

Investing in Our Town

YOUR IDEAS, DELIVERED BY FALMOUTH BID

BUSINESS PLAN 2024 – 2029



WELCOME

Towns and high streets are experiencing great changes as a result of the pandemic, online spend, cost of living and hybrid work patterns. So, it's crucial businesses come together to invest in Falmouth. There has never been a more important time to vote **YES**.

Your YES vote secures a minimum of £1 MILLION over the next five years to invest in important schemes that you highlight as being key to the business community and the future prosperity of Falmouth. Conversely, a no vote will lead to the enormous range of projects that have added great value to the town and have led to many national awards for Falmouth, disappearing and **NOT** being replaced.

Thank you for your feedback, thoughts and critical opinion; they have informed this business plan and the topline

themes and objectives that are laid out. In the current climate, your **YES** vote ensures Falmouth does all it can to remain competitive and vibrant. Not investing in Falmouth and therefore going backwards should never be an option.

As a business manager in Falmouth, I know how challenging the economic climate is and how every penny matters but it is imperative that we continue to focus on our special town and business community, and with your help we can achieve even more.



R.holmes

Rob Holmes
Director & Company Secretary Falmouth BID

falmouth.co.uk/media

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BUT WHY INVEST?

Surely people will just visit us, the Government will allocate funding to the town and new business investors will just choose to come to Falmouth. Simply put, no they won't, we have to work hard for it.

1. WE NEED TO BE COMPETITIVE

Falmouth has to be competitive and visible. There are many lovely destinations vying for attention, so we have no right to assume that visits, spend and investment will be automatic. Complacency should never be an option.

2. LOSS OF RESOURCE

There are no other resources for this type of activity unless carried out by a proactive Town Team. With operational cuts to local authorities, tourist boards and agencies, it is crucial we take control and invest where we possibly can.

Let's be clear, without the not-for-profit BID and Town Team, Falmouth will be at least £1 million poorer over the next five years AND the activity highlighted throughout this proposal and much more, will STOP.

3. NATIONAL CHALLENGES

Business viability is a huge issue for many due to the pandemic and cost of living crises. Innovative leadership and support by BIDs across the UK, have been vital for high streets.

So, there has never been a more important time for our business community to pull together and collaborate with the BID and Town Team. If we don't do this, no-one else will!

4. GIVE REASONS TO VISIT

If we want people to visit and spend or if we want organisations to invest, then we must give them reasons to do so. People will be less inclined to choose Falmouth over another destination without stimulus. A brilliant events programme and a reputation built around great experiences, works on many levels:

- It gives businesses confidence there's a team supporting and providing opportunities
- In a crowded marketplace, it gives people reasons to visit Falmouth all year round
- It builds a compelling economic case for investors and funders to choose Falmouth
- It creates a virtuous cycle - greater profile and reputation leads to further visits, spend and investment



We cannot become complacent, assuming Falmouth visits and spend will just happen.
We must continue to invest in our product.



“We are all at the current time, living and working in such difficult circumstances, but the partnership between Falmouth Town Council and the BID - led so well by Richard Gates and Richard Wilcox, has been vital. If only people could see the amount of work and planning that goes into each and every community project, marketing campaign or festival to make them the best they can be! I’m so grateful for that supportive work and effort.”



Councillor Kirstie Edwards
Town Mayor of Falmouth

THIRD TERM BID ACHIEVEMENTS IN NUMBERS

1

in-town Covid Vaccination Centre opened

4,000

safety materials

+

5,000

LFT kits distributed

page views of Falmouth.co.uk

2m

PR campaign reached a global audience of

90m

90,000+

followers across LoveFalmouth social media platforms

80,000

free Falmouth Maps produced for businesses

Tall Ships secured,

60,000

visitors and

£2.5m+

economic uplift.

