



FALMOUTH

Business Improvement District (BID)

IN BRIEF - YOUR BID IN 2022

Cornwall Council - the billing authority, is due to collect levy payments totalling £160,000 from the 410 BID levy payers that have operated in the Falmouth BID area during the period 1 April 2022 to 31 March 2023.

The continued effects of the pandemic and cost of living challenges impacted significantly upon consumer confidence, spend through 2022 and the UK's business community. Your Falmouth BID has however, supported you in numerous ways, working proactively with many partners to deliver effective projects, lobbying, innovative marketing campaigns and ensuring the return of high impact festivals. A small team working collaboratively as it always does, to maximise return on investment.

HOW THE BID FUNDS HAVE BEEN ALLOCATED

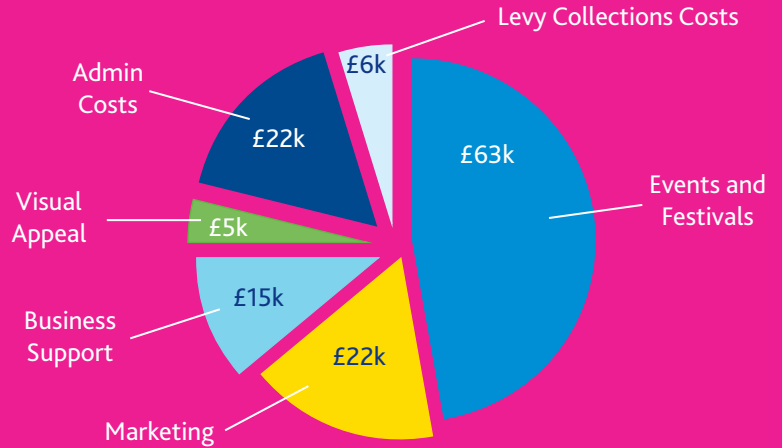


Image credit: Hugh Hastings

PANDEMIC LEADERSHIP

Through 2022, your BID and Town Team undertook a variety of initiatives, the main focus being:

Covid Centre – we lobbied extensively for and facilitated the opening of a much needed in-town vaccination centre in January. Falmouth-branded safety materials and thousands of Lateral Flow Test kits were also hand delivered to hundreds of businesses.

Grants – lobbying work ensured as many Falmouth businesses as possible received swift payments, with Cornwall doing this more speedily than any other UK area.

RETURN OF OUR FESTIVALS PROGRAMME

Despite the challenges facing the events sector, your BID and Town Team secured the return of an exciting festivals calendar for Falmouth. Attracting tens of thousands of visitors, this included Falmouth Week and Red Arrows, Falmouth Sea Shanty, Falmouth Oyster and Festive Weekend.

FALMOUTH CREATES

Your BID also developed a new collaboration to curate an exciting creative events programme, all adding to the many compelling reasons to visit and spend time in our special town. In 2022, Wanderfal music, Falmouth Cringe comedy, FIAFest performance, FORM Art and Falmouth Book Festival were all delivered.



MARKETING & CAMPAIGN STATS

Digital: Falmouth.co.uk averages over 35,000 hits per month.

PR: our dynamic, proactive strategy has reached a global audience in excess of 32 million.

Social media: Facebook 54,000, Twitter 12,000, Instagram 18,000 followers.

Radio: our regional Christmas campaign saw 250 plays and an audience of over 250,000 reached.

PUBLIC REALM OPERATIONS

Impactful stats:

Spring Clean – 150+ volunteers collected 1 tonne of litter, power washed 4 streets, cleaned 3 beaches, and regenerated 5 green spaces.

Murals – a stunning, 7-metre-long wall mural was unveiled, a proactive BID response to an area often blighted with graffiti.

Visuals – over 4,000 metres of branded bunting, 200 street flags and 14 colourful banners installed to brighten up the town centre.





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IN BRIEF - YOUR BID IN 2023

From an independents group and safety schemes to international events, your BID will continue to work exceptionally hard to support you and your business in 2023:

FALMOUTH INDEPENDENTS GROUP

Following positive feedback at recent traders' meetings, a new Falmouth Independents Group will be developed. The forum will be the positive sectoral voice, supporting existing town projects and helping to implement new ideas. Contact Vicki Glaister, Inspire Makers on High Street create@inspiremakers.com.

FESTIVALS 2023

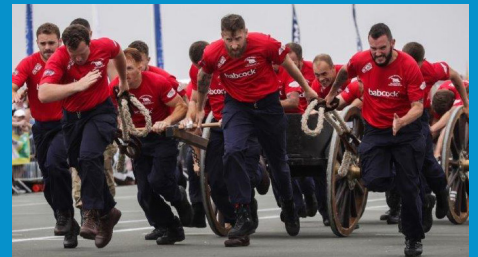
Despite challenging conditions, some incredible events have been secured to attract hundreds of thousands of visitors and raise Falmouth's global profile. These will be delivered in addition to the wide range of festivals previously mentioned:

NATIONAL ARMED FORCES DAY CORNWALL - JUNE

This is the first time Cornwall will host this major national event, with Falmouth the main venue. A diverse programme is being developed and you can read more on this here - <https://armedforcesday.cornwall.gov.uk>.

TALL SHIPS - AUGUST

Your Town Team has also secured the return of the tall ships to Falmouth, a real testament to the power of partnerships that exist here. Last held in 2014, over 100,000 visitors attended, leading to an economic uplift of £10.5m. Find out what's planned - Falmouth.co.uk/tallships.

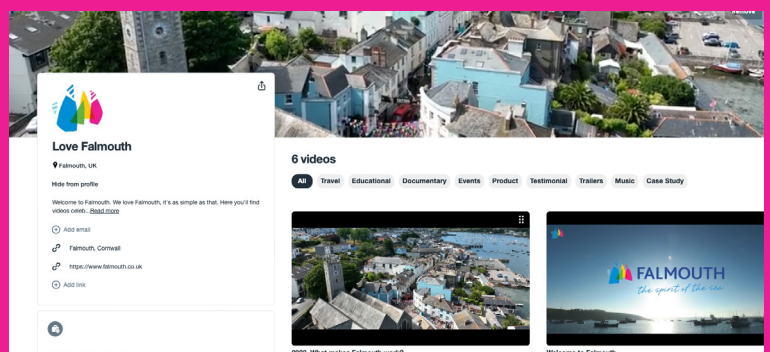


SKILLS

You'll have read our recent weekly e-updates, signposting you to excellent free training support. We'll continue to partner with the likes of Cornwall Chamber of Commerce, Oxford Innovation and Cornwall Marine Network to provide skills opportunities and support with challenges throughout 2023.

WATCH OUT FOR...

A new Falmouth promo film, plus a new #LoveFalmouth for business Vimeo platform to engage with in 2023.



STAY CONNECTED

If you'd like to find out more about the range of projects being delivered, how you can engage with them or ensure your staff receive our comprehensive email updates which go out to around 800 businesses each week, then do drop us a line.

Tel: 01326 313553 Email: ruth@falmouth.co.uk.