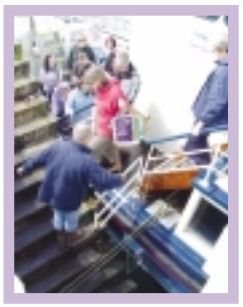
Building business for Falmouth

The final proposal for the creation of the Falmouth Business Improvement District

February 2009

Falmouth Business Improvement District

Building business for Falmouth



A better, more prosperous Falmouth

...for you ...for the future

If you vote "Yes" to creating a Falmouth BID (Business Improvement District) in February/March 2009, you will help unleash a powerful force of over 400 businesses in the central area of Falmouth joining together with one aim:

To build Falmouth's economic prosperity for the future - adding zest and vitality, improving the town and increasing sales for Falmouth businesses - thus helping Falmouth realise its full potential as a great destination for leisure, shopping, short breaks & having fun!

Nigel Carpenter,
Proprietor of the St Michael's Hotel & Spa
and Chairperson of the BID

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If the ballot is successful, from 1st April 2009, the Falmouth BID will deliver a five year programme to increase visitors, footfall and spending through marketing, events, town improvement and lobbying on your behalf.

It will be the first time that a significant budget - £500,000 over 5 years - will have been created for businesses to spend on what really matters to help improve Falmouth and boost business. The new BID Company will be run by Falmouth businesses for Falmouth businesses. It will rely heavily on voluntary support from you BUT will be able to afford some executive resource to deliver the BID programme effectively.

The contributions will be fair (1% of rateable value) and modest for most businesses - 79% of businesses will pay less than £5 per week. The BID company will build on those funds by leveraging contributions and securing funds from other sources wherever possible. Already 15% of the BID income is secured from additional sources - Cornwall Council, Falmouth Town Council, voluntary and landlord contributions.

A Falmouth BID will also be a vehicle to hold the public sector service providers to account for the services they deliver and the value for money they achieve for us, as well as being a powerful force in lobbying for positive change - to make our town more pedestrian friendly, open up the waterfront and to influence EU grant funding coming to Falmouth.

So, if you are proud of Falmouth and want it to grow then vote "Yes" for the creation of a Falmouth BID !

Voting papers will be arriving by Mid February and you need to vote by 12 March 2009.

This document has been published after consultation and feedback based on the Draft Proposal document.

What is a Business Improvement District

BID?

A Business Improvement District (BID) scheme is a business led initiative supported by government legislation which gives local businesses the power to 'raise funds locally to be spent locally' on improving their trading environment.

Firstly, a local steering group of interested businesses is established and an initial boundary for the BID scheme is proposed. A wide programme of consultation and development then ensues to determine what sort of improvements businesses would like to see and would be prepared to contribute towards.

The BID programme is partly funded by the businesses themselves through a levy on non-domestic rates - usually 1%, but the BID legislation permits up to 5%.

Businesses within the boundary are consulted on what improvements they might be prepared to pay for. The results of the consultation shape the final proposal on which businesses are asked to vote 'for' or 'against' the scheme at a postal ballot.

BID schemes usually operate for a period of 5 years.

For the BID to go ahead, two conditions must be met:

1. Over 50% of businesses who vote must vote in favour.

2. Those businesses voting 'yes' must represent more than 50% of the total rateable value of all votes cast.

If both these conditions are fulfilled, payment of the levy becomes mandatory for ALL eligible businesses regardless of how they voted.

After five years, businesses will have the opportunity to review how the BID has performed and decide, through a re-ballot based on a new proposal, whether it will continue for a second term.

Thus, BID schemes only proceed if the majority of businesses voting, want it to happen.

Isn't BIDs just a way for councils to save money?

No. A BID scheme supports additional activity - it does not replace statutory activities or services already carried out by the local authorities and other agencies.

The BID Company ensures that ALL current services provided by the authorities are "baselined" - written down so that businesses are not "short changed" in the future!

Indeed, the BID Company has a vested interest and right to ensure that non-domestic ratepayers get the services they need and deserve - effectively and efficiently delivered.

A BID is NOT a new kind of tax; the money doesn't go to the government or councils BUT remains in the BID area to be wisely and judiciously spent by the BID Company on your behalf.

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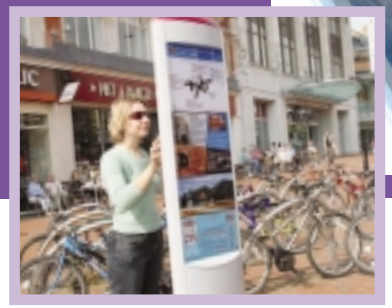
Baseline information has been supplied by Carrick District Council, Cornwall County Council, Falmouth Town Council and Devon and Cornwall Police and relates to the following services: closed circuit television, community safety, graffiti and fly posting, public conveniences, street cleansing, waste collection and management, planting, licensing and enforcement, events and marketing, highways maintenance, street lighting, grounds maintenance and policing.

Full baseline data is available at www.falmouth.co.uk



Do BIDs schemes work?

The evidence suggests that BID schemes are good news for city and town centres. 75 Business Improvement District schemes are already successfully operating in town and city centres as well as on industrial estates. They are making positive differences for businesses trading in those areas and have led to increased footfall, higher spending and cleaner, safer and more vibrant towns. Six of the early schemes; Bristol, Paddington, Liverpool, Coventry, New West End and the Heart of London BID, have recently conducted renewal ballots and started a second term, indicating continued business support for the initiative.

'Bedford has welcomed an additional 9,000 people a week into Bedford town centre since starting their BID in 2005'
Mo Aswat, Executive Director, Bedford BID

The Truro BID Experience

The Truro BID, the only one in Cornwall, started its 5 year scheme in October 2007. The BID is run by a not for profit limited company who employ a BID Manager to deliver its programme.

Achievements include:

- Stunning Christmas Festival with lights extended to new streets for 2008. 20,000 people flooded into the city centre for the lights switch on ceremony and City of Lights parade during November 2008. A similar number visited Truro a week later when Father Christmas and his reindeer came to town.
- 15,000 shopping and leisure guides published, the first of a range of specialist publications produced and distributed across the county. The guide listed Christmas events, information on how to get to the city and a directory of businesses in the BID area.
- Christmas marketing campaign including local radio and press advertising.
- First Truro Music Festival held in September 2008 with over 80 scheduled events and activities to celebrate the theme of a 'community making music.' The Music Festival was hailed as a success and there is now a 5 year plan for the continuance and development of this event.
- www.enjoytruro.co.uk new city website launched in October 2008 which provides a comprehensive and up to date guide of what's happening throughout the city. The website includes a page for every levy payer and links businesses to their own websites. In the first 2 and a half months following its launch, the site recorded 9,000 hits equating to 1,000 hits a week. Businesses have indicated high hits on their own pages of up to 679 in the same period.
- Lead funder of 'Go! Truro', the city's shopmobility service which enables people with temporary or permanent mobility difficulties to access Truro and its facilities.
- Over 200 additional floral displays have been supplied, installed and maintained throughout the city.

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A major project yet to be undertaken by the Truro BID is the development and installation of a new comprehensive information, signage and navigation system for the city including 'welcome' and information panels at major arrival points.