3 Festive Weekends delivered,

18,000

additional visitors

Funding and PR supported 3 memorable Sea Shanty Festivals with

100,000+

attendees

1

national best project award

Funding supported

3

Falmouth Weeks

2

Awesome Red Arrows displays

1 new Falmouth Creates collaboration led to:

2 early season WanderFAL music festivals

2 innovative Falmouth Cringe festivals

2 FIAFest performing art festivals

2 Form Art Festivals, 7,000 attendees

3 Falmouth Book Festivals

Our Visual Impact project has:

Installed 12,000 metres of bunting and 60 street banners

Unveiled 2 colourful murals

Decorated 4 vacant units

24

Businesses signed up to Shopwatch Radio service

£254,000

additional funding leveraged through excellent partnerships

2

promotional films released

FOR MORE INFORMATION SCAN ME

QR code

Our Volunteer Cleans coordinated 250 people with:

14

streets power washed

15

beach litter-picks

9

green spaces regenerated

40

free business support workshops promoted

All of which has led to 4 national industry awards:

1 UK Inspirational Leader of the Year

1 UK's Best Town Partnership

2 UK's Best Digital Projects

CONSULTING FALMOUTH BUSINESSES

In order to best represent and support you, we've asked you to engage with us and shape the next five years of vital investment.



SURVEY

During May to August 2023, Falmouth BID undertook a comprehensive consultation process with the circulation of a survey to 400+ businesses. Over 200 businesses engaged by giving feedback on the proposed new term. Your responses frame the four themes of Elevating Falmouth, Energising Falmouth, Enhancing Falmouth and Engaging Falmouth you can read about overleaf. The projects outlined in this business plan were agreed as the right priorities by over 95% of respondents.

PROFILE

86%

of you highlighted the vital need for the BID to continue with innovative destination marketing and profile work. You've said that we must continue to be relevant and competitive so that visitors know to visit and spend, and organisations to invest here.

FOOTFALL AND INTEREST

87%

of you clearly indicated the BID has increased interest and market share from national and international visitors.

REASONS TO VISIT

82%

highlighted how important it is to have a BID resource to fund and support events of real stature such as Tall Ships, Shanty Festival and Falmouth Week.

PRIDE OF PLACE

81%

recommended a continued investment that helps create a positive visual impact.

SAFE & SECURE

83%

highlighted anti-social behaviour (ASB) as an area for the BID to engage and add value to during Term 4.

ADDITIONAL ENGAGEMENT

In addition, extensive feedback has been received via numerous Traders' and Falmouth Independents Group meetings, email and phone conversations, and many face-to-face sessions. These forums established to provide channels for further engagement and facilitate business collaboration.

PARTNERSHIPS

The partnership between Falmouth BID and Town Council – Falmouth Town Team - is recognised as one of the most effective in the country and in fact, won the UK's Best Town Partnership in 2019. We have activated thousands of pounds worth of additional funds to support the town and established productive regional relationships with Devon & Cornwall Police, Cornwall Council, Highways, Cormac, Biffa, Cornwall & IOS LEP, Cornwall Chamber of Commerce and VisitCornwall to name a few. Your Falmouth BID also plays a key regional role, leading both the Cornwall Towns and the South West BIDs groups. Furthermore, it sits on a national high streets advisory forum, all with the aim of representing your interests at every turn.



A YES VOTE
SECURES
£1m
FOR
FALMOUTH

"Falmouth continues to punch well above its weight, a direct result of the hard work and professionalism of the Falmouth BID and Town Team. We're delighted to award Richard Wilcox, Executive Director of Falmouth BID, with the Inspirational Leader of the Year Award 2022. Thoroughly well deserved."



Ojay McDonald
CEO, Association of Town and City Management



THEMES

Your project ideas and suggestions derived through the engagement process are encapsulated within these four themes:

"The Falmouth BID work, especially in the current climate is absolutely crucial. The proactive place management has had national impact and so I very much hope that the business community recognise that and continues to support the award-winning efforts."



Kim Conchie, CEO
Cornwall Chamber of Commerce

VISION

To embody the 'spirit of the sea' ethos by establishing Falmouth as one of the UK's most vibrant coastal towns. To spearhead creative marketing, memorable events and market-leading support. A connected community that is a collaborative place for business and enterprise, and an outstanding visitor destination.



