



# FALMOUTH

Business Improvement District (BID)

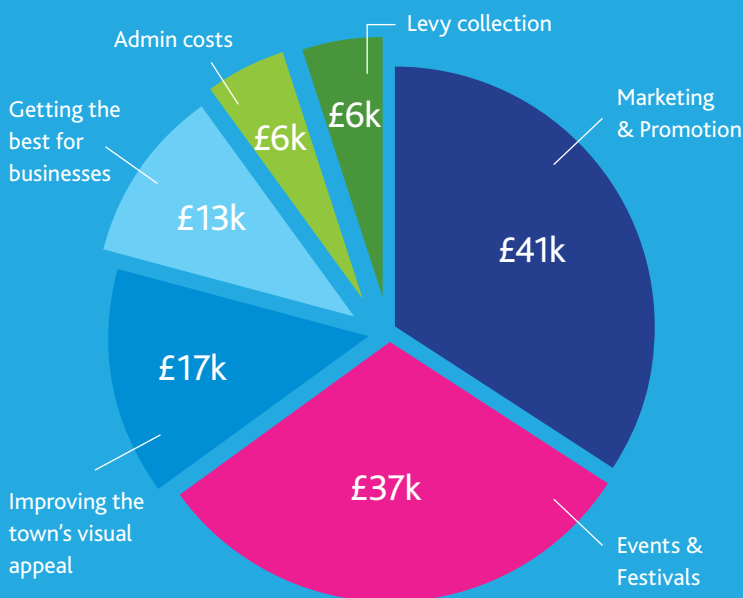
## IN BRIEF – YOUR BID IN 2016

### INCOME

Cornwall Council – the billing authority  
- was due to collect levy payments  
totalling £127,000 from the 474 BID  
Levy payers that have operated in the  
Falmouth BID area during the period  
1 April 2016 to 31 March 2017.

By 25 January 2017, 98% of the levy  
had been collected which together with  
arrears collected from previous years,  
provided £127,500 at Falmouth BID's  
disposal for the 12-month period.

#### How the BID budget has been allocated:



### KEY PROJECTS – DELIVERED

**www.falmouth.co.uk** – A significant refresh and upgrade of Falmouth's official destination website has been undertaken. With seamless viewing across PC, tablet and mobile devices, the site now attracts over 40,000 users per month. Do have a look at your business page and get in touch if you'd like to add more content or images.



**#LoveFalmouth Campaign** – Over 800 entries were received during the six-month long image competition co-ordinated entirely through social media channels. The winning entries then formed part of an exhibition held in The Poly in the lead up to Christmas. The project was yet another way we can help raise the town's profile and engage with a new audience, and given its appeal will take place again in 2017.

**Love Business** – The BID has instigated a series of free monthly business training workshops. Taking place in the Falmouth Marine School who have kindly supported by offering their refurbished premises as a venue, these have covered various topics such as digital marketing, websites and financial management, and will continue in 2017.

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**Free car parking** – Free November car parking was funded by the BID as a further support to the business community in the lead up to Christmas.



**GB High St Best Coastal Community** – Over 900 towns and cities entered and 500,000 public votes were cast, leading to Falmouth being crowned the UK's Best Coastal Community. As was highlighted by the GB High St - 'Falmouth came out on top. Collaboration is key in this coastal community, with the local authority working closely with the BID and Town Team who deliver strong marketing and events which blew our judges away.' But there's no resting on laurels. We will continue to support businesses, attract visitors and investment, and profile our special town through a variety of initiatives in 2017.

## IN BRIEF – 2017/18

It is planned to spend the BID income in 2017/18 across the following areas in line with the voted in 5-year business plan:

Helping Businesses Thrive

Marketing - flying the flag for Falmouth

Improving the Town's Visual Appeal

Creating Distinctive Events

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

### Highlights include:

**Falmouth Spring Festival 30 March-17 April** – The Spring Festival is currently being planned. Now firmly established as one of the town's key festivals (last year's event attracted 6,000 early season visitors) with the Paint The Town Yellow Day, volunteer spring clean days, a guided walks programme and the four-day Folk and Cider Fayre.



**Business Rates** – In light of the planned changes to the 2017 Business Rates listing for Falmouth and the impact it will have on businesses, the BID will continue to lobby at a local, regional and national level. Liaising with our businesses, we will continue to co-ordinate workshops, presentations, surgeries and more throughout the year and work alongside other organisations who are also campaigning on this issue.



**ZestiFAL 27-30 July** – ZestiFAL will be back in July, transforming the town's open spaces into activity zones with tennis, climbing, mountain biking, skateboarding, Paddleboarding, scuba diving, Zumba and more.

**Falmouth For Business Film** – As has been communicated, the BID is co-ordinating the production of a quality film in line with the series of promotional videos that have been viewed by tens of thousands of people since their launch 15 months ago. This will then be used to further promote the diverse business scene in Falmouth as part of the ongoing national marketing efforts.



A comprehensive breakdown of projects delivered can be viewed at [www.falmouth.co.uk/media](http://www.falmouth.co.uk/media)  
Follow town news, images, videos and more via:

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