'The Truro BID has enabled Truro businesses to firstly identify and secondly to get on and deliver a whole range of additional services and initiatives all designed to bring more people into the city.'
Neil Scott, Totally Truro BID Manager

'The BID scheme is undoubtedly the most significant boost that Truro businesses have received in decades'
Simon Hendra, independent retailer and owner of Lemon Street Market

'I believe that the BID has breathed new life into Truro and encouraged more people to come into the city, especially during Christmas when the City centre was buzzing...'
Keith Parsons, partner, KML Financial Services, Lemon Street

'The Truro BID unites the 'small voice' and creates a business community with teeth. The BID is about delivery rather than debate and is therefore a good use of my time and money. As an independent trader, the BID gives you a lot back for your money and really helps to promote your business.'
Sam Parker, owner, The Artisan Cookshop, Pydar Street

'Truro's Business Improvement District has transformed the atmosphere in our city. Two years into the life of the BID and Totally Truro has delivered so much, yet we've only just started unlocking Truro's potential.'
Rachel Picken, mpad, Cathedral Lane

'Truro's Business Improvement District was established to attract more people into our city - naturally an initiative that I wholeheartedly support. Clearly the BID is achieving this and also provides a much needed coherent business voice for Truro.'
Lynn Manning, Mannings Hotel, Lemon Street

www.enjoytruro.co.uk

Your personal guide to the city of Truro

totallytruro

Why a BID for Falmouth?

It has a superb waterfront with the third largest deep water harbour in the world together with wonderful Blue Flag beaches. There are organised boat trips and watersports as well as waterside walks and vistas.

Falmouth offers a stimulating retail and leisure environment with a mix of specialist shops, galleries, cafés, bars and restaurants.

These features alone mean that Falmouth offers a 'great day out'! However, there are also visitor magnets such as the National Maritime Museum Cornwall, Pendennis Castle, The Poly Arts Centre, Falmouth Art Gallery, Princess Pavilion and a new Cinema opening in Spring 2009.

Whilst Falmouth is fun, stimulating, creative and avant garde, it also provides a centre of educational and industrial excellence - University College Falmouth, Falmouth Marine School and the docks, home to many enterprising businesses.

Falmouth people are friendly and hospitable and are justly proud of the town's maritime history.

Regular well attended events are held from May to October together with two public open spaces to host these activities, The Moor and Events Square.

Falmouth is a great place to live, work, study and visit.

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It's great but it could be even

better...

...particularly if more people knew about Falmouth. Falmouth's image and brand identity is weak and it is not well publicised either inside or outside the county. Low season really does mean low visitor numbers. Currently there isn't a comprehensive website or a consistent programme of well publicised promotions and events to build business for the town.

Falmouth's linear town centre makes access difficult. Visitors find it difficult to assimilate Falmouth's geography which means that they miss what's on offer - they may visit part of the retail area, missing the docks, castle and beaches completely! These areas need linking together more effectively through well branded and attractive signage. Car parking needs to be improved along with payment methods to encourage longer stays.

To compete with other shopping centres, Falmouth's main streets need to be more pedestrian friendly encouraging a café society culture with street entertainment and events.

Falmouths primary draw, its superb waterfront, is not sufficiently 'on display', not well sign posted and there are few opportunities to engage with the waterfront.

Now

really is the right time for Falmouth.

There is a real energy amongst Falmouth businesses to accelerate the pace of change. £10 million has been earmarked for improvements for Falmouth under the EU programme; further EU funding will expand University level education in the town and surrounding area; a new Marina is about to be built and the deep water dredging of our harbour could dramatically expand cruise ship tourism.

By forming the BID Company, Falmouth businesses will have a natural seat at the table influencing, shaping and supporting projects which can help them grow.

The British pound falling against the euro means that Cornwall will be better value as a visitor destination versus European destinations so there is no better time to attract those visitors to Falmouth !

Falmouth needs a vision.

It is clear that Falmouth has a great opportunity to capitalise on its wonderful assets and provide solutions to some of the challenges identified.

It might seem the wrong time to be asking for additional money, but the economic climate means that it is now even more important that businesses work together to promote Falmouth. If nothing is done, there is a real risk that business will be lost to competing town centres that are making investments like this or to online shopping which is easily accessible to all.

The BID Programme for Falmouth will seek to make a REAL difference by:

Marketing and promoting Falmouth to encourage more visitors and residents to come and spend more money in our shops, restaurants, bars, attractions, hotels and other businesses.

Improving maps, signage, information, and interpretive panels explaining our history, heritage and environment to ensure that visitors see all that Falmouth has to offer, stay longer and get around more easily.

Supporting the development of a more substantial and extensive events, activities, entertainments and festivals programme to encourage people into the town and waterfront areas.

Lobbying councils, government and service providers to ensure Falmouth's businesses get what they deserve and that we make the most of every opportunity.

Bringing more funding to Falmouth by ensuring we capitalise on all EU and other grant opportunities.

Using the opportunity of the BID scheme to improve co-operation and communication between Falmouth's businesses for the common good of building the presentation and standing of our town.

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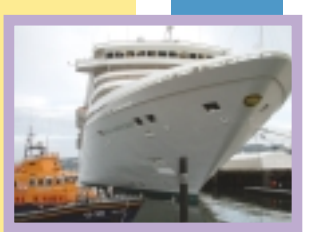
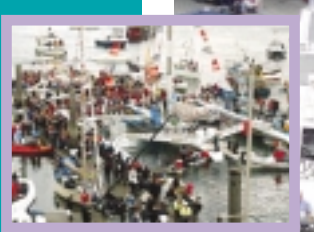
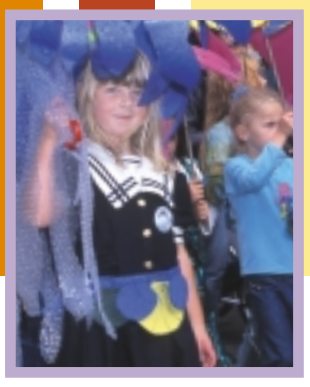
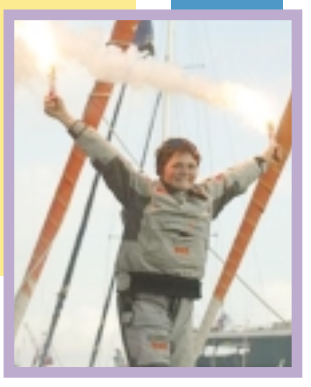
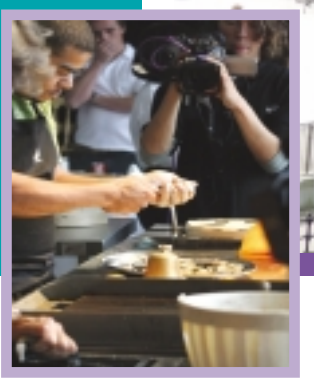



Project 1

Marketing and Promotion

What is it?

Build the Falmouth brand and corporate identity, and ensure Falmouth is promoted with a clear communications strategy and consistency of branding.

Market Falmouth to local people, Cornish residents and visitors to Cornwall to generate more visitors - especially in low season - and encourage them to stay longer, spend more and come back more often!

What will be done?

1. Outstanding Falmouth 'portal' website

An outstanding Falmouth website will be developed which will promote the whole town including the docks, education, professional services as well as retail, accommodation, attractions and other tourism businesses.

Each levy paying business will have a page on the website to promote their business and offer a link to their own website. Non levy payers will be offered opportunities to participate at fees to be determined. Customers will also be able to purchase the Falmouth Shopper Card on line.

High definition promotional film footage of Falmouth will be produced and downloadable via the website. The website will be search engine optimised to ensure it appears high in the search engine rankings for anything to do with Falmouth. This project will be a priority during year one.

2. Map/business guide

A contemporary map will be designed and available as a hard copy and downloadable from the website. It will be designed as a 3D production making it not only quite striking but also an aid for multi lingual visitors.