ELEVATING FALMOUTH 'the spirit of the sea'

To deliver brilliant campaigns that showcase businesses and give compelling reasons to visit and invest in Falmouth. In a crowded marketplace people do not visit by accident, they do so because of this vital work.

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ENERGISING FALMOUTH 'a celebration of Falmouth'

To fund and co-ordinate an outstanding events calendar that drives town interest, footfall, uplift and profile throughout the year. A programme that celebrates and connects our special community.

➤ PAGE 14



ENHANCING FALMOUTH 'a real pride of place'

To create an attractive and welcoming town; fostering a strong pride in place and connected community.

➤ PAGE 16



ENGAGING FALMOUTH 'fighting your corner'

To respond to challenging market conditions and offer extensive skills support. To identify solutions to issues that affect Falmouth while championing business and town need at every opportunity.

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ELEVATING FALMOUTH

You have overwhelmingly said via the surveys that projecting a positive image for Falmouth is vital, as the efforts help attract hundreds of thousands of annual visitors, instil business confidence, keep Falmouth in the spotlight and lead to further investment. 95% of our survey respondents supported the projects outlined in our consultation document.

YOUR KEY FOCUS AREAS:

DIGITAL

Being switched on

Falmouth.co.uk, funded and managed by the BID receives over 400,000 unique visits a year. This platform and all the spin-off social and video projects we do around it, you’ve highlighted as a crucial component. So, we’ll continue to invest in this so that it profiles BID businesses in the most effective and innovative ways. Our digital project was ranked as the most important project by survey respondents within this theme area.

SOCIAL

Staying engaged

Our platforms interact with hundreds of thousands, #loveFalmouth exhibitions have featured in national venues, and over 75% of businesses view this as a ‘must-continue’ project area. So, we will utilise innovative digital, immersive, social media and emerging channels to support you wherever we can.

PR

Telling your story

Falmouth has a dedicated national PR campaign thanks to your BID investment. Features with BBC Breakfast, BBC Radio 4, Sky News, Daily Telegraph, The Times, Guardian and many more, have reached a global audience of 90 million this term and over 50 businesses have engaged. Your feedback indicates this is a vital marketing channel.

REGIONAL CAMPAIGNS

Rediscover Falmouth

You’ve indicated the need to invest in out of season Cornwall campaigns. So that’s exactly what we’ll do – create compelling messages and campaigns that entice people to shop and experience Falmouth through the shoulder and winter periods. Residents of Cornwall ‘rediscovering’ Falmouth to sample our amazing businesses and community spirit.

WE’LL SUPPORT YOU FURTHER WITH:

- ✓ Discover Apps that encourage people to spend in Falmouth, while building loyalty and value.
- ✓ Maps and trail guides across numerous themes that encourage and entice further visits and spend.
- ✓ A new #loveFalmouth business platform to showcase your brilliant schemes and ideas.



“The Falmouth BID is great at stakeholder communications; we certainly feel connected. Furthermore, the supportive campaigns have been excellent. Pushing the Falmouth message has firmly put the town on the map nationally and the value of such work runs into the hundreds of thousands of pounds!”



Ben Young, Managing Director
The Greenbank Hotel

"The year-round events programme is so dynamic and a huge asset for Falmouth. It's the envy of other towns and gives people many reasons to visit us over another area. It gives us confidence as a small business, knowing there's a proactive BID thinking of new, creative ways to support us."



Cath Horton
Castle Sports

The 2023 Falmouth Tall Ships gave a major boost to the local economy. We will ONLY be able to bid for and then deliver such opportunities again if there is a Town Team in Falmouth.

ENERGISING FALMOUTH

You strongly value Falmouth being recognised as a dynamic, vibrant destination, one that gives people compelling reasons to visit and so we'll work extensively on your behalf to deliver more opportunities throughout the year. 98% of our survey respondents supported the projects outlined in our consultation document.

