



FALMOUTH

Business Improvement District (BID)

FALMOUTH BID 2022/2023 – REVIEW OF BUSINESS

The not-for-profit Falmouth BID's resources are modest – one full time staff member and a board of volunteer directors, but this REVIEW OF BUSINESS 2022/23 gives you an insight into the scope and scale of activity that is carried out each year to support our BID business community and town, always ensuring a very strong return on investment. As we continue individually, as businesses and as a community, to respond to post pandemic and cost-of-living related market challenges, your BID has been a vital support conduit, enabler, and voice for business.

COVID-19

Through 2022, your BID and Town Team undertook a huge variety, including:

- 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.

A wide range of other quality-led projects and schemes were delivered, and these fall under the four themes of Marketing, Events & Festivals, Public Realm and Opportunities for Businesses:

1. MARKETING

FALMOUTH.CO.UK, THE OFFICIAL DESTINATION WEBSITE – 35,000 HITS A MONTH

- The BID funds and manages the official town website - www.falmouth.co.uk, a vital project as determined by the BID stakeholder businesses.
- Development in terms of design and functionality has taken place, enabling the site to be fully responsive across all platforms and smart devices, with greater page content abilities for BID businesses, including embedded video options and enhanced imagery.
- The website averages around 35,000 unique monthly visitors, making it the largest and highest profile site for the area. It gives great online profile for hundreds of BID businesses, with their page ranking strongly via Google searches and being viewed by thousands each year.

SOCIAL MEDIA IMPACT

- The BID continues to manage the town's official, extensive social media activity.
- These platforms continue to have influence and reach – Facebook has 55,000 likes, Twitter 12,000 while Instagram has 18,000 followers - and are the major social platforms to promote, highlight and engage people with Falmouth.

NATIONAL PR CAMPAIGN FOR FALMOUTH – 32 MILLION VIEWS IN 2022

- The BID's proactive national PR campaign reached an audience in 2022 of over 32 million.

- This included profile and features in major print and media platforms such as BBC Radio 2, Sunday Telegraph, The Times, and Guardian.
- This tranche of work is critical in raising the area's profile, leading to thousands of hits on the official digital platforms and ultimately visits to the town. It also provides a national platform opportunity to hundreds of our BID stakeholder businesses.
- Some of the results of that extensive strategic work can be viewed here - <https://www.falmouth.co.uk/falmouth-press-coverage/>.

REGIONAL RADIO CAMPAIGN

- The Town Team coordinated the delivery of a regional radio campaign via the Pirate FM platform.
- Adverts promoting our vibrant and diverse business community were aired 300 times to an audience more than 250,000.

FALMOUTH MAP

- 20,000 copies of the Falmouth Map & Guide were printed in 2022.
- This free publication receives very good feedback from visitors and is viewed by businesses as an excellent communication support for customers and guests.

1. EVENTS AND FESTIVALS

Despite prevailing market and budget conditions, the Town Team managed to deliver a full festivals programme in 2022. No other town of comparable size, resource, or capacity in Cornwall or indeed across the south west delivers as much:

FALMOUTH WEEK

- A wide-ranging programme of water and land-based activity including a series of high-profile music gigs, professional bike stunt displays, carnival, fireworks display and of course the Red Arrows was organised.
- The team managed extensive traffic, safety, and logistics management as is the case for all the festivals, secured additional funding and sponsors and facilitated all media, marketing and volunteer support.
- The BID supported its delivery, ensuring events took place at multiple venues across the town, thereby maximising the impact.

FALMOUTH INTERNATIONAL SEA SHANTY FESTIVAL

- The shanty festival made a welcome physical return in 2022 following a Covid-enforced absence in 2020 and 2021, with the BID providing vital funds to support its delivery.
- Furthermore, the virtual event which the team organised in 2021, scooped the industry Association of Town and City Management's (ATCM) Best UK Digital Project for its 'innovation and creative thinking in the face of global market challenges'.