It will show the whole BID area including the beach and waterfront,identifying the position of businesses. The map will be displayed in car parks, at railway stations, Park and Ride/ Float and will be available to take away at many strategic locations around Falmouth. This project will be a priority during year one.

3. Guides & marketing literature

Existing guides, already funded will not be replaced. However, the BID programme will play a supportive role through the provision of information, photography and potentially branding guidelines for the Falmouth brand to ensure consistency and synergy between these publications.

Existing literature will be augmented with specialist leaflets where there is demand.

4.Photographic library

There is no current unified photographic library for Falmouth. Existing high quality Falmouth photography will be sourced and future high quality photography will be commissioned to create and maintain an excellent photographic library for use in a variety of marketing material.

5. Public relations

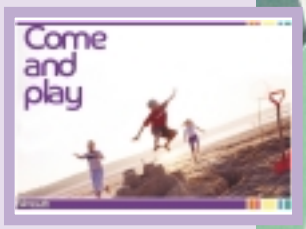
A 'Press Contact' service will be maintained to answer media enquiries about Falmouth and to promote Falmouth to the local, regional and national media.

6. Special promotions

An annual promotional schedule will be developed to stimulate visitors to come to Falmouth - to stay, to visit, to shop, to eat & drink - and to stay longer.

There will be different campaigns - co-ordinated with the local, regional or national media - to assist different types of audiences and businesses e.g. hotels, restaurants, shops, art galleries and hair salons.

The campaigns will be run in conjunction with local media as well as backed up by separate advertising, articles and newsletters. Promotional themes might be built around art, music, food/local produce, markets, entertainment, late night opening, Falmouth Shopper Card and speciality retailing.



Project 2

Events and Festivals

What is it?

Using events and festivals to boost visitors, footfall and spend especially out of high season.

What will be done?

1. Festival & Events Development

With limited resources, the BID Company will not run existing festivals or events but instead, play a supporting role, offering some additional resource, seedcorn funds and marketing assistance to help the development and growth of festivals and events.

This will include:

a) Supporting the growth and development of Falmouth's existing major festivals - The Falmouth Oyster Festival and Falmouth Week.

Working with existing organising committees to provide additional resource to help develop and publicise the festivals.

b) Facilitating the growth and development of further major festivals and events adding to the 'Falmouth calendar'.

Encouraging the growth of some existing small festivals and supporting the development of new themes.

Some initial ideas include:

idea

Maritime Festival - ships, sea shanties, workshops and storytelling.

Waterways & Creeks Festival - kayaking, boat trips, environment, cycleways.

Falmouth Film, Literary, Drama festival.

Falmouth Arts Festival - from fine art to sculpture to performing art.
Food & Drink Festival - annual beer festival, local producers, fish, seafood.

Falmouth Gardens & Horticultural Festival.Music & Comedy.

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c) Facilitating the development and growth of smaller events, activities and programmes. For example:

idea

Falmouth Markets, Craft and Food Fayres.
Beach Volleyball Championship.
Giant, portable TV screen showing special events around Cornwall and the World - from Fistral Surf Championships to the Olympics 2012.
"Bring the beach to the town" - the beach, sand, deck chairs and beach huts brought to the Moor and Events Square.
Race for Life.
Falmouth Carnival.

Street entertainment throughout the town, together with focal resting points to encourage people to walk through the town.
Spring bulbs, gardens and beach/ town displays to make the town and beach more attractive early season.

Annual Grand Tide Race at Gyllyngvase Beach - perhaps together with sand sculpture and other beach competitions.
Enhanced Christmas Season activities including winter festival.
RNLI Dragon Boat Racing.

2. Marketing events and full publicity programme

A full year calendar of events will be available as a download from the website and as a published leaflet. The BID Company will work with event organisers to publicise events through editorial, advertising and other appropriate channels.

3. Making events work for Falmouth businesses

Your participation and feedback will be actively sought on how events can not only provide a fun experience for visitors raising the profile of Falmouth, but how they can bring you business. With your help, the potential benefits can be identified from each event - it could be that there is an opportunity to have a stall, a media opportunity or an accommodation booking opportunity? The BID Company will work on your behalf to ensure where possible, that events are fairly distributed across all areas of Falmouth and that linkages are made between events staged at different locations.

4. Falmouth Pride Ambassadors

To enhance and "bring to town" the award winning volunteer 'ambassadors', who currently bring 25,000 people a year from the cruise ships into Falmouth town to spend money in the town's businesses. The expanding cruise business provides a significant business opportunity for Falmouth, and for a modest investment these volunteers could be provided with uniforms so that they are easily recognisable to all visitors; a kind of mobile Tourist Information Centre!

Project 3

Physical Improvements

What is it?

This project is about smaller initiatives that the BID can fund that would make a real difference to the appearance of Falmouth, and help visitors enjoy and access more of Falmouth.

It is hoped to make the BID money go further in this area by raising money through sponsorship, grant funding, enlisting the creative ideas of University College Falmouth and garnering more council support for our initiatives.

What will be done?

1. Signage and Interpretation Boards

It's clear from what you have told us that some visitors come to Falmouth and see the town, some take boat trips and explore the water; some explore the Docks and Pendennis Castle; others go to the beach. Many town visitors don't realise there is a beach! Some beach visitors never see the town!

The way to link this up is through much better signage, including maps and suggested walkways. The signage will be attractive, clear and user friendly with consistency of branding, style and message.

Visitors will be provided with more interesting information on what they are looking at and encouraged to venture to the next point.

Interpretation boards will be sited at strategic locations throughout Falmouth with consistent Falmouth branding and communication style. All signs and boards will reflect Falmouth's personality and heritage.

This project will use signage to direct visitors from one area of Falmouth to the other with distances or 'walking time' marked on signs.

2. Improved town and beach presentation

The BID Company will work with other stakeholders to improve the presentation of Falmouth through initiatives such as floral or green enhancements, street art, flags and bunting.

Areas to be considered during the 5 year term include the town centre, piers, beach, opes and seafront walkways.

'We are committed to playing an active role in the cultural and economic regeneration of Falmouth and the county as a whole and support any initiative that generates wider interest in our vibrant and creative town.'
University College falmouth

Project 4

Getting the best for Falmouth businesses

What is it?

Whilst the funds are modest, collectively, the private sector voice and influence could be very significant; businesses will be speaking with one voice.

There will be opportunities to make a real difference on major issues such as making the town more pedestrian friendly, opening up the waterfront , improving parking and enhancing the presentation of our town and beach.

What will be done?

The BID company will lobby on your behalf to build a better Falmouth.
Some issues that will be pursued are:

- Town centre pedestrianisation, traffic management and car parking improvements.
- Opening up Falmouth's waterfront with more walkways, footpaths, trails, piazzas.
- Improved access and links to Falmouth - by road, bus, ferry, boat ,train and air.
- Vigilance on cleanliness and care of the public realm in the town and beach areas.
- Deep water access for a range of critical marine based businesses and activities which benefit the town and Cornish economy/environment.
- Developing/improving cycleways and pathways around Falmouth.
- Incremental town centre 'dressing' and presentation e.g. Christmas lights, planters and hanging baskets.
- Maximising the grants and support available from the EU convergence and other programmes for Falmouth.

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- Monitoring and maximising the efficiency and effectiveness of services provided by the new Cornwall Council, Falmouth Town Council and other public sector agencies.
- Working in partnership with the relevant education authorities to maximise the positive impact and creative contribution of Falmouth's student population.
- Encouraging independent businesses and landlords to be creative/flexible in occupying empty shops and presenting a positive and stimulating shopping environment - especially in the difficult times ahead.

