

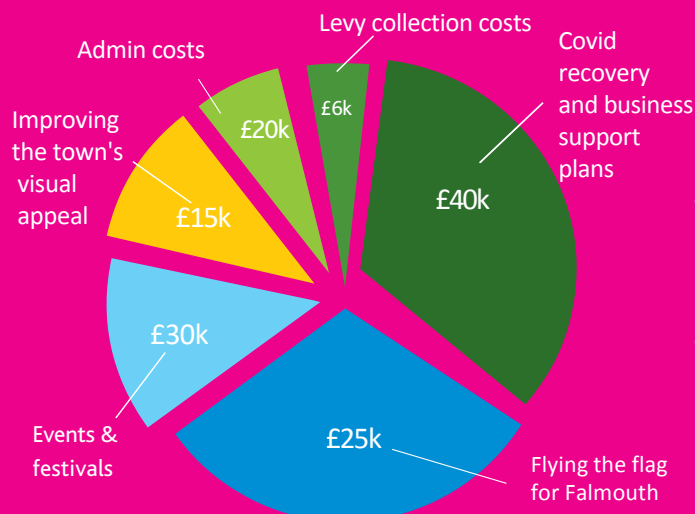
IN BRIEF - YOUR BID IN 2021/22

INCOME

Cornwall Council - the billing authority, are 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 2021 to 31 March 2022.

The impact of COVID through 2021 has been enormous for the entire business community. Your BID has continued to adapt, working with partners to again deliver a host of safety planning projects, lobbying activity, public realm schemes and leadership communications on your behalf. Furthermore, despite the challenges and cancellations, a wide range of major events have been delivered, and some of these are outlined below.

HOW THE BID FUNDS HAVE BEEN ALLOCATED:



KEY PROJECTS – DELIVERED

FESTIVE WEEKEND – despite the challenges faced, the Town Team funded and organised a weekend of festive activities in December 2021. With many businesses engaging and thousands of additional visitors to the town, extremely positive community feedback was received. There is now an excellent platform to further refine and develop the idea for future years.



TOUR OF BRITAIN - the UK's biggest professional cycling event came to Cornwall in 2021 and your Town Team engaged. The county hosted the Grand Depart in September with the team supporting the Falmouth element. The event generated good profile for the town and region, with additional footfall, spend and international media coverage.



G7 - the largest event Cornwall has ever hosted, resulted in Falmouth being selected as the venue for the G7 Summit International Media Centre. With the eyes of the world on the town, the Town Team worked tirelessly behind-the-scenes on a wide variety of initiatives - operational support, safety and security, lobbying for businesses in respect of mitigation, while also being on the front foot to profile the town and its business community to a global audience. This led to millions of pounds worth of TV features, news articles and stories being published.

COVID RESPONSE - your Town Team continued to deliver a huge range of supportive projects and measures over the past twelve months. Through 2021, we facilitated a series of pop-up clinics, the hand delivery of thousands of Lateral Flow Test (LFT) kits, the design and production of Covid-related literature and guidance for use by businesses, and national lobbying efforts. This work culminated in the setting up of a much-needed and convenient, in-town vaccination clinic, in the Old Post Office on The Moor in January 2022.





FALMOUTH

Business Improvement District (BID)

IN BRIEF - YOUR BID IN 2022/23

Planned expenditure for the BID income in 2022/23 will continue to be across your four priority areas. These are the ones voted in by businesses in the last 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:

BIG SPRING CLEAN – last year we co-ordinated 150+ volunteers over a two-week programme of beach cleans, litter picks and green space regeneration. In March and April, we are planning an even greater visual impact with garden spruce-ups, power-washing, new murals and visual displays. If you wish to engage, email victoria@falmouth.co.uk.

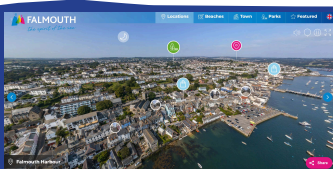


FALMOUTH CREATES - the BID is working with a number of local partners to co-ordinate a new series of creative-themed events throughout 2022. From comedy and music to performance pop-ups and the second year of the Falmouth Book Festival, an innovative calendar of activity aimed at showcasing Falmouth talent, driving in footfall and further raising town profile is planned.



#LOVEFALMOUTH CAMPAIGN – we are planning on continuing our fruitful collaboration with Devon & Cornwall Rail Partnership and Network Rail to further profile Falmouth nationwide via the rail networks this year. Thousands previously engaged with our colourful branded presence at various London and Birmingham rail stations, and so we are working up ideas to promote Falmouth out-of-county in 2022.

FALMOUTH'S FESTIVE WEEKEND WILL RETURN IN 2022 ON SAT 10TH AND SUN 11TH DECEMBER



DIGITAL - a range of exciting new digital projects are planned, to enhance the existing offer. The social media platforms, promotional videos and official destination website, all of which we fund/manage, attract hundreds of thousands of hits and followers, and so in 2022 we will be developing a new interactive digital map, film and more.

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



LoveFalmouth