

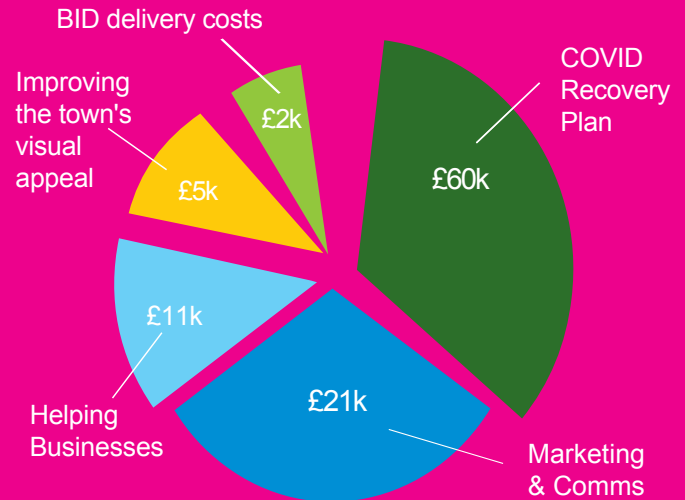
IN BRIEF - YOUR BID IN 2020/21

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 2020 to 31 March 2021.

The impact of COVID has been enormous for the entire business community. For the BID, this has resulted in a reduction of income by around 30%, with around 70% of the levy payments having been collected by the end of January 2021. The BID has quickly adapted, working with a range of partners to deliver a host of safety planning, lobbying, public realm and comms projects.

How the BID funds have been allocated:



COVID, ITS IMPACT AND HOW YOUR BID HAS RESPONDED:

The BID has had to rapidly plan for a new way of working and supporting the town. The production of the Positive Engagement Plan swiftly followed in late Spring 2020, it also being adopted regionally as a model of best practice, helping to support the county's recovery efforts. Working with Falmouth Town Council, this extensive support framework has included:

PUBLIC SAFETY- a huge range of safe distancing signage, branded sanitiser stations, highways safety markers, posters at key bus shelter sites, vacant in-town unit makeovers and messages on electronic highways signs. Branded safety window/floor decals were also designed and hand delivered to hundreds of town businesses and community organisations.

COMMS - twice weekly, e-briefings to the town's business community; a comprehensive range of information disseminated on COVID grants, national policy and compliance, funding and furlough, training opportunities, town safety and more. Business toolkit documents, safety videos and COVID compliance template posters have been researched, designed and distributed, supported by traders' sessions delivered for you, via Zoom.

LOBBYING - the Town Team has worked closely with Cornwall Council and others to ensure the rapid roll-out of the various Government COVID business grants. Cornwall has been one of the most efficient and speedy in the country, with thousands of businesses supported promptly over the past ten months. The Team have also been active in numerous national lobbying efforts such as the Raise the Bar, VAT reduction and Rates Reform campaigns.

TRAFFIC MANAGEMENT - the Town Team has administered and managed an extensive, season-long road closure/traffic free environment within large parts of the town centre. This has enabled a more effective safe distancing regime to be implemented. A highways/in-town security advisory team has also been funded by the Town Team to help support and manage the process.



IN BRIEF - YOUR BID IN 2021/22

COVID will impact upon income levels, influence business planning and project delivery over the course of the next 12 months. The BID will continue to adopt agile working, respond to market conditions and proactively work to support its business community in as many innovative ways as possible, through the defined priority areas of:

Fighting your Corner

Marketing - Flying the Flag for Falmouth

Improving the Town's Visual Appeal

Creating Distinctive Events

WITHIN THESE AREAS, THERE ARE EXCITING IDEAS AS WELL AS MAJOR PROJECTS THAT ARE BEING WORKED UPON BY YOUR TOWN TEAM:



With Cornwall hosting the 2021 G7 summit, we have been proactively engaged with the Government's Summit Team. Of course, you will also know by now that the G7 International Media Centre will be located in Falmouth and we are working hard with Government and regional partners, to ensure we maximise this incredible opportunity to showcase our fantastic town and its business community to the world.

TALL SHIPS – your Town Team, working alongside Falmouth Tall Ships Association, Perfect Events Group and Falmouth Harbour Commissioners, has secured the prestigious tall ships event for 2021, with Falmouth selected as the start port. This iconic spectacle will be the centrepiece of the summer events calendar, with numerous shoreside activities being organised as well as of course the memorable Parade of Sail. We know the event is a huge social and economic boost, and so the team are working very hard behind the scenes, on the detailed safety, marketing, operational and logistical plans. Dates for the diary are 17-19 August 2021.



BIG SPRING CLEAN - on top of the extensive COVID safety, major festivals and global G7 event planning work, we are also prioritising a series of first quarter improvements, cleans, new street visuals and when lockdown restrictions allow, volunteer efforts to revitalise a number of areas. Right from the standards and basics such as street deep cleans, gum/graffiti removal and gutter cleans, to green space makeovers and street displays, doing what we can to re-energise the town for the season ahead.

FESTIVE WEEKEND - we are also working on the return of Falmouth's Festive Weekend for the 11th and 12th December 2021! Postponed due to COVID in 2020, the inaugural 2019 event was a huge success with extremely positive business and wider community feedback.



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

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