How has this programme been drawn up?

With your help and participation! Many valuable ideas have been submitted throughout 2008; ideas and feedback that has influenced the content of this final proposal. Your views have been sought on what Falmouth needs and how the BID could help through a number of formal consultation processes including:

April 2008

Presentation and discussion evening at The Poly on Church Street where over 90 business leaders attended and put forward some very interesting project ideas, as well as giving the steering group a strong mandate to develop the BID scheme further towards the formal ballot.

June 2008

Publication and circulation of our first newsletter where businesses had the opportunity to submit ideas through returning a reply slip or via the website www.falmouth.co.uk

June 2008

Project focus group held at the National Maritime Museum Cornwall attended by 50 people from businesses across Falmouth. Following lively discussion and debate, a set of project priorities were identified for potential inclusion in the BID programme.

October 2008

'Are we on the right track' draft proposal published and circulated to all businesses along with a feedback form inviting comments on project ideas. During October to November 2008, members of the BID steering group engaged with over 175 people from businesses across the boundary. Businesses completing the feedback form were asked, based on what they had read so far, what their voting intentions would be:

Yes 76% No 10% Don't Know 14% Other 0%

Consultations have also taken place with members of Falmouth District Hoteliers Association, by face to face meetings and by telephone with individual ratepayers including business leaders at the head quarters of multi-nationals, with local authorities and Town Forum members.

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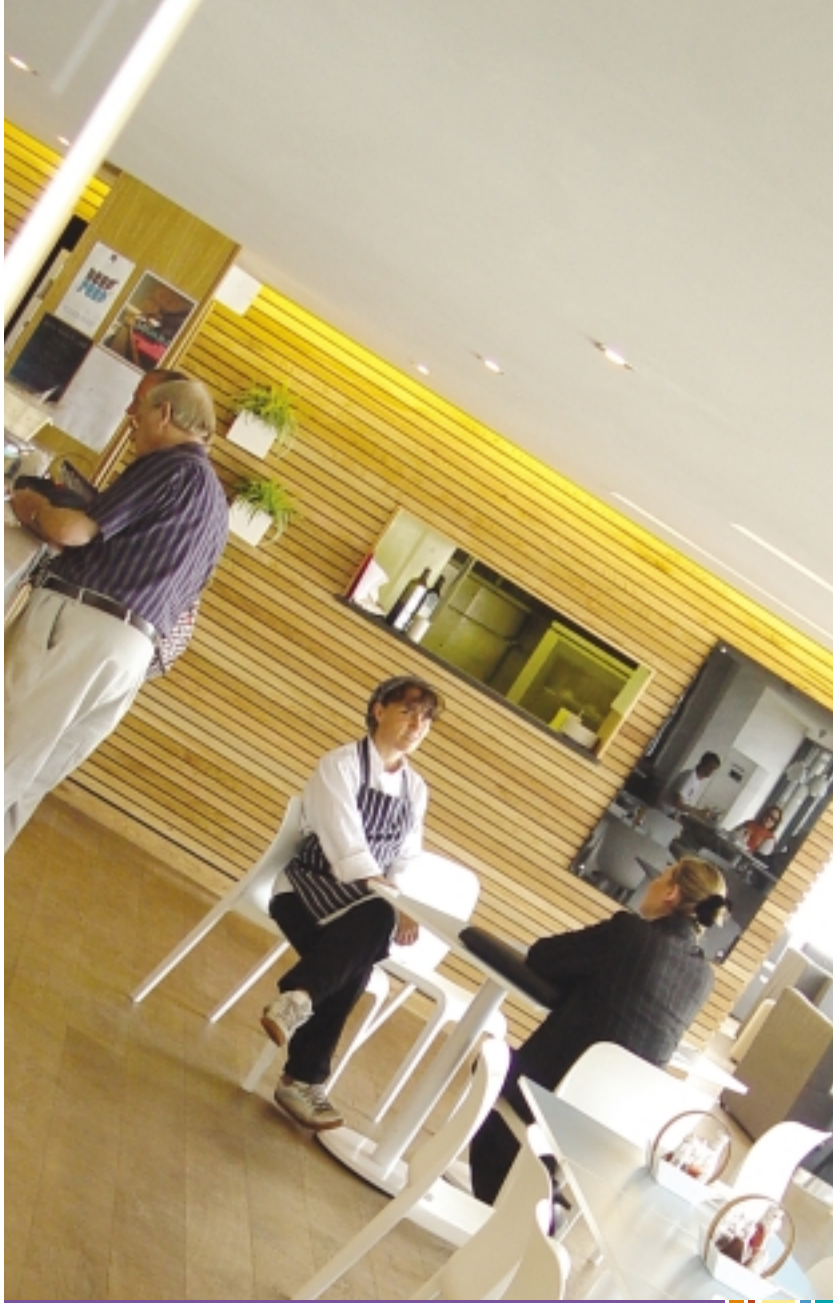
Business representatives who have helped develop this final proposal include the following:

Nigel Carpenter (Chairperson)	St Michael's Hotel & Spa
Wendy Brook	Big Wednesday Online
Suzanne Channon	Chazanne
Andy Charalambous	Subway
Jeremy Edwards	Preston Goldburn Solicitors
Malcolm Farrar	Morris Pasties
Pam Faulkner	Lugo Rock
Peter Fraser	Harbour Lights Restaurant
Jonathan Griffin	National Maritime Museum Cornwall
James Hodgson	Hodgsons Chartered Accountants
Kearan McVey	Greenbank
Rhys Pollard	Harvey's Wharf
Mike Reynolds	A&P Falmouth Limited
Gwyn Richards	Reach Maintenance
Andrew Robertson	Harbour View
Jane Thomas	Just Like This
Chris Smith	CSA Architects
Jilly Easterby	University College Falmouth
Richard Thomas	RTP Surveyors
David Randall	Falmouth Oil Services
Rachel Thomson	Lloyds TSB
Kevin Ayres	The Cornish Store



How will the BID be delivered?

Driving forward Falmouth's BID has been a committed group of business people from all types of businesses and areas of Falmouth who have met regularly since October 2007; people who see Falmouth's potential, think it is currently undersold and are determined to do something about securing a better deal for its future.

In January 2009, a new not for profit limited company called Falmouth BID was established, initially with two directors, Nigel Carpenter from the St Michael's Hotel & Spa and James Hodgson of Hodgsons Chartered Accountants.

If the BID receives the 'yes' vote in March 2009, an election will be held in May 2009 where everyone will have the opportunity to stand as a director. A minimum of 5 and a maximum of 9 directors will be appointed to serve on the Board. The Falmouth BID will be run by, and for, local businesses and as a levy payer, you will have a stake in the Company. Every year, an AGM will be held where the Company will report back on what has been delivered through the BID and share with you their proposals for the following year's programme for your comment.

The Board will establish volunteer working groups of business people to develop, advise and support the delivery of each aspect of the programme. However, the volunteers will be busy, successful and unpaid business people whose time will understandably, be limited. Staff constitute a significant part of company expenditure and yet without them, our businesses can't be run effectively. It is no different for the new BID Company. So, some staff resource will be necessary. That said, the BID Company will be mindful of finite resources and the need to direct as much of the income as possible into core projects.

A lot of the Falmouth BID programme requires good marketing and management skills and will be time intensive. Thus, the implementation of the programme will be delivered by a Marketing Executive and 20% of the Town Manager's time which has been donated under an 'independent service agreement' through Falmouth Town Council. In addition, Falmouth Town Council has kindly agreed to fund the office and communication overheads of the new Marketing Executive, as well as the Town Manager and any support staff.

