



FALMOUTH

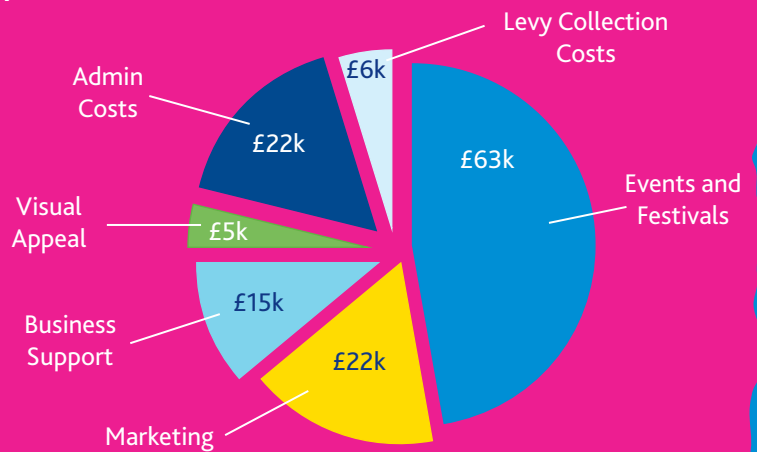
Business Improvement District (BID)

IN BRIEF - YOUR BID IN 2023

HOW THE BID FUNDS WERE ALLOCATED 2023-2024

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 2023 to 31 March 2024.

The continued effects of the cost-of-living crisis impacted upon consumer confidence, visitor spend through 2023 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, innovative marketing campaigns and a major programme of nationally significant festivals. A small, not-for-profit team working collaboratively as it always does, to maximise return on investment.



A MEMORABLE FESTIVAL PROGRAMME

Despite the challenges, your team curated the delivery of a nationally impactful events calendar. Falmouth was chosen to host the National Armed Forces Day in June, which was followed by a record-breaking shanty festival. Then immediately after organising Falmouth Week, your team facilitated the return of the magnificent tall ships in August. Falmouth Oyster Festival headlined a shoulder season programme that also included FORM Art, FIAFest and Falmouth Book Festival. The BID also supported the delivery of Falmouth Cringe comedy and WanderFal music. An amazing schedule, further strengthening Falmouth's position as the region's event capital and one that attracted tens of thousands of people to our special town.

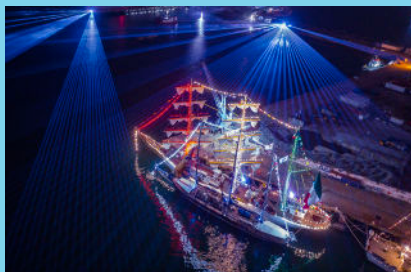


Image credit: 3 Deep Aerial



Image credit: Toby Weller



Image credit: Hugh Hastings

VISUAL IMPACT - KEY STATS

Visuals - the BID installed 4,000+ metres of vibrant bunting, 200 street flags and 15 colourful cross street banners.

Murals - the latest mural was unveiled; a stunning 70 foot-long piece that visually highlights elements of Falmouth's heritage. A proactive response to an area often blighted with graffiti.

Cleans - 100+ volunteers collected 1 tonne of litter, cleaned 3 beaches, power washed 4 streets and removed 30 square metres of graffiti.



SUCCESSFUL BID BALLOT

Your not-for-profit BID has secured a fourth, five year-term to continue its vital support. Thank you to the business community for participating in the recent ballot. The yeses on the two counts were 90% and 87%, representing the most comprehensive endorsement to date and one of the strongest results returned for any BID in the southwest over the past decade. The turnout of 42% - the national average is 35% - represented over 170 business votes.

We know how challenging an environment it is currently, so there's no complacency as we look to continue supporting you as effectively as possible in 2024 and beyond.



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IN BRIEF - YOUR BID IN 2024



SAFE AND SECURE

A significant new project area that many of you highlighted as being extremely important during the recent ballot surveys, is being developed. The challenges around low level crime and antisocial behaviour have escalated through and post Covid and affect many businesses and high streets across the UK.

Your Town Team is currently planning numerous projects as part of a new Safe and Secure initiative and more information will be available in the coming weeks. A new Falmouth Street Rangers service will support an enhanced CCTV provision, a new DISC crime reporting platform and an expansion of the Shopwatch radio scheme. Developing ways to improve safety and wellbeing, enhance visibility and business support in Falmouth.

CRUISE SHIPS

Falmouth is set to welcome a significant number of cruise ships this year, in what will be one of the strongest seasons. We have already shared the schedule with businesses and more information on planned initiatives will follow shortly.

WATCH OUT FOR...

Our latest promotional film, 'What makes Falmouth work?'. We showcase our diverse business sector and shine a spotlight on what a dynamic place Falmouth is to work in. The short film seeks to capture what a day in the life of Falmouth looks like. Thanks to the businesses who participated.

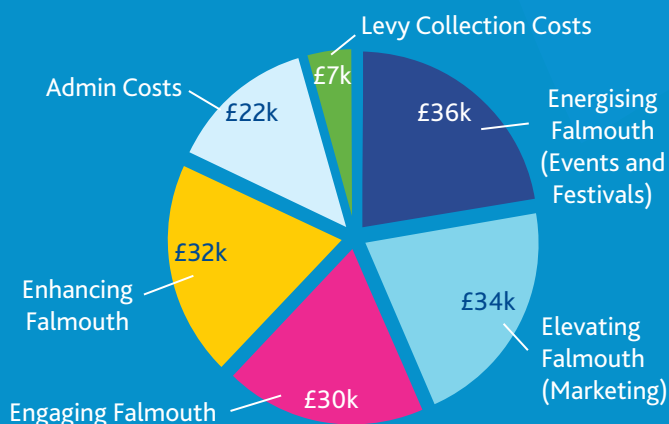
Running alongside will be a Falmouth for Business video campaign which you will have read about in weekly updates. Do engage with this in 2024 to gain excellent profile opportunities across the official Falmouth social platforms.



BID MEANS BUSINESS

Led by businesses for businesses, we will look to instigate a series of free, quick-fire events this year.

These will be on topics very relevant to our business community such as: making your website stand out from the crowd, improving your reach through social media, develop a fantastic Shopify platform or employment law 2024 the key points to help you. The sessions will be conducted in a connected, collaborative way, with a glass of wine to assist!



PROJECT SPEND IN 2024

Cornwall Council – the billing authority, is due to collect payments in the region of £194,000 from the 410 BID levy payers in the BID area, through the period 1 April 2024 to 31 March 2025.

The four project areas outlined here, are ones defined in the BID Business Plan and follow on from the extensive consultation work through the recent, successful BID ballot. As highlighted in this newsletter, new initiatives such as Safe and Secure, BID Means Business and Falmouth for Business will complement existing, high impact schemes, as voted in by you.

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.

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