YOUR KEY FOCUS AREAS:

FESTIVALS

A fantastic annual programme

You've identified how valuable it is that Falmouth is recognised for its brilliant events and cultural programme, with the annual calendar we support attracting tens of thousands of visitors. After ten years of imaginative planning by your team, Falmouth is now Cornwall's strongest events destination. The town comes alive for Shanty Festival, Falmouth Week, parades, sailing regattas, art fairs, book festivals, Red Arrows and much more besides, and this term, your BID and Town Team has also secured very special occasions such as Falmouth Tall Ships. Our events programme was not only ranked as the most important project within this theme but also the most highly ranked project overall.

VIBRANT STREETS PROGRAMME

Let's make our whole town even more active, engaging and colourful! From quality street performers to street theatre, the BID will explore even more ways to celebrate Falmouth's creative spirit. Businesses highlighted the need for the whole town to be brought to life more regularly all year round, to encourage visitors to return to Falmouth time and time again because there's always something different going on.

WE'LL SUPPORT YOU FURTHER WITH:



New creative schemes that support shoulder months such as Falmouth Book Festival, Form Art and Cringe Comedy Festival.



New ideas that champion food and drink, marine, digital and wellbeing, working productively with local partners to facilitate.

ENHANCING FALMOUTH

First impressions are crucial, and you have correctly identified that not only must efforts in this area continue but that there are other elements to enhance and improve. 95% of our survey respondents supported the projects outlined in this theme area within the consultation documents.

YOUR KEY FOCUS AREAS:

PRIDE OF PLACE

Falmouth community at its best. We have coordinated over 250 volunteers through Term 3 to support a host of improvements, green space regenerations and more. You wish for us to further develop this project to include more areas, ideas and designs that further enhance the visitor experience, so we will do just that.

SUSTAINABLE FALMOUTH

All that we do must complement our stunning natural environment. In-roads have been made but as your good ideas suggest, there is more to be done with our town partners. Our visitors and residents want and expect products that that have strong local provenance and low environmental impact. As a destination, that is what we should strive for.

VISUAL IMPACT

You want to see the BID invest in more creative planting schemes, innovative lighting, even more impactful street decorations, seafront enhancements and public space artwork to further improve our visual appeal. Our valued partnerships with green space teams at Falmouth Town Council, marine organisations, ocean charity groups and others will be enabling even more activity in Term 4. Our visual impact project was ranked as the most important project in this theme area by survey respondents.

WELCOME TO FALMOUTH

Ensuring our visitors receive a brilliant welcome and experience through imaginative signage, wayfinding, literature and app guides.

WE’LL SUPPORT YOU FURTHER WITH:

- Working with our valued partners on new schemes that support, protect and enhance our special natural environment. These will focus on areas such as ocean recovery and circular economy.
- We’ll also be looking at a variety of smart town solutions, seeking funds to implement where feasible around lighting, waste, energy and upcycling.
- Carbon literacy support. We’ll liaise with partners to provide a support framework and advice around navigating Government policy, business impact, energy savings and more.



Over £250,000 worth of partner-funds, sponsorship, volunteer expertise and in-kind support has been raised over the past five years on top of the BID income to enable the delivery of the town projects highlighted.

“Seasalt has over 70 UK shops and so I regularly travel to places all over the country. There are very few high streets that can compete with Falmouth’s vibrancy and sense of pride. Falmouth remains one of our busiest shops and this is a credit to the Falmouth BID and Town Council, who work so well together in managing our great town.”



Neil Chadwick, Owner Seasalt

"Without any doubt - and I speak on behalf of the 40-strong cruise ship ambassador team - Falmouth would not be the town it is today without the past ten years of the BID scheme. There is an energy and range of business and visitor opportunities which I believe is the envy of towns across the South West. It would be a disastrous decision for the town if a further 5-year term is not secured."



Phil Boddy, Secretary
Falmouth Cruise Ship Ambassadors

ENGAGING FALMOUTH

You've identified the BID plays a key role in championing business at every opportunity on issues that affect our special town. We will continue to deliver projects that support you during these challenging market conditions, while ensuring that our residents and visitors are connected with all that Falmouth has to offer, all-year round. 97% of our survey respondents supported the projects outlined in our consultation document.