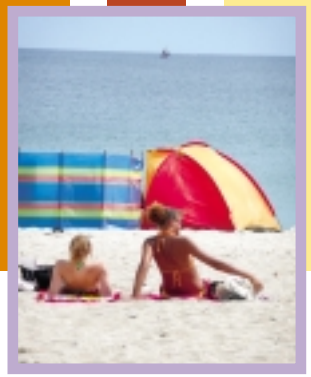
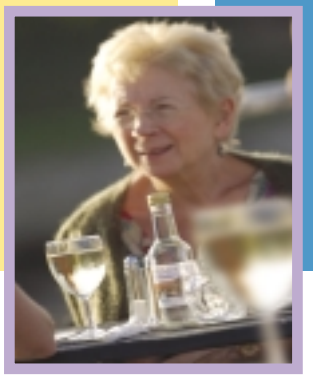
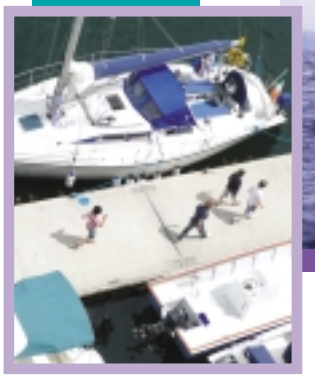
Preliminary consultation suggests that the Marketing Executive may have part of their first year's salary (up to £6,000) funded under the Unlocking Cornish Potential (UCP) Scheme.

It is estimated that Falmouth Town Council's contribution will represent an in kind sum of around £12,000 to the BID each year.

It will also be the Board's responsibility to increase the value of the BID through securing grant funding and sponsorship for the programme and by working in partnership with appropriate organisations to maximise the amount and quality of projects delivered. The Board will be working hard to ensure that Falmouth secures Convergence funding already earmarked for strategic investment towns, of which Falmouth has been identified as one.

All funds and additional income received by the Falmouth BID will be invested in projects that will make a positive difference to trading in Falmouth.

Falmouth
Business Improvement District

How will I know it's working?

It's working if you notice an upturn in business and a renewed optimism amongst everyone trading in Falmouth. However, in the current economic climate, 'standing still' rather than 'sliding backwards' might be a measure of success.

You will see physical improvements such as new signs and interpretation. Additional publicity literature and special promotions will also be visible evidence of BID activity, along with events.

Performance will be formally measured wherever possible through mechanisms such as trader feedback and revenue figures; footfall research; customer satisfaction surveys with visitors and locals and annual surveys of BID levy payers (to find out your views on how the BID is performing).

How much will the BID raise and what will I pay?

If the BID scheme is approved at the close of ballot on 12 March 2009, a 1% levy applied to 409 businesses in the boundary will raise £90,000 each year for 5 years (with an increase of 3% for inflation to be applied each year on 1 April) but it doesn't stop there. This levy income will be supplemented with additional income that the Board shall seek to raise throughout the five year term.

The 1% levy together with additional contributions, secured so far brings a total income of £504,071.

Already, Cornwall Council has committed to provide a £10,000 grant for the first year (2009/10) of the BID programme if the ballot is successful on top of its £3,700 annual levy. Falmouth Town Council is providing in-kind management and administrative support to the value of £12,000 per year.

So far, land owner contributions are worth £2,000 and efforts are continuing to secure further voluntary contributions from this sector. Whilst businesses under a rateable value of £5,000 will be exempt from paying the levy, so far 25 businesses have pledged to contribute the minimum levy of £50, adding £1,250 towards the annual income.

In unstable trading times, it is important to communicate clearly the full costs of this initiative. It is for that reason that the 2005 ratings list will be used throughout the BID term rather than transferring to the 2010 ratings list which is likely to increase rateable values, one year into the programme. So, you can be clear now how much you will be paying throughout the 5 year term.

A modest levy set at 1% means that 79% of all businesses will pay less than £5 per week and 91% of all businesses will pay less than £10 per week. The lowest contribution will be £50 per year with the highest contribution being £3,950 per year.

The chart opposite shows some typical contributions.

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Rateable value £	Annual £	Monthly £	Weekly £
200,000	2,000	166.66	38.46
100,000	1,000	83.33	19.23
50,000	500	41.67	9.62
25,000	250	20.83	4.80
10,000	100	8.33	1.92
5,000	50	4.16	.96

Under the BID legislation, the levy will be collected by Cornwall Council and then transferred to Falmouth BID under a formal 'operating agreement' signed by both parties.

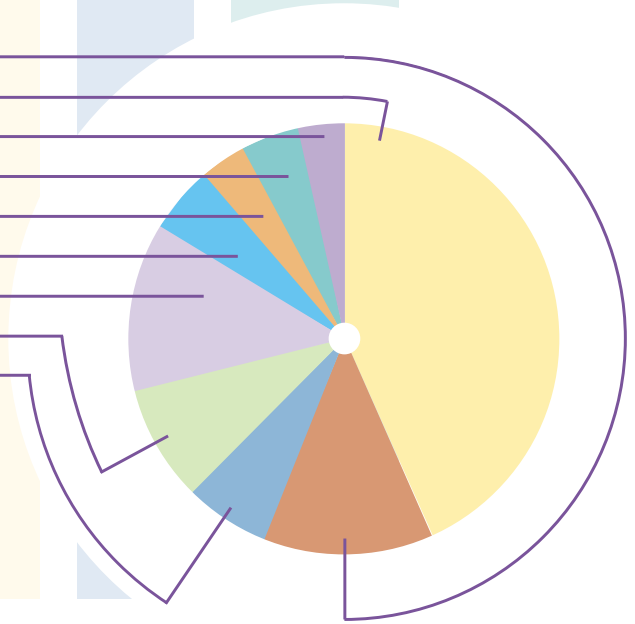
How has the BID been developed and funded thus far?

Carrick District Council and Falmouth Town Council have supported the development of this BID through staff time and a budget to cover costs like the production of this final proposal and the running of the ballot. These are sunk costs and will not be recouped through the levy.

In addition, business people from Falmouth have donated their time over the past sixteen months on a voluntary basis to help shape and develop the Falmouth BID Programme.

Proportion of BID levy by sector

Hotel related	12%
Retail	45%
Miscellaneous	3%
Education	4%
Offices	3%
Public Sector	5%
Food and Drink	13%
Leisure	9%
Docks and other industry	6%



