

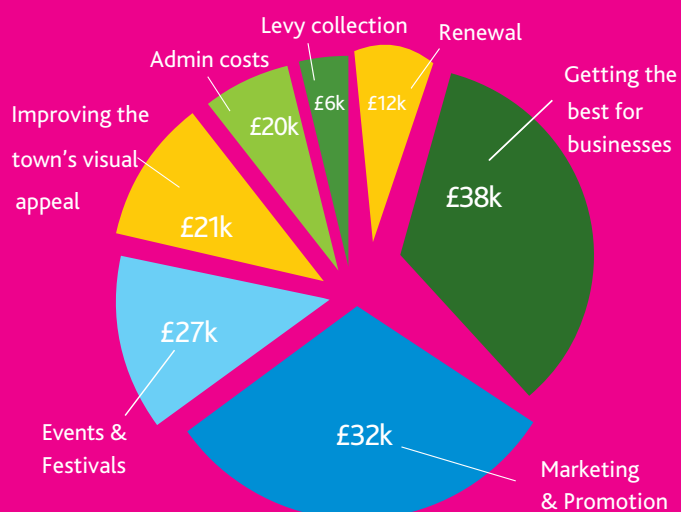
## IN BRIEF – YOUR BID IN 2018/19

### INCOME

Cornwall Council – the billing authority - was due to collect levy payments totalling £125,000 from the 474 BID levy payers that have operated in the Falmouth BID area during the period 1 April 2018 to 31 March 2019.

By 30 January 2019, 96% of the levy payments had been collected. Additional funds have been secured via reserves, proactive partnerships and sponsorship arrangements, thereby enabling even more projects to be delivered.

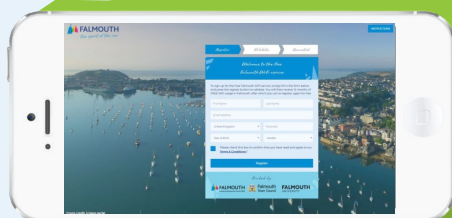
### How the BID funds have been allocated:



### 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 Distribution. Monies raised through a partner-led approach has enabled the funding of free Friday and Saturday car parking, Pirate FM radio advertising and local media campaigns during this challenging time.



**Free WiFi for Falmouth** – A major technical project has seen the BID roll-out free public WiFi in the town centre, with support from Falmouth Town Council and Falmouth University. A first for towns in the south west, visitors and residents can now access free public WiFi and the platform has proved extremely popular; with around 30,000 users accessing it in the first six months since its launch in May 2018. This is another way in which people can engage with and receive an excellent online experience with the town, complementing the town website, social media platforms, suite of promotional films and Falmouth App.

**Renewal success** – Over 260 businesses representing every sector - retail, food & drink, hospitality, professional services, higher education, marine, digital and creative - took part in the Falmouth BID ballot. An overwhelming 88% YES vote was achieved, which represents one of the strongest endorsements out of the 300 BIDs operating in the UK. In an uncertain economic climate, Falmouth's business community has clearly identified that the Town Team's support, investment and project delivery will be vital over the next five years and must continue. The yes vote has secured a resource of at least £800,000 to be allocated to Falmouth over the third term.



**Destination PR** – The BID continues to deliver a proactive destination PR campaign for the town. Over the past 12 months alone, 50 BID businesses have been highlighted, with a huge total audience reach of around 5 million in print and 4 million online. As a result of relationships developed, Falmouth featured in the Sunday Times Best Places to Live guide once again. Do let us know about your plans, new ideas, developments, awards, etc and we will continue to feed these in to national press to help as best we can. You can browse the results here - <https://www.falmouth.co.uk/falmouth-press-coverage/>.

## IN BRIEF – YOUR BID IN 2019/20

Planned expenditure for the BID income in 2019/20 will continue to be across four priority areas. These are the ones voted in by businesses in the recent ballot and highlighted in the 5-year business plan:

Fighting your corner

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 14 -24 March** – The Spring Festival is currently being planned. This is now firmly established as one of the town's key festivals with the Paint the Town Yellow Day, volunteer-led Spring Clean Days, free rockpooling, Science in the Pub and a varied guided walks programme.



**#LoveFalmouth Campaign** – We are planning on developing our fruitful partnership with GWR and Network Rail to further profile Falmouth nationwide via the rail network this year. Following on from Paddington in 2018, where thousands engaged with our colourful and indeed musical presence, we are working up ideas to take Falmouth to other parts of the UK in 2019.

**Car Parking** – Thanks to the Town Team proactively lobbying, engaging and liaising with Cornwall Council, headway was made with direct input into the car parking tariffs for 2019. Engagement with our business community led to unanimous support at traders' meetings for the pricing proposals we submitted. The result? A drop across the board for both summer and winter 2019 tariffs, the first town in Cornwall to gain this through productive dialogue. Other towns are now following suit. There is clearly a way to go, but this represents a very positive first step in shaping a more viable parking structure and more work will be undertaken in 2019.

**Christmas** – The BID and partners are looking at developing an exciting new festival for Christmas 2019. This was born out of useful feedback during the renewal consultation where businesses indicated a desire to see greater investment over the festive period. Ideas are currently being worked up, with trader input.



**Skills for Business** - Working in partnership with Cornwall Marine Network, over £100k of funding was secured in 2018 to support the BID community, a very positive result. The programme will gather pace in 2019 and will seek to offer strong levels of support to those BID businesses seeking to develop business growth plans, improving their employee skills base or elevating their marketing offer.

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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