YOUR KEY FOCUS AREAS:

LOBBYING, ADVOCACY AND LEADERSHIP

Over 85% of responding BID businesses support the BID's lobbying efforts. The Falmouth BID has spearheaded campaigns for better high street support – productively lobbying for your speedy Covid grant payments, improved transport connections, lowering VAT and business rates reform to name a few. The BID will continue to be a vital and active lobbying resource, representing your views and galvanising trader efforts to fight Falmouth's corner on key issues.

TACKLING ANTISOCIAL BEHAVIOUR (ASB)

Your feedback has indicated anti-social behaviour (ASB) is an area you are very keen for the BID to engage in and add real value to during Term 4. The BID will look at various measures, including instigating a new street ranger support service, an enhanced Falmouth safety partnership, an expanded Shopwatch offer and a new DISC crime reporting system that works to support business needs and concerns in this area. Our project to tackle ASB was ranked as the most important project by survey respondents.

SKILLS

Did you know that our partnerships with the likes of Cornwall Marine Network and Cornwall Chamber of Commerce have secured numerous free workshops, webinars and course opportunities on themes relevant to you such as finance, digital skills and e-commerce? You've asked to continue offering this valued service, so we will work with you on identifying further areas of skills support and mentoring that are relevant for you, your staff and your business.

THE TOWN TEAM

Partnerships have been key to all that has been highlighted. With modest resources, it's imperative that we work collaboratively and efficiently. Many of the projects simply would not take place were it not for the partnerships developed by the Town Team (BID and Falmouth Town Council working together) and so we will look to keep that energy and dynamism going over the next five years.

WE'LL SUPPORT YOU FURTHER WITH:



Networking and skills events that bring sectors and industry together to address topics, challenges and opportunities that matter to you.



New groups that can help further serve your interests, such as independents and other sector-specific forums that can add strength to your ideas.



National lobbying campaign work that can enable a better understanding of Falmouth's business needs.

HOW YOUR BID OPERATES

The not-for-profit Falmouth BID has worked incredibly hard and with diligence and imagination for over a decade, to support 400+ businesses across numerous sectors. We are funded and guided by you, with the many projects having a positive impact for people who work, live and visit here. Working in partnership with local organisations and individuals, the BID's leadership has been recognised nationally and with your support, we will strive to deliver even more.

Your Falmouth team, collaboration at its best.

"The Falmouth BID and the work of the Town Team is a hugely positive force in Falmouth. Their collaborative approach has led to a close relationship with the local policing team that helps the local community and addresses emerging problems quickly. The range of projects are vital if we are to maintain Falmouth's position as one of the UK's most vibrant towns."

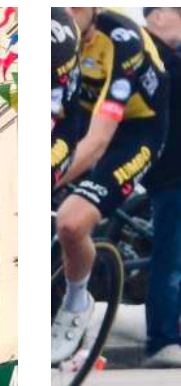


Superintendent Ian Thompson
LPA Commander Devon & Cornwall Police

A YES VOTE
SECURES
£1m
FOR
FALMOUTH

20

BUSINESS PLAN 2024-29



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FREQUENTLY ASKED QUESTIONS

WHAT IS A BID?

A Business Improvement District or BID is a NOT-FOR-PROFIT, BUSINESS-LED partnership.

BIDs operate across the world with 335 in the UK, including 8 in Cornwall. Falmouth BID started in 2009 and is approaching the end of its third, five-year term.

Within a defined boundary, businesses come together to innovate, collaborate and improve their trading environment. Government legislation underpins BIDs, but they are all led by businesses.

BID projects add value over and above statutory public sector service delivery, delivering schemes that businesses in that locality wish to see implemented. Their positive impact and efficient working model, see BIDs collectively invest hundreds of millions of pounds annually to support UK towns, cities and high streets.

Simply put, they're about making the place better. For more information, go to www.britishbids.info.

WHO RUNS FALMOUTH BID?

The BID is led for business by business and is not managed by the local authority. A board of voluntary directors, made up of representatives from Falmouth's business community, will oversee the implementation of this business plan and be accountable to its BID levy payers. Falmouth BID employs just one member of staff to manage the varied and innovative delivery programme.

You can read about the huge range of supportive projects delivered through the first three Falmouth BID terms here – www.falmouth.co.uk/media.