	Income	2009/10 £	2010/11 £	2011/12 £	2012/13 £	2013/14 £	Total (all years) £
	1% BID levy (97%)*	90,000	92,700	95,481	98,345	101,295	477,821
	Cornwall Council	10,000					£10,000
	Landlords	2,000	2,000	2,000	2,000	2,000	£10,000
	Voluntary Contributors	1,250	1,250	1,250	1,250	1,250	£6,250
	Total Income	103,250	95,950	98,731	101,595	104,545	£504,071
	* includes 3% for inflation						
	Expenditure	**2009/10**	**2010/11**	**2011/12**	**2012/13**	**2013/14**	**Total (all years)**
Project 1	Marketing and Promotion						
	Falmouth Branding/ Identity	8,000	1,000	1,000	1,000	1,000	12,000
	Falmouth portal website - build/develop	20,000	5,000	4,000	10,000	5,000	44,000
	Web Optimisation/ E Marketing	5,000	5,000	5,000	5,000	5,000	25,000
	Photographic Library	5,000	3,000	2,000	3,000	3,000	16,000
	Public Relations	3,000	4,000	4,000	5,000	5,000	21,000
	Publicity literature, guides etc	6,000	8,000	9,000	9,000	9,000	41,000
	Consumer Promotions	5,000	5,000	5,000	5,000	5,000	25,000
							184,000
Project 2	Events & Festivals						
	Publicity/Ambassadors	5,000	8,000	10,000	10,000	10,000	43,000
	New events/Infrastructure	0	8,000	8,000	5,000	5,000	26,000
							69,000
Project 3	Physical Improvements						
	Signage and interpretation	15,000	12,000	12,000	10,000	12,000	61,000
	Improved presentation	6,000	8,000	8,000	8,000	8,000	38,000
							99,000
Project 4	Getting the best for Falmouth businesses						
	Specialist support/presentation material	5,000	4,000	4,000	4,000	4,000	21,000
	BID delivery and running costs						
	BID Marketing Exec.	16,000	22,000	23,000	23,500	24,000	108,500
	Administration, professional fees	4,250	2,950	3,731	3,095	8,545	22,571
							131,071
	Total Expenditure	103,250	95,950	98,731	101,595	104,545	£504,071

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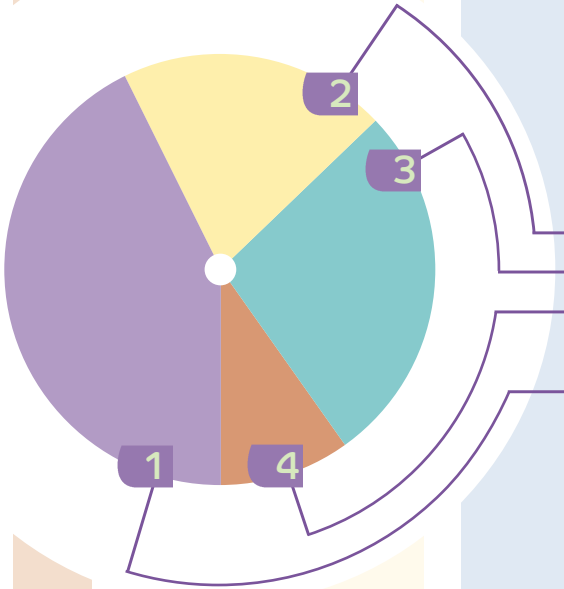
* Year One subsidy from Unlocking Cornish Potential envisaged
One day a week of Town manager's time donated by Town Council
Office support of Marketing Exec donated by Town Council
Interest on funds not shown - will be used as contingency funding

BID budget and costs

The Falmouth BID provides good value for money with 15% of the overall budget to be generated from sources other than levy payments.

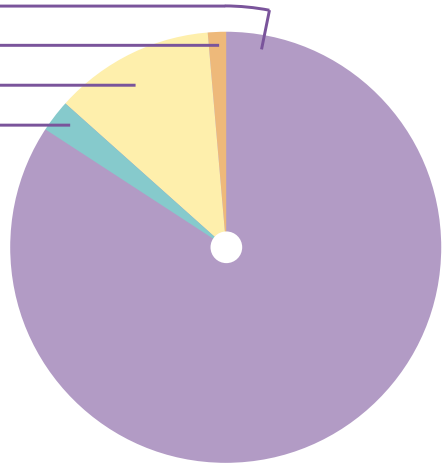


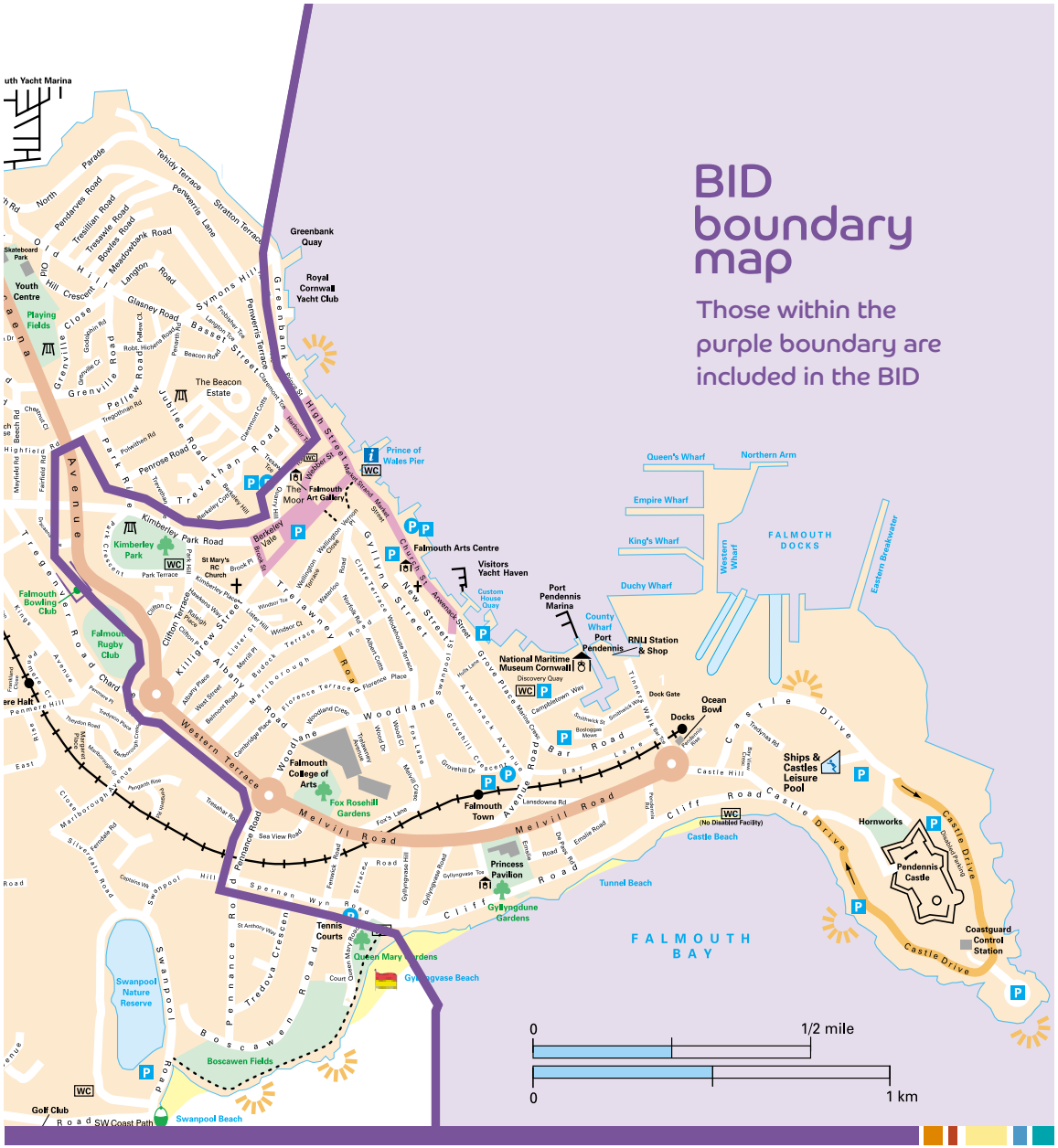
BID project expenditure including delivery costs

Events and Festivals	20%
Physical improvements	26%
Getting the best for Falmouth businesses	11%
Marketing and promotion	43%

All BID income by type

Levy contributors	85%
Voluntary contributions	1%
Public Sector (cash & in kind)	12%
Landlords	2%





Where will the BID operate?

