



FALMOUTH

Business Improvement District (BID)

FALMOUTH BID 2023/2024 – 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 2023/4 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.

BALLOT

- In addition to the huge variety of schemes and nationally impactful events delivered, as detailed below, the BID delivered its strongest ever mandate at its ballot to secure a fourth term
- With a turnout of 42% (the national BID turnout average is 35%) - that's 160 business votes, Falmouth BID received an overwhelming yes vote on the two counts required.
- 90% YES by Number of Rateable Value and 88% YES by Number of Votes Cast
- The votes gives an extremely strong mandate for Falmouth BID to deliver a fourth, five-year term of investment and town support
- The 2024-2029 Business Plan that was voted in, can be viewed here - <https://www.falmouth.co.uk/about-the-falmouth-bid/>

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 56,000 followers, Twitter 12,000 while Instagram has 19,000 - and are the major social platforms to promote, highlight and engage people with Falmouth.

NATIONAL PR CAMPAIGN FOR FALMOUTH – 30 MILLION VIEWS IN 2023

- The BID's proactive national PR campaign reached an audience in 2023 of over 30 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 through the festive period via the Pirate FM platform.
- Adverts promoting our vibrant and diverse business community were aired 250 times to an audience of more than 250,000.

FALMOUTH MAP

- 20,000 copies of the Falmouth Map were printed in 2023.
- This free publication receives very good feedback from visitors and is viewed by businesses as an excellent communication support for customers and guests.

2. EVENTS AND FESTIVALS

Despite prevailing market and budget conditions, the Town Team managed to deliver or support an incredible festivals programme in 2023. No other town of comparable size, resource, or capacity across the south west delivers as much:

TALL SHIPS

- The team led the delivery of Tall Ships Falmouth 2023, an enormous undertaking
- The team secured the event after a 9-year absence and following two pandemic-enforced postponements
- 60,000 visitors over three days enjoyed visiting the ships within the docks environment
- The festival was complemented by a host of shoreside entertainment including fantastic music events, crew parade, laser display, sport day, exhibitions and more

NATIONAL ARMED FORCES DAY

- Falmouth was also chosen in the same year as tall ships, to host the National Armed Forces Day occasion
- The BID and Town Team played a crucial support role around marketing, PR, community engagement, safety and security
- The event hosted Royal and political dignitaries and had huge security detail
- An incredible programme including the largest ever military parade in Cornwall an air display

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 and fireworks display
- 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 2023 event was the largest ever, with over 70 groups performing across 25 venues, with the BID providing vital PR support that elevated the offer
- The results of that PR support? An audience reach of 22 million - <https://www.falmouth.co.uk/wp-content/uploads/2023/06/International-Sea-Shanty-Festival-2023-coverage-highlights.pdf>

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.
- **Falmouth Food & Drink Festival** – celebrating Cornish produce, combined with live music and a creative tent, the event takes place over the first May Bank Holiday 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.
- **Form** – 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.

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 2023-24 year, 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 2023's efforts:

- 80+ volunteers were coordinated
- 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

- Another vibrant mural has been coordinated as part of a wider, public space mural initiative which will gather pace through Term 4
- The Jacob's Ladder mural, in partnership with Falmouth University, covers an extensive area – 75 feet - along Jacob's Ladder. An area often blighted by graffiti, the wall has been transformed into a vivid artwork that depicts aspects of Falmouth's history, heritage and sense of community, and has been designed by a Falmouth University alumni. Hugely positive community feedback has been received.

4. OPPORTUNITIES FOR BUSINESSES

WORKSHOPS AND WEBINARS

- The BID has supported, promoted, or championed, numerous business training opportunities in 2023.
- These events were undertaken with numerous partners such as Cornwall Marine Network, Cornwall Chamber of Commerce and Federation of Small Businesses, and provided further support and advice for Falmouth's business community around topics such as finance, cost-saving, and digital marketing.

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

- The 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 2023, we have been a lead voice around vital topics such as greater towns investment, a reduction in VAT, the need for a business rates overhaul and more.

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