

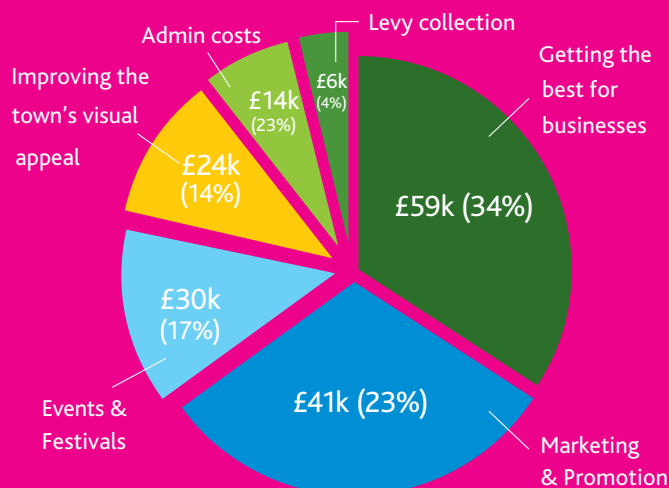
## IN BRIEF – YOUR BID IN 2017/8

### INCOME

Cornwall Council – the billing authority – was due to collect levy payments totalling £130,000 from the 474 BID Levy payers that have operated in the Falmouth BID area during the period 1 April 2017 to 31 March 2018.

By 30 January 2018, 96% of the levy had been collected. The remaining budget has been secured via proactive partnerships, sponsorship and reserves.

### How the BID budget has been allocated:



## KEY PROJECTS – DELIVERED



**Western Power** – The BID alongside Falmouth Town Council, has worked extensively to support the business community through the major electrical improvements programme being undertaken by Western Power. Monies raised through a partner-led approach has enabled the funding of free Saturday car parking, free community shuttle buses, radio advertising and local media campaigns during this challenging time. Depending on your YES vote at renewal later this year, the BID can then look to implement all of these and more in 2019.



**Falmouth for Business film** – A promotional film showcasing Falmouth's diverse, award-winning business scene has been produced, the latest in a series of videos funded and co-ordinated by the BID. Following an open invitation to Falmouth's business community, filming was undertaken during the spring and early summer of 2017, exploring what makes award-winning Falmouth a conducive place for doing business. The short video can be viewed here - <https://www.falmouth.co.uk/discover-falmouth/love-falmouth/videos/>.

**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.



**Love Business** – The BID ran a series of free monthly business training workshops throughout the autumn. Taking place at the Falmouth Marine School, these very well attended events covered various topics such as GDPR (the new data protection law), websites and social media.



**Destination PR** – As voted for by the business community, the BID continues to deliver a proactive destination PR campaign for the town. Over the past 12 months alone, 70 BID businesses have been highlighted, with a total audience reach of around 6 million in print and online. You can browse the results here - <https://www.falmouth.co.uk/falmouth-press-coverage/>.

## IN BRIEF – YOUR BID IN 2018/19

Planned expenditure for the BID income in 2018/19 will continue to be across four priority areas. These are the ones voted in by businesses within the 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:

**Falmouth Spring Festival 15 March-2 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-led Spring Clean Days, free rockpooling, Folk and Cider Fayre, Science in the Pub and a varied guided walks programme.



**Suhaili Falmouth 50 Parade of Sail** – The BID will be looking to support activities that will celebrate the 50-year anniversary of Sir Robin Knox-Johnston's historic solo and non-stop circumnavigation in the Golden Globe sailing race. The event will take place on Thursday 14th June.

**ZestiFAL 28-29 July** – ZestiFAL will be back in July, with a lovely variety of activities including tennis, climbing, mountain biking, Paddleboarding, Zumba and more.

**WiFi** – An innovative major project planned for 2018 will see the rollout of free WiFi in Falmouth's town centre in what will be a first-of-its-kind project for Cornwall. This ambitious scheme will lay the digital framework for Falmouth, enabling us all to take advantage of opportunities that arise from being a digitally 'smart' or 'connected' town. You will hear more about this over the coming weeks; how businesses, residents and visitors can engage with and benefit from this exciting free platform.



**Renewal** – Later this year, the Falmouth BID will seek your input to help shape the next five years of investment and activity for our special town. More free first quarter car parking? Promoting Falmouth in new and exciting ways? Digital loyalty shopping schemes? More effective transport and travel arrangements? This will be an opportunity for businesses to set the agenda; ensuring that award-winning Falmouth remains attractive to businesses, visitors and residents.

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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