alongside the raft of online promotional platforms being used by the BID to promote Falmouth nationally and globally.



Government Recognition – The Town Team hosted a visit for Minister for High Streets Marcus Jones MP in Oct 2015. He had been recommended to visit Falmouth to find out more about the partnership resource that works effectively to manage the town and support its businesses.

Falmouth Spring Festival – The fifth Spring Festival was funded, organised and delivered by the Falmouth BID. Now firmly established as one of the town's key festivals, the 2015 event attracted 7,000 early season visitors.





FALMOUTH

Business Improvement District (BID)

IN BRIEF – 2016/17

It is planned to spend the BID income in 2016/17 across the following areas...

Creating Distinctive Events

Helping Businesses Thrive

Marketing - flying the flag for Falmouth

Improving the Town's Visual Appeal

Stakeholder Engagement

From business training programmes and an extensive festivals calendar to destination marketing and visual impact projects, your BID will continue to work hard to support the town, its businesses and community:

Highlights include:

Falmouth.co.uk – A new look official town website will hugely complement the raft of other online promotional tools developed by the BID over the past 18 months. With beautiful imagery, new films and interactive content, the fully responsive site will be seamless across digital platforms and further enhance and promote BID levy-paying businesses.



Pendennis Cup –

This superb event returns in 2016 and the Town Team will help support its delivery and promotion.



ZestiFAL 23-27 July – ZestiFAL will be back in July, transforming the town's open spaces into activity zones with tennis, cricket, climbing, mountain biking, skateboarding, scuba diving, obstacle courses, zumba, pilates and more.



Falmouth for Business – The BID will commission a high quality film that further promotes the diverse business scene in Falmouth. This will then be utilised as part of the successful, ongoing national PR campaign.

Digital – Watch this space for exciting plans in partnership with Falmouth Town Council, on digital connectivity and platforms for Falmouth as we strive to improve the offering for businesses, residents and visitors alike

A comprehensive breakdown of projects delivered can be viewed at www.falmouth.co.uk/media
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Download the
Falmouth App