Businesses that are situated in the roads listed and inside the purple line shown on the map are in the BID area. Only those businesses with a rateable value of £5,000 or over are entitled to vote in the ballot and will have to contribute if the BID is approved. If you are unsure whether your business falls within the boundary or want to know how much you will pay, please contact us.

List of streets within Falmouth BID area

Admiral's Quay
Albany Place
Albany Rd
Arwenack Avenue
Arwenack St
Avenue Rd
Bakers Ope
Bank Place
Bar Lane
Bar Rd
Bar Terrace
Bayview Crescent
Belmont Rd
Berkeley Vale
Brook Close
Brook St
Budock Terrace
Cambridge Place
Campbell Town Way
Castle Close
Castle Drive
Castle Hill
Chapel Terrace
Church St
Clare Terrace
Cliff Rd
Clifton Crescent
Clifton Place
Custom House Quay
De Pass Rd
Discovery Quay
Docks
Dracaena Avenue
(as far as Highfield Road/ Tregothnan Road junction)
Emslie Rd
Fenwick Rd
Fish Strand Hill
Florence Place
Florence Terrace
Fox Lane
Glyn Cottages
Greenbank
Grove Place
Grovehill Crescent
Grovehill Drive
Gyllyng St
Gyllyngvase Hill
Gyllyngvase Rd
Gyllyngvase Terrace
Hawkins Way
High St
Killigrew St
Kimberley Park Rd
Kimberley Place
King Charles Quay
Lansdowne Rd
Lister Hill
Lister St
Marine Court
Marine Crescent
Market Strand
Market Street
Marlborough Rd
Melvill Crescent
Melvill Road
Merrill Place
Mulberry Quay
New Street
Norfolk Rd
North Quay
Old Brewery Yard
Packet Quays
Park Crescent
Park Hill
Park Terrace
Pendennis Rd
Pendennis Rise
Pennance Rd
(as far as the Spernen Wyn Rd/Swanpool Hill junction)
Port Pendennis
Prince of Wales Pier
Quarry Hill
Quay St
Queen Mary Rd
Railway Cottages
Raleigh Place
St Georges Arcade
St Smithick Way
Seaview Rd
Smithick Hill
Spernen Wyn Rd
Stracey Rd
Swanpool St
Thetis Place
The Moor
Tinners Walk
Tredynas Rd
Tregenna Court
Trelawney Avenue
Trelawney Rd
Upton Slip
Vernon Place
Victoria Quay
Waterloo Rd
Webber Hill
Webber St
Well Lane
Wellington Terrace
West Place
West St
Western Terrace
Western Wharf
Windsor Court
Windsor Quarry
Windsor Terrace
Wodehouse Terrace
Wood Close
Wood Drive
Wood Lane
Wood Lane Crescent

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About the Falmouth postal ballot and how it will work

In February 2009, the person with the authority to vote in your organisation will receive a ballot paper and statement - all votes will need to be received back by 5pm on Thursday 12th March 2009 by Electoral Reform Services, the organisation who will independently conduct the ballot.

Each rateable property within the boundary with a rateable value of £5,000 or more will be eligible to vote. This means that some organisations occupying more than one premises, will have more than one vote.

For the BID to go ahead, two conditions must be met:

1) More than 50% of businesses who vote must vote in favour.
2) Of the 'yes' votes, they must represent more than 50% of the total rateable value of all votes cast.

Under the legislation, if these conditions are fulfilled, payment of the 1% levy each year for five years until 2014 becomes mandatory for all eligible businesses regardless of how they voted.

The results of the ballot will be publicly announced by 17th March 2009. A 'yes' vote for Falmouth will mean that great things will start happening on the ground from 1st April 2009 with funds to deliver a comprehensive programme of benefits for five years from that date.

BID levy rules and management

Each business ratepayer will have a vote provided they are listed on the National Non Domestic Ratings List within the boundary, defined on the map in this document, on the day the notice of ballot is given by Carrick District Council.

Falmouth BID company will be applying exemptions to those businesses with a rateable value of less than £5,000. However, if the BID is approved, businesses under this threshold can opt to pay voluntarily the minimum amount of £50 per year to become a member of the BID and receive the same benefits as ordinary levy payers.

Exemptions, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988, will not apply. Those responsible for unoccupied and part-occupied rateable properties, and BID levy payers who are charities or non profit making organisations, will be liable for the full BID levy. Only charities in receipt of 100% relief can apply to the Falmouth BID Board requesting an exemption. The BID levy will also not be affected by the small business rate relief scheme and businesses who already pay service charges to landlords will not receive any discount.

Where a property is vacant, undergoing refurbishment or being demolished, the property owner will be entitled to vote and also obliged to pay the levy with no void period.

Collection of the BID levy carries the same enforcement weight as collection of the non-domestic rates.

Each person entitled to vote will have one vote in respect of each rateable property within the Falmouth boundary. A proxy vote is available and details will be sent out with ballot papers.

A 1% levy (with 3% inflation on 1% applied on 1st April each year) will be charged to each qualifying ratepayer using the 2005 non-domestic ratings list to calculate the amount payable. The first BID levy due will be payable for a 12 month period in one lump sum from 1st April 2009. The levy will then be due each year with the last payment due on 1 April 2013. The BID programme will finish on 31 March 2014.

The ratings list will be updated for any changes in ratepayer, appeals, additions or removals and liability will be adjusted accordingly.

The BID levy will have to be paid by any new ratepayer occupying an existing rateable property within the BID area up until the end of the five year term on 31st March 2014 even though they did not vote on the initial proposal. Likewise, any new rateable property created during the lifetime of the BID will be obliged to pay the levy. If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on the number of days they occupy the property.

The Falmouth BID company will endeavour to secure additional voluntary contributions to supplement the levy throughout the five year lifetime of the BID. However, these contributions cannot be guaranteed and may be less than or more than the indicative amounts given in the budget.

Under the BID regulations 2004, Cornwall Council will be responsible for collection of the levy on behalf of Falmouth BID. The levy income will be kept in a separate ring fenced account and transferred to Falmouth BID on a regular basis. This arrangement will be formalised in an operating agreement signed by both the BID Company and the local authority. Falmouth BID will provide Cornwall Council with quarterly updates detailing expenditure under the BID and cash flows.

Once elected, the Board of Falmouth BID will meet at least bi-monthly. Every levy paying business will be a member of Falmouth BID and eligible to vote at Annual General Meetings.

The BID area and the levy percentage (other than the 3% inflationary rise) cannot be altered without an alteration ballot. However, the BID projects, costs and timescales can be altered subject to Board approval providing the changes fall within the income of the BID.

Have your say

Mike Varney, Mayor of Falmouth
'The BID scheme is a unique way of retaining money within the local economy to be spent by the business community. I have been encouraged by the manner in which traders are working together and it is the smaller specialist retailers that lends Falmouth its unique appeal; this scheme will enable them to protect and enhance their role.'

Nigel Carpenter, Proprietor of the St Michael's Hotel & Spa and Chairperson of the BID
'This is an enormous opportunity for the businesses of Falmouth to come together and help build a stronger Falmouth for the future, boosting our business income. Whilst it is clearly a challenging time for everyone at the moment, it is even more important that we seize the moment to market and promote Falmouth more wholeheartedly and increase our market share. We cannot afford to miss this opportunity and by working together through BIDs, we are stronger than working individually.'

Wendy Brook, Big Wednesday Online
'The trading situation over the last few years has demonstrated how much Falmouth is in need of a concentrated and co-ordinated effort to market our unique town. If ever there were a time that this needs to be done, it's now. When you see how attractive Truro has become, it is obvious how much the BID initiative has benefited the trading environment. Falmouth's trading community needs to pull together.'

