



FALMOUTH

Business Improvement District (BID)

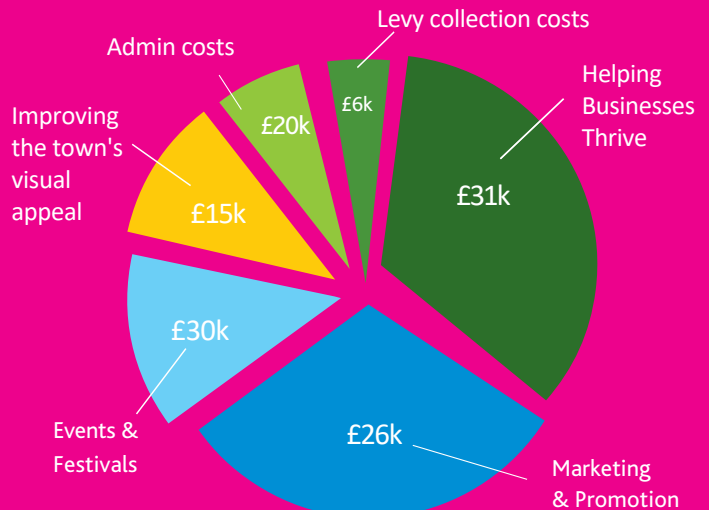
IN BRIEF - YOUR BID IN 2019/20

INCOME

Cornwall Council - the billing authority - was due to collect levy payments totalling £156,000 from the 410 BID levy payers that have operated in the Falmouth BID area during the period 1 April 2019 to 31 March 2020.

By 30 January 2020, 97% of the levy payments had been collected, thereby enabling a wide range of projects to once again be delivered by the BID team.

How the BID funds have been allocated:



KEY PROJECTS – DELIVERED

FESTIVE WEEKEND – Following input from the business community during the BID Renewal consultation, a major new Christmas event - Falmouth's Festive Weekend - was funded and organised by the Town Team. With many businesses engaging by organising events to support the main attractions, thousands of additional visitors to the town and extremely positive community feedback, there is now an excellent platform to further refine and develop the idea for future years.



NATIONAL AWARDS - The Town Team partnership between the Falmouth BID and Town Council has been recognised as the best in the country. At the Association of Town and City Management Awards in London, the Team scooped the top award, beating dozens of other towns and cities including London and Belfast who were on the final shortlist. The team were recognised for 'their proactive marketing and pooling of modest resources to create an amazing range of festivals and supportive projects that are the envy of much larger towns and cities.' In what was a double national success for the Team, the innovative public WiFi scheme, which has attracted tens of thousands of users, also won the UK's 'Best Digital Project'.

WESTERN POWER – The BID alongside Falmouth Town Council, has once again worked extensively to support the business community through the major electrical improvements programme being undertaken by Western Power Distribution. This is a challenging time and so monies raised through a partner-led approach has enabled the funding of free car parking, Pirate FM radio advertising and local media campaigns. Also due to the effective partnerships, the works are due to finish two years ahead of schedule.



DESTINATION PR – The BID continues to deliver a proactive destination PR campaign for the town. Over the past 12 months alone, 45 BID businesses have been highlighted, with a huge total audience reach of around 4.5 million in print and 3.5 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 and awards 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/>.



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IN BRIEF - YOUR BID IN 2020/21

Planned expenditure for the BID income in 2020/21 will continue to be across your 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 major festivals, destination marketing and digital projects, your BID will continue to work hard to support the town and its businesses:

FALMOUTH SPRING FESTIVAL – The 2020 Spring Festival is currently being planned and will run from the 19th to the 29th March. This early season boost 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 Birmingham in 2019, where thousands engaged with our colourful and musical presence, we are working up ideas to take Falmouth to London in 2020.

TOUR OF BRITAIN - The UK's biggest professional cycling event is coming to Cornwall this year! After years of lobbying, the county will host the Grand Depart on Sunday 6th September. It passes via Falmouth and your Town Team will again look to be on the front foot to organise with partners, a weekend of activities to create opportunities for you and the community.



FALMOUTH'S FESTIVE WEEKEND WILL RETURN THIS YEAR ON SAT 12TH AND SUN 13TH DECEMBER



SKILLS FOR BUSINESS - Working in partnership with Cornwall Marine Network, a support programme will gather pace in 2020 which will seek to offer you a range of workshops, skills sessions and mentoring to help develop your business plans.

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

@FalmouthTownUK
 Falmouth Cornwall UK
 Instagram #loveFalmouth



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