



INNOVATIVE COLLABORATION LAUNCHES FALMOUTH CREATES

OVERVIEW

FALMOUTH CREATES is a new creative collaboration, led and fostered by the multi award-winning Falmouth Business Improvement District (BID.) The creative ‘brainchild’ of several different organisations, **FALMOUTH CREATES** will facilitate, organise, and support an enviable calendar of new festivals and happenings dedicated to supporting Falmouth’s creative sector.

Despite the incredible global challenges of the past eighteen months, in Falmouth, Cornwall, creativity mushroomed. Cultural gamechangers within the vibrant coastal town considered ways to further elevate Cornwall’s festivals capital and identified a need, and exciting opportunity, for a curated programme of events that could shine a spotlight on Falmouth’s cultural offer.

QUOTES

Richard Wilcox, Executive Director of Falmouth BID, and Chair of **FALMOUTH CREATES**:
“Coincident, simultaneous, and synchronous. These words of course, mean ‘existing or occurring at the same time.’ And this was very much what happened when, within a matter of weeks, the organisations that now make up **FALMOUTH CREATES**, approached the BID for advice, support, and funding for their innovative ideas.”

Richard continues, “Falmouth’s enviable festival calendar gets bigger and better every year, delivering major economic and social benefit for the business community, our residents, and visitors. We’re a dynamic destination and team, always looking to punch well above our weight and there was certainly a feeling that an opportunity existed to build a brilliant set of new festivals that celebrated Falmouth’s cultural scene. And rather than each new event organiser operating in isolation, we’ve brought them all together to share ideas, collaborate and innovate, resulting in **FALMOUTH CREATES**. Falmouth BID will proactively support each of these exciting ideas through to fruition and furthermore, we’ll work together to seek the necessary ongoing funding and partnerships that can ensure future sustainability.”

Gabby Vautier from Impossible Producing and Co-Director of FIAFest:

“**FALMOUTH CREATES** joins the dots between some amazing creative and entrepreneurial brains across Falmouth and we at imPOSSIBLE Producing are excited to be part of this group from the outset, making things possible, for artists, for audiences, for Falmouth.

The town is famous for its fabulous festivals and so, as part of the programme, we are thrilled to bring FIAFest to the mix. Expect to laugh, cry, be surprised, see things you have never seen before, feel understood, feel different and ultimately want it all to happen again next year.”

Ann Morgan of Form Art Festival:

“Form Art Festival is an exciting opportunity to put on a new event in Falmouth at a time of many other amazing festivals. We are very grateful to Falmouth BID who have supported Form both financially and through **FALMOUTH CREATES**, a platform bringing together other creatives across the community to collaborate and share ideas.”

THE CALENDAR

The events and festivals that **FALMOUTH CREATES** will be supporting, aim to have a positive social and economic impact throughout the year. These are:

- **WanderFAL**

The event engages the community through grassroots music. Locals and visitors alike can ‘wander’ between musical genres and venues, experiencing diverse national and international performers, across one lovely weekend.

<https://thecornishbank.co.uk/homepage/wanderfal-festival/>

- **The Falmouth Cringe**

A new festival of comedy for all ages showcasing up-and-coming local talent and renowned international comedians. Cringe will be a new way for Cornish audiences to experience culturally rich, live comedy most often seen in London or Edinburgh, from magic to performance comedy, stand-up to improvisation. www.falmouthcringe.com

- **Falmouth International Arts Festival or FIAFest**

Coming together for culture and conversation, featuring performance, film, music, live art, workshops, and talks. Taking place outdoor, indoor, and online, FIAF delivered in partnership with local businesses and the community, will bring world class talent to the shores of Falmouth. www.fiafest.org

- **Form Art Festival**

Celebrating Cornwall and Falmouth’s visual arts offer through an art fair, talks and workshops, visitors and residents can meet and purchase from diverse, skilled Cornish artists and craftspeople. Organised for the local community, FORM will seek to provide a platform for people at all stages in their creative journey. www.formfalmouth.com

- **Falmouth Book Festival**

Falmouth Book Festival brings a diverse range of renowned author talks, workshops, panel discussions, interactive children’s events, readings, and agenda-setting

conversations throughout the town. Future festivals will showcase talent from the local writing community and bring in high quality, internationally renowned literary names, all further building Falmouth's national profile and standing.

www.falmouthbookfestival.com

Such a collaborative, creative-focussed group working alongside the BID, will aim to attract thousands of additional visitors to the town throughout the year, as well as acting as an enabler for neighbourhoods and individuals who don't naturally have access to cultural events or opportunities.

ABOUT THE FALMOUTH BID

- The multi award-winning Falmouth BID has been driving innovation and dynamic projects over the past ten years.
- It has been recognised nationally for this work, having scooped UK 'Inspirational Leader of The Year' for its Executive Director Richard Wilcox in 2022, the UK's 'Best Partnership' in 2019 for its collaborative approach with Falmouth Town Council, and led the successful bid for Falmouth to be recognised as the UK's 'Best Coastal Community' in 2016, as part of the Government-led Great British High Street awards.
- It oversees the area's destination marketing, funds and supports the delivery of the town's major festivals programme, invests in public realm enhancement schemes and provides extensive business support.
- For more information – www.falmouth.co.uk/media