



FALMOUTH CREATES FUNDING GUIDANCE NOTES (2026)

About Falmouth Creates

Falmouth Creates is a funding and marketing support scheme run by Falmouth BID. It exists to encourage new and innovative cultural events in the town that bring people together, drive footfall, support local businesses, and enhance Falmouth's cultural reputation.

Since its launch, Falmouth Creates has helped festivals, cultural activities, and community projects grow. From 2026 onwards, the scheme has been reshaped so more events can benefit, with funding now available at different levels depending on the size, scale, and impact of your event.

1. Who can apply?

- Community groups, CICs, charities, event organisers, and businesses running cultural, creative, or community events in **Falmouth town**.
- Events must be open to the public.
- Both new and existing events can apply.

2. How much funding is available?

- Applicants can apply for **grants between £500 and £2,000**.
- The amount awarded will depend on:
 - The scale and ambition of the event
 - Evidence of need for the funding
 - Value for money for BID levy payers
 - The likely positive impact on the town

Alongside funding, successful applicants may receive a tailored package of **marketing support** which could include:

- PR and press release distribution
- Social media promotion through Falmouth BID channels
- Bus stop poster advertising
- Cross-street banner promotion
- Event listing on Falmouth.co.uk and in seasonal guides

3. Timescales

- **Deadline for applications:** Monday 5 January 2026
- **Decisions announced:** by end of February 2026
- **Funding release:** Successful applicants must invoice Falmouth BID one month before their event to receive payment.
- **Marketing support:** Delivered according to an agreed timeline in the run-up to the event.

4. Will every application be successful?

Not all applications can be supported. Applications will be reviewed against:

- The positive impact on Falmouth's economy, community, and cultural life
- The scale of funding required and whether the event could proceed without it
- Value for money for BID levy payers
- Evidence of good planning, financial responsibility, and delivery capacity
- The balance of the overall events calendar (avoiding duplication and supporting a diverse range of events)

5. What we expect from successful applicants

- Accurate and timely communication with Falmouth BID
- Use of BID branding where requested
- Agreement to provide post-event feedback including:
 - Attendance figures (ticketing data, headcounts, footfall)
 - Marketing impact (website hits, social impressions, press reach)
 - Any wider benefits (e.g. testimonials, community feedback, business support)
- Evidence that funds were used for the purposes outlined in the application

6. What we don't fund

- Events outside Falmouth town boundaries
- Activities that are not open to the public
- Projects with no clear economic or community benefit to Falmouth
- Ongoing running costs of organisations (e.g. staff salaries, office rent)
- Retrospective funding (costs already incurred before application approval)

7. Top tips for a strong application

- Be specific: clearly explain what the money will be used for and why.
- Show impact: outline how your event will support the town, businesses, and community.
- Demonstrate partnership: highlight any other funding, sponsorship, or collaboration.
- Provide evidence: include past successes, testimonials, or estimated footfall/spend uplift.

Submitting your application

Please complete the **Falmouth Creates Application Form** and return it by:
Monday 5 January 2026

To:

FAO Keren Cooksey

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

or via email: **info@falmouth.co.uk**