HOW LONG IS THE FALMOUTH BID TERM?

The fourth Falmouth BID term will last for five years - 2024-2029, at which time another ballot can then be held.

HOW WILL FALMOUTH BID SUPPORT MY BUSINESS?

The BID will continue to deliver a wide range of services as it has done over the past decade, offering excellent return on investment. Several projects and the manner by which the town is managed, have received national recognition. The themes and projects listed in this plan are ones developed through the consultation process, via many business workshops and through traders' meetings over the past few years. The projects seek to improve the trading environment of Falmouth, offer cross-sectoral opportunity to many businesses and work towards ensuring Falmouth remains a fantastic place to visit, invest or do business in. Projects delivered through the first three Falmouth BID terms can be viewed here – www.falmouth.co.uk/media.

WHAT ABOUT BUSINESS RATES, DO THEY NOT COVER THIS?

All of our previous projects and schemes, as well as the proposed initiatives in this plan are in addition to existing Cornwall Council services. All BIDs are about transparent, added value – run for and by local businesses - and will not subsidise or replace services that are already provided. These are projects that you wish to see instigated in Falmouth.

HOW WILL THE BID BE FUNDED?

Falmouth BID is projected to raise circa £200K from 412 businesses within the BID area who will pay an agreed levy based on the rateable value of the business property. That's around £1 million over the five-year term - vital funds not otherwise available. For the fourth term, this levy is set at 1.5%.

Businesses within the defined area with a rateable value of £7,500 or above will be billed each year over the course of the BID's fourth, five-year term, using the 2023 non-domestic ratings list. The only exception to this is for premises that are revaluated through change of use, extension, merger, sub-division or refurbishment; in that instance, the new rateable value will prevail. Likewise, any new rateable property created during the lifetime of the BID will be billed on the 2023 ratings list or a subsequent ratings list if they do not have an entry in the 2023 ratings list.

HOW IS FALMOUTH BID REGULATED?

As highlighted, the BID process is regulated by Government legislation and in accordance with that, Falmouth BID has undertaken the following:

- Notified the Secretary of State for Levelling Up, Housing & Communities (DLUHC) in March 2023, of Falmouth BID's intention to hold a ballot.
- Submitted Falmouth BID's proposals including this business plan, to the local authority. Cornwall Council has acknowledged receipt

and confirmed that they are in full support of Falmouth BID's proposals

- In accordance with BID regulations, Falmouth BID wrote to Cornwall Council, formally requesting the BID proposals to be put to a ballot.

HOW DO WE STAY UPDATED ON PROGRESS?

Falmouth BID is your voice at the table. You can contact the BID team by email, phone or request a visit and Falmouth Board voluntary directors welcome your feedback or ideas on making the town even better.

- The team host regular networking, traders' and project specific meetings. We want to hear what you think and welcome you alerting us to any challenges that could disrupt the smooth running of our town.
- The BID issues regular newsletters and local press items, as well as comprehensive weekly email updates to keep you informed of projects, services and opportunities. Annually, with your bill, you will receive information on how your levy has been spent.
- Levy payers are also invited to Annual General Meetings where accounts and past and prospective BID activities are outlined

- The BID also provides regular updates via social media including Facebook, X (Twitter) and Threads.

Falmouth BID, Old Post Office, The Moor, Falmouth TR11 3QA

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'The Pandemic and cost of living crisis have irrevocably changed how people purchase, visit, work, and play, so if we are to remain competitive we must continue to invest, innovate, and collaborate.'