Tom Ironside, British Retail Consortium
'BIDs that are developed and implemented effectively provide a useful means for retailers to work with other community partners to improve the places where they trade'

Mike Reynolds, Port Operations Director, A&P
'By harnessing the energy and enthusiasm of the businesses in Falmouth, the BID gives the business community an opportunity to make a real difference to the future prospects of the town. We will be supporting it and hope all those in business who want a direct say on the future of the town will do the same'

Jane Thomas, Just Like This, High Street
'I am looking forward to what a Falmouth BID could achieve for the retail trade. By working together, we can unite the town from both ends creating a unique destination to shop, work, relax and enjoy. Although my business is below the £5K threshold, I will be voluntarily opting to pay £50 per year if the scheme goes ahead'

Elaine Stephens, Manager, Marks and Spencer, Market Street
'Marks and Spencer are keen supporters of the BID principle and are active participants in more than 30 locations across the UK. As a long-term supporter of Town Centre Management projects, Marks and Spencer recognises the value that can be realised through this type of cross-sector team working, and it is our hope that Falmouth becomes another location that benefits from a BID'

Pam & Jeff Faulkner, Lugo Rock, Melvill Road
'The BID process has been very effective in bringing all types of business people together to share ideas on the best way to promote Falmouth. This is an opportunity to be grasped.'

Peggy Clark, Atlantis Jewels, Church Street
'I am very enthusiastic about the BID and what it could achieve for Falmouth. It's an opportunity for traders to work together to influence the future shape of the town and manage a budget to ensure things happen on the ground. This scheme could inject a new energy into Falmouth.'

Kearan McVey, Manager, Greenbank Hotel
'Without doubt, the BID will have a positive effect on Falmouth'

Christopher Smith, CSA Architects, High Street
'Supporting the BID scheme for Falmouth is just a no-brainer - a paltry 1% on our rates gives us back the edge in how we present our town in an increasingly competitive market place. As a landlord I'm happy to make a voluntary contribution to strengthen the trading position of my tenants'

Andrew Robertson, Harbour View Café, Arwenack Street
'If Falmouth is to remain competitive, it must continue to prosper, grow and move forward as fast as any of its surrounding towns and cities. The Falmouth BID is the best opportunity we have on the on the table to deliver that, and enable the business people of Falmouth to shape their own future and be involved in its decision making process'

Peter Fraser, Harbour Lights Restaurant, Arwenack Street
'Falmouth has so much potential but sadly only now and again fulfils it. I see the BID as a great opportunity for Falmouth to attract and impress and create a rosier future for all traders'

James Hodgson, Hodgsons Chartered Accountants, Arwenack Street'
'A BID provides Falmouth with an opportunity to take positive action in difficult trading conditions. I believe that it can make a real difference to all businesses in Falmouth and that we will see a valuable return on our investment'

Ken Bruce, Assets Manager, Group Property, Royal Bank of Scotland
'BIDs are an additional tool for businesses to take more responsibility for their own environment. People who want to improve their business areas should be supported, as everyone wins. RBS and it's customers will benefit from safer, cleaner and better managed business districts. We have supported Town Centre Management schemes in the past. BIDs will be better funded and should be able to achieve more'

Jayne Gray, Tregenna Guest House, Melvill Road
'I think the whole idea is fantastic! I will definitely be making a voluntary contribution if the BID gets the 'yes' vote'

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Ludvic Laskowski,
Laskowski & Co, High Street
'Understandably, some Falmouth traders will question the viability of making this additional contribution. However, with a BID, businesses control how the additional revenue is spent ensuring that the approved projects attract more visitors to our shops, restaurants, bars, hotels and leisure businesses.'

Richard Thomas,
RTP Surveyors, Arwenack Street
'Falmouth is unique in its location, character, and facilities. The BID is vital to allow the town to thrive in the future and will enable traders to have a direct impact on town matters which will help them'

Gwyn Richards,
Reach Maintenance
'The BID initiative is the best opportunity that falmouth has to revolutionise the trading place. Falmouth needs this to help sustain the smaller shops and stop the town becoming a clone of everywhere else in the country.'

Suzanne Channon, Chazanne,
Market Strand
'Maybe the BID seems like another tax but this money is fully controlled by Falmouth businesses to fight for Falmouth and take it forward into the 21st Century'

So why should I vote YES and will it really make a difference?

Vote "Yes" if you:

- Are proud of Falmouth and want to make it better.
- Believe a real difference can be made by combining our strengths and working together to grow our town.
- Want to seize the opportunity of creating a private sector led company accountable to the businesses of the town utilising a £500,000 budget over 5 years to make improvements.
- Believe our levy funds can be significantly increased through grants, sponsorship and public sector contributions.
- Want to use this opportunity to ensure that Falmouth receives the highest quality and best value for money from our public services.
- Want to contribute and participate in the growth of our town.
- Would be keen to build partnerships with others to ensure that Falmouth makes the most of its opportunities.
- Want to see a return on your investment having invested your time, energy and money in operating your business in Falmouth.

And what if I vote NO?

Well, in the current economic climate, no-one would blame you for considering the 'no' option. However, it's even more important to invest a bit now to try and buck the national downward trend. With UK retail sales values falling 2.6% on a like for like basis from November 2007*, Falmouth needs to figure in people's minds. Falmouth businesses are far more powerful by working together than working individually.

If you vote 'no', you are waving goodbye to the opportunity to raise £500,000 of new investment for the benefit of all businesses in Falmouth. Improvements such as new marketing initiatives and events designed to increase footfall will not happen so nothing will be done to help business during the low season.

Existing agencies will continue to run Falmouth for you but you will not have a strong voice through a private sector led organisation set up solely to represent your interests.

Ask yourself, how many sales or additional customers would it take to recoup your 1% levy and is it worth a go? Is it worth a go to make Falmouth a more vibrant destination and a better place to live and work? Is it is too much of a financial risk to vote yes and pay 1% of your rateable value each year for 5 years? For most ratepayers, it will cost less than one quarter page Ad in the local paper each year!

*British Retail Consortium 9 December 2008

How to get in touch?

Falmouth BID
C/o David Pollard or Mel Richardson
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Falmouth
Cornwall
TR11 3EF
Telephone: 01326 313553
Email: bids@falmouth.co.uk
www.falmouth.co.uk

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www.ukbids.org
www.totallytruro.co.uk
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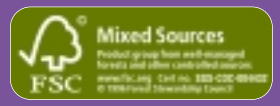

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If you require this information in a different format; for example large print or language translation, please telephone 01872 224733

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Some Falmouth BID Steering Group members

Nigel Carpenter (Chairperson)
St Michael's Hotel
Wendy Brook
Big Wednesday Online
Suzanne Channon
Chazanne
Andy Charalambous
Subway
Jeremy Edwards
Preston Goldburn Solicitors
Malcolm Farrar
Morris Pasties
Pam Faulkner
Lugo Rock
Peter Fraser
Harbour Lights Restaurant
Jonathan Griffin
National Maritime Museum
Cornwall
James Hodgson
Hodgsons Chartered Accountants
Kearan McVey
The Greenbank
Rhys Pollard
Harvey's Wharf
Mike Reynolds
A&P Falmouth Limited
Gwyn Richards
Reach Maintenance
Richard Thomas
RTP Surveyors
Andrew Robertson
Harbour View
Jane Thomas
Just Like This
Rachel Thompson
Lloyds TSB