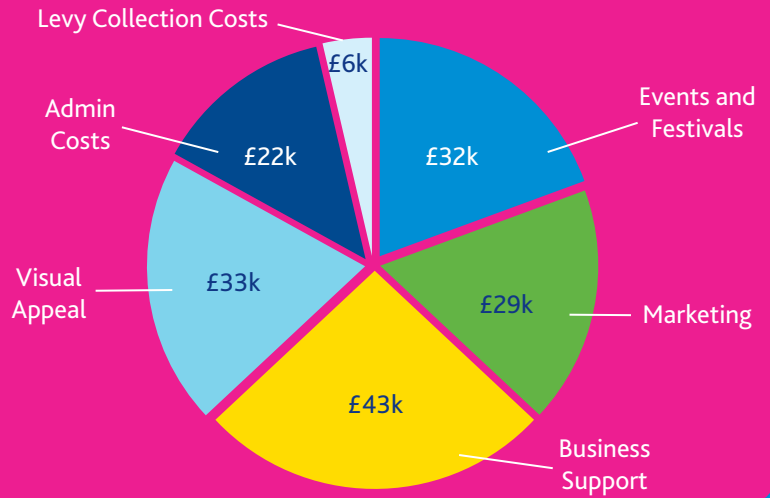


IN BRIEF - YOUR BID IN 2024

HOW THE BID FUNDS HAVE BEEN ALLOCATED

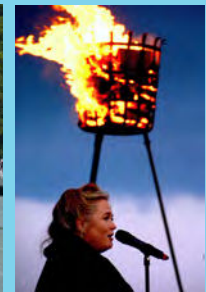
Cornwall Council - the billing authority, is due to collect levy payments totalling £190,000 from the 410 BID levy payers that have operated in the Falmouth BID area during the period 1 April 2024 to 31 March 2025.

The continued effects of the cost-of-living crisis impacted upon consumer confidence, visitor spend through 2024 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 comprehensive festivals programme. A small, not-for-profit team working collaboratively as it always does, to maximise return on investment.



MEMORABLE D-DAY

A special commemoration was organised by the Town Team as part of the UK's D-Day activities. An 80-strong flotilla event, comprising heritage and modern boats was coordinated, with the fleet making its way down the Fal and past historically relevant landmarks such as Turnaware Bar, Tolverne and Pendennis Castle. A service also took place in Kimberley Park, with the day finishing with a lighting of the beacon event. A huge amount of PR and profile was also achieved, with the BID coordinating global media resulting in millions of pounds worth of destination coverage.



INCREDIBLE FESTIVALS CALENDAR

WanderFal, Falmouth Cringe Comedy, record-breaking Sea Shanty Festival, Falmouth Classics, Richard Mille Cup, Falmouth Week, Form Art, Fal Food Fest, Falmouth Book Festival, Falmouth Beer Festival, Oyster Weekend, Christmas Lights Switch-on and Harmony Choir, are the highlights of another incredible year of activities and events organised by YOUR Town Team and its range of partners. The strongest events calendar in the region, all aimed at raising the town's profile and giving people additional reasons to visit in what is a very competitive marketplace.

SAFE & SECURE LAUNCH

The challenges around low level crime and antisocial behaviour have escalated through and post the pandemic, affecting many businesses and high streets across the UK. As overwhelmingly requested by businesses during BID ballot 2023, the team responded proactively with the launch of a new Safe & Secure project in 2024. An upgraded CCTV service, a new DISC crime reporting platform, street rangers and an expansion of the town Link radio scheme have been rolled out in conjunction with an enhanced Safer Falmouth agency partnership.



BID MEANS BUSINESS AND FALMOUTH FOR BUSINESS FILMS

The BID instigated two free business support/skills schemes in 2024. The first - BID Means Business, saw a series of free skills workshops facilitated. These were 'led by business for business' around topics such as finance, social media, and digital marketing. The BID has also offered free films for businesses - a 1 min showreel - filmed, edited, produced and promoted via the town's extensive social platforms. The value of this opportunity is over £500. If you're interested - hayley@falmouth.co.uk.

SHOPFRONT IMPROVEMENT SCHEME

The team also secured funding in November 2024 and subsequently coordinated a shopfront improvement scheme. This was very well received, with 35 businesses benefitting from a funding allocation to enhance their visible presence in the town.

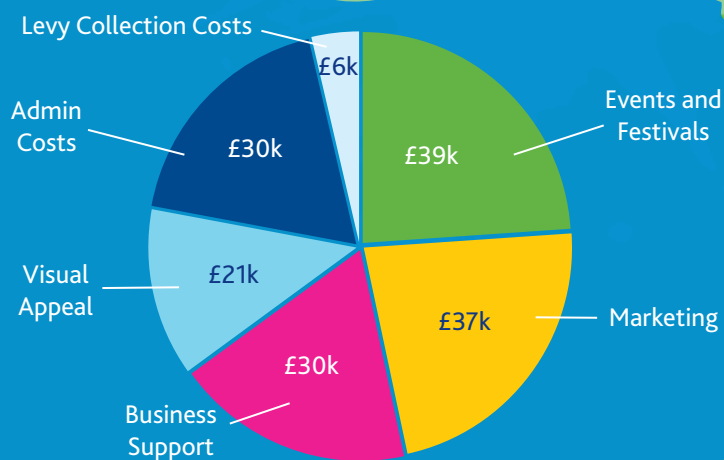
IN BRIEF - YOUR BID IN 2025

PROJECT SPEND IN 2025

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 2025 to 31 March 2026.

The four project areas outlined here, are ones defined in the BID Business Plan. As highlighted in this newsletter, new initiatives such as Market Intelligence will complement existing, high impact schemes.

Please note: this is an indicative budget which is subject to revision when the full income picture is known.



SPRING CLEANS

The Team will once again organise community cleans, with volunteers assisting beach litter picks, power washing, graffiti removal and green space activity. Keep an eye out for our proactive helpers giving up time to work with us through April!

VE DAY

The Team is planning events with partners on Thursday 8th May, to support Falmouth's commemorations around VE Day. Taking place in various venues TBC, expect live music from local groups and choirs, a beacon lighting ceremony and service.

MARKET INTELLIGENCE

Understanding the dynamics of our town is so important when it comes to decision-making, planning and investment. The Team has recently secured funding to enable more detailed assessments around footfall, heatmapping and dwell-times. More information on how this can support you will follow once the service is up and running.

CRUISE SHIPS

Falmouth will welcome around 50 cruise ships and 70,000 passengers for the 2025 season. This number represents one of the largest ever cruise seasons. The schedule has been circulated to you, with more information on how you can maximise the opportunity from this high yield market sector to follow.



LOVE FALMOUTH REGIONAL CAMPAIGN

A new regional marketing and advertising campaign is being coordinated, another strand to the impactful promotional activity the BID steers. A series of digital and physical billboard adverts at strategic sites including service stations and public transport sites, is being co-ordinated.

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 get in touch.

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