BUDGET AND GOVERNANCE

	2024-25	2025-26	2026-27	2027-28	2028-29	Total
INCOME						
BID levy at 1.5%. 0% inflation. Based off 2023 valuations list	£204,000	£204,000	£204,000	£204,000	£204,000	£1,020,000
BID levy Income (based on UK average 95% collection rate)	£194,000	£194,000	£194,000	£194,000	£194,000	£970,000
Partners & sponsors	£25,000	£26,300	£27,600	£29,000	£30,500	£138,400
Total Income	£219,000	£220,300	£221,600	£223,000	£224,500	£1,108,400
EXPENDITURE						
Theme 1 - ELEVATING FALMOUTH	£60,000	£61,800	£63,700	£65,600	£67,600	£318,700
Theme 2 - ENERGISING FALMOUTH	£40,000	£41,200	£42,400	£43,700	£45,000	£212,300
Theme 3 - ENHANCING FALMOUTH	£35,000	£36,100	£37,200	£38,300	£39,400	£186,000
Theme 4 - ENGAGING FALMOUTH	£25,000	£25,800	£26,600	£27,400	£28,200	£133,000
BID PROJECT TOTAL	£160,000	£164,900	£169,900	£175,000	£180,200	£850,000
BID core costs	£15,000	£15,500	£16,000	£16,500	£17,000	£80,000
Finance and governance	£20,000	£20,600	£21,200	£21,800	£44,800	£128,400
Opportunities and reserves	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
BID DELIVERY	£45,000	£46,100	£47,200	£48,300	£71,800	£258,400
TOTAL EXPENDITURE	£205,000	£211,000	£217,100	£223,300	£252,000	£1,108,400

BUDGET NOTES

Falmouth BID, a not-for-profit company limited by guarantee, has prepared this business plan and budget. Any reserves at the end of March 2029 will be carried forward into the next term.

The projects, costs, timescales and budgets may change over time in response to market conditions, changing demands of levy payers, the economic landscape and potential opportunities. The BID levy income figures are based on available information from Cornwall Council at the time of going to print. BID Management costs are split between the project themes according to the resource required for each theme and acknowledging that none of the projects or services can be delivered without management expertise.

Falmouth BID will work proactively with statutory partners and other stakeholders to pool resources, secure grant funding, sponsorship and other income to maximise what can be delivered across project themes throughout the five-year term. Falmouth BID has an excellent track record in this regard, with over £250,000 supporting the range of projects delivered over the course of the third term.

HOW THE VOTING PROCESS WORKS

The voter for each eligible business will have the opportunity to partake in the Falmouth BID Ballot between Monday 23rd October and Thursday 23rd November. That business will receive a ballot paper and ballot letter and will be entitled to vote in a confidential ballot.

If a business has more than one rateable property it will receive a ballot paper for each property. Each returned paper counts as one vote.

Government BID Legislation requires impartiality, so the ballot will be conducted independently by Cornwall Council's Electoral Services team and will be a minimum 28-day confidential postal vote. From receipt of the ballot papers, voters will have until 5pm on the closing day of the ballot - Thursday 23rd November 2023 - to return their ballot paper.

A proxy vote is available if needed and details will be sent out with the ballot papers.

For the BID to be approved, two tests need to be met:

- 1. A majority by number of those voting
- 2. A majority by rateable value of those voting

If the Falmouth BID is approved through both tests being met, it will operate for five years from 1st April 2024 to 31st March 2029, delivering the projects outlined in this business plan. This will be its fourth term of investment.

LEVY RULES

As previously mentioned, there is Government legislation for the BID sector. As part of that, once a majority yes vote is reached (see the two majority tests mentioned earlier), the BID levy is mandatory for all eligible businesses within the BID area.

- The Term 4 levy is 1.5%, to be paid by each hereditament or rateable premises with a rateable value of £7,500 or more. This will be based off the 2023 non-domestic ratings list throughout the BID's fourth term. The first BID levy under the fourth term will be due on 1st April 2024 with subsequent levies due each year until 31st March 2029. There will be no inflation charged on the levy. If you would like to know the rateable value of your premises, please refer to your rates bill or check www.voa.gov.uk.
- The BID levy will be calculated using the 2023 Non-Domestic Ratings list for the duration of the fourth term of the BID.
- Under BID regulations, Cornwall Council as the local authority, will be responsible for collection of the levy on behalf of Falmouth BID and as with the previous three BID terms, these arrangements will be formalised in an operating agreement signed by both parties.
- No VAT is added to the BID levy.
- Collection of the BID levy carries the same enforcement weight as collection of the non-domestic rates as per Part 3 and Schedules 2 to 4 of the Non-Domestic Rating Regulations 2004.

