



FALMOUTH

Business Improvement District (BID)

MINUTES OF THE THIRTEENTH FALMOUTH BUSINESS IMPROVEMENT DISTRICT (BID) AGM HELD AT 6PM ON WEDNESDAY 1ST DECEMBER 2021 VIA ZOOM.

1. MINUTES OF THE TWELFTH BID AGM HELD ON TUESDAY 23 FEBRUARY 2021 VIA ZOOM

1.1 There being no amendments, the minutes for the previous AGM were approved.

Proposer: John Allen Duchy Hotel Seconder: Stafford Sumner Jarrang Agency

2. CHAIRMAN'S OVERVIEW OF 2021

2.1. The Chairman welcomed all, including members of the Town Council, the Town Team and the Mayor who was in attendance.

Highlights of the year included:

Noting the impact of how BID has responded to the Pandemic, having to rapidly plan for a new way of working and supporting the town. The production of the Positive Engagement Plan 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.

COMMUNICATIONS – 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 the town centre. This has enabled a more



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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.

LEADERSHIP – BID have advised Cornwall Council and the LEP on Covid policy, including sitting on the Cornwall Economic Recovery Group. We hosted several political representatives and held regular meetings with our MP to discuss the impact on the pandemic on businesses across the town.

FESTIVALS – the Chairman noted how the Town Team, despite the economic and social challenges, has laid on a programme of events in 2021 including a virtual Sea Shanty Festival and Falmouth Week

G7 – the Chairman also highlighted G7, one of the largest global political events which happened in Cornwall, with Falmouth playing a key media support role.

2.2. The Chairman thanked the BID Board, the BID Executive Director and Town Council for their time and efforts.

3. ANNUAL ACCOUNTS

3.1. Rob Holmes, BID Company Secretary, then presented an overview of the 2020/21 year.

3.2. The resolution to adopt the Annual Report and Financial Statements for the year ended 31 March 2020 was approved.

Proposer: Richard Thomas RTP Surveyors Seconder: John Allen Duchy Hotel

4. RE-ELECTION OF DIRECTORS

4.1. In accordance with the Memorandum and Articles of Association, the following Directors retire by rotation, both of whom stand for re-election – Robert Holmes and Rosemary Riddette-Gregory. The meeting approved their re-election as Directors.

Proposer: Paul Wickes Cornwall Marine Network Seconder: Mark Williams Falmouth Town Council

5. Ratification of Directors

5.1. During the year the Directors co-opted Stafford Sumner as a Director and, due to vacancies on the Board, members were asked to ratify this appointment.

Approved by all present.



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6. Looking ahead to 2022

6.1. Richard Wilcox, Executive Director of Falmouth BID, then highlighted several areas of focus in addition to existing annual impactful projects such as destination PR, for the year ahead:

COVID - this will continue to impact 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, Flying the Flag, Improving the Town's Visual Appeal and Creating Distinctive Events.

BIG SPRING CLEAN - on top of the extensive COVID safety, 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 murals, doing what we can to re-energise the town for the season ahead.

FALMOUTH CREATES – a new creative sector collaboration is being co-ordinated by the BID, bringing together arts event producers and venues to facilitate a year-round programme of activity. Such a strategic group is long overdue, one that aims to raise the profile of the sector regionally and nationally. There are some exciting activities planned, from grass roots music to comedy with more details to follow.

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

SAFE & SECURE – to further support the challenges that businesses, especially night-time economy premises face in respect of anti-social behaviour, Falmouth BID will look to coordinate a daytime and evening street marshal service at key times. More details to follow.

So, a lot to look forward to with the BID supporting its business community every step of the way.

Formal AGM proceedings ended at 18.30pm.