FALMOUTH CREATES

Led and fostered by the Falmouth BID, the Falmouth Creates collaborative which was formed early in 2022, has facilitated, organised, and supported an enviable calendar of new festivals and

happenings dedicated to supporting Falmouth's creative sector. These aim to have a major positive social and economic impact throughout the year and in 2022 comprised:

- **WanderFAL** – This early season (April) 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.
- **The Falmouth Cringe** – A new festival of comedy 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.
- **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, FIAFest is delivered in partnership with local businesses and the community,
- **Form Art Festival** – Celebrating Cornwall and Falmouth's visual arts offer through an art fair and workshops, visitors and residents can meet and purchase from diverse, skilled Cornish artists and craftspeople.
- **Falmouth Book Festival** – This Autumn season event brings a diverse range of renowned author talks, workshops, panel discussions, interactive children's events, readings, and agenda-setting conversations throughout the town.

FESTIVE WEEKEND

- Taking place over two days in December 2022, a wide range of activities and experiences were organised across the town including a festive land train, live performances by local choirs and bands, an artificial ice rink and snowy streets.
- The event was very well received, resulting in 6,000+ additional visitors.

FALMOUTH OYSTER FESTIVAL

- The return of the award-winning Falmouth Oyster Festival brought an additional 20,000 people into the town in October 2022
- The BID supported an enhanced digital marketing offering through a new website and social content

FALMOUTH TALL SHIPS

- In addition to the comprehensive calendar highlighted above, your BID and Town Team also managed to negotiate in 2022, the welcome return of the magnificent tall ships race to Falmouth.
- The huge event, which will take place in August 2023 is of international standing, will result in around 100,000 visitors over four days and lead to a multi-million economic uplift.

The full events calendar the team supports [can be viewed here](#).

3. PUBLIC REALM

VISUAL IMPACT

- The BID continues to add value to the street environment by co-ordinating and funding the install of bunting, street flags, seating, and banners.
- In 2022, this included over 4,000 metres of colourful Falmouth-branded bunting and 200 street flags to brighten Falmouth's streets and public areas as much as permissions and access allow.

BIG SPRING CLEAN

Some impactful stats from 2022's efforts:

- 150+ volunteers were coordinated by the BID.
- Together, over 1 tonne of litter was collected, 4 streets were power washed, 3 beaches were cleaned, and 5 green spaces were regenerated.

FALMOUTH MURAL

- New for March 2022 and part of a wider, public space mural initiative which will gather pace through 2023, the BID commissioned a new mural as part of the Big Spring Clean.
- Sited close to The Lawn Steps, an area of wall between Well Lane and Gyllyng Street, often blighted by graffiti, the seven-metre-long 'Love Falmouth' mural has been designed by a Falmouth-based artist. Hugely positive community feedback has been received.

4. OPPORTUNITIES FOR BUSINESSES

FREE VIRTUAL BUSINESS SESSIONS, WORKSHOPS AND WEBINARS

- The BID has supported, promoted, or championed, numerous business support and training opportunities in 2022.
- These well attended events were undertaken with numerous partners such as Cornwall Marine Network, Cornwall Chamber of Commerce, VisitCornwall and Federation of Small Businesses, and provided further support and advice for Falmouth's business community around topics such as finance, cost-saving, carbon reduction and digital marketing.

STREET MARSHALS

- The BID funded and co-ordinated marshalls to support and reassure with street safety, information, and awareness in 2022.

SHOPWATCH FALMOUTH

- The BID continues to invest in the shopwatch radio scheme.
- The scheme is a useful way of connecting businesses in real time, with the Town Team and local security partners, with Falmouth BID subsidising the purchase cost of equipment to help BID businesses who wish to partake in the initiative.
- There are now around 20 businesses signed up.

LOBBYING, ADVOCACY AND LEADERSHIP

- Did you know, your BID also extensively lobbies for Falmouth on a regional and national stage, having been asked to lead the Cornwall and South West BIDs groups, represent on Cornwall's Economic Recovery Group and feed into the national high streets agenda?

- Through 2022, we have been a lead voice around vital topics such as greater towns investment, an increase in business support grants, a reduction in VAT, the need for a business rates overhaul and more besides.
- Because of this and the work highlighted in the document, Falmouth BID was recognised nationally in 2022, with Richard Wilcox awarded Inspirational Leader of the Year by industry peers. [Read more here.](#)

For a further breakdown of BID activity www.falmouth.co.uk/media.