- Where a hereditament is empty, the property owner, landlord or person responsible for payment of the non-domestic rates, will be entitled to vote and liable to pay the BID levy with no void period.
- Charities and non-profit making organisations will also be liable to pay the full levy; the discretionary relief that charities can apply for aligned to their non-domestic rates payment will not apply.
- New ratepayers occupying an existing or new rateable property within the BID area up until the end of the five-year term on 31st March 2029, will be liable for the BID levy even if they did not vote on the business plan.
- The BID levy will not be affected by the small business rate relief scheme and businesses who pay service charges to landlords will not receive any discount.
- The ratings list will be updated for any changes in ratepayer, appeals, additions or removals and liability will be adjusted accordingly. There will be no refunds given for retrospective years as a result of successful rateable value appeals but changes in values will be reflected by a corresponding change to the levy for the year in which notification is received and for subsequent years.
- If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on the number of days they occupy the property known as 'daily charging'.

For a more detailed rules listing please go to www.falmouth.co.uk/ballot-2023 or scan the QR code.



A YES VOTE
SECURES
£1m
FOR
FALMOUTH

KEY DATES

MONDAY 9TH OCTOBER 2023
Notice of ballot issued

MONDAY 23RD OCTOBER 2023
Ballot papers sent out. Look out for yours and don't forget to vote!

THURSDAY 23RD NOVEMBER 2023
Close of postal ballot at 5pm.

MONDAY 27TH NOVEMBER 2023
Result announced.

1ST APRIL 2024
If the vote is successful, the fourth term of Falmouth BID will commence.



FALMOUTH BID AREA

- | | | | | | |
|-----------------|---------------------|---------------------|----------------|-----------------|--------------------|
| Albany Place | Castle Drive | Greenbank | Lansdowne Road | Quay Street | Webber Street |
| Arwenack Avenue | Chapel Terrace | Grove Place | Market Strand | Queen Mary Road | Well Lane |
| Arwenack Street | Church Street | Grovehill Crescent | Market Street | Smithick Way | Wellington Terrace |
| Avenue Place | St. George's Arcade | Gyllyngvase Beach | Melvill Road | Stracey Road | West Place |
| Avenue Road | Cliff Road | Gyllyngvase Hill | New Street | Stratton Place | Western Terrace |
| Bank Place | Custom House Quay | Gyllyngvase Road | Park Crescent | Swanpool Hill | Wodehouse Terrace |
| Bar Road | De Pass Road | Gyllyngvase Terrace | Park Terrace | Swanpool Place | Woodlane |
| Bell's Court | Discovery Quay | High Street | Pendennis Rise | Swanpool Street | Woodlane Crescent |
| Berkeley Court | Dracaena Avenue | Killigrew Street | Pennace Road | The Moor | |
| Berkeley Place | Emslie Road | Kimberley Park Road | Port Pendennis | Tinners Walk | |
| Berkeley Vale | Falmouth Docks | Kimberley Place | Quarry Hill | Town Quarry | |
| Brook Street | Falmouth Harbour | King Charles Quay | Quay Hill | Trelawney Road | |



REMEMBER TO VOTE WHEN YOUR BID BALLOT PAPERS ARRIVE

GET IN TOUCH

Richard Wilcox
Falmouth BID Manager

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Tel: 01326 313553

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Falmouth TR11 3QA

SUPPORT
THE BID
**VOTE
YES**

NOVEMBER 2023

A comprehensive breakdown of
projects delivered can be viewed at
falmouth.co.uk/media

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and more via:



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Hugh Hastings, Toby Weller, 3 Deep Aerial,
Falmouth Town Team, Visit Cornwall

"Falmouth BID's strategic work assists on many levels. In terms of my business and the professional services sector, knowing there's an organisation that works brilliantly to position Falmouth as an innovative destination gives my business clients huge confidence to continue investing in Falmouth. Furthermore, with Falmouth now being such a commercially diverse town, it supports our recruitment efforts and retention of staff. Not many other places get such a range of support."



James Hodgson, Director
Hodgsons, Chartered Accountants & Business Advisors