

**TOTALLY TRURO AGM FOR TRURO AND NEWHAM BID
MINUTES OF A MEETING HELD ON TUESDAY 31 OCTOBER 2017**

Present: David Clarke (DC) (The Original Art Shop); Kristian Fleming (KF) (Inhabit); Roger Gazzard (RG) (Truro City Council); Giles Horne (GH) (GMH Commercial); Rob Nolan (RN) (Councillor); Keith Parsons (KP) (KML Financial); Nick Seaton-Burridge (NSB) (Belmont Property); Sid Weeks (SW) (Malletts Home Hardware); Nicky Whittaker (NW) (Merchant House & Mannings); Simon Hendra (SH) (Hendra’s); Gill Tripp (GT) (Marks and Spencer); Alun Jones (AJ) (Truro BID Manager); Charla Symons (CS) (Truro BID); Sian Knights (CS) (Truro BID); Carole Theobald (CT) (iSightCornwall); Mel Richardson (MR) (Newham BID Manager); Alex Tullett (AT) (The Old Grammar School); Darren Perry (DP) (Francis Clark); Chris Winfield (CW) (Monsoon Accz); Alison Elvey (AE) (Robinson Reed Layton); Ben Davies (BD) (Savills); Melinda Rickett (MR) (Creative Edge); Abi Steel (AS) (Visit Truro); Matt Dewhurst (MD)(WWFP)

Absent: Lucy Jones, Oliver Trevail

RG gave a brief health and safety procedure overview.

1. WELCOME AND INTRODUCTION

KP welcomed all to the annual AGM. Brief introductions made.

2. COMPANY STRUCTURE AND CHAIRMANS REPORT

KP explained that the two BIDs operate under one company, Totally Truro and the overall structure is working well. Totally Truro has an overall Board of Directors that are a mix of Newham and Truro businesses. Then there are two separate committees – Newham BID and Truro BID who feed into the Board of Directors. MRichardson is the Newham BID Manager and AJ is the Truro BID Manager. AJ explained there is a good mix of businesses across both committees representing the different sectors and that there were efficiency savings to both BIDs from operating under one company structure.

KP elaborated that the Truro BID has been in operation since 2007 and just gone through a successful ballot. Newham BID has been in place since 2013 and both fall under the overall company – Totally Truro. Neil Scott retired in Sept 2016 and AJ took over as Truro BID Manager. AE was previously the Newham BID Manager, now employed by Robinson Reed Layton – MRichardson is now the Newham BID Manager.

<p>Truro BID existing members include: Lucy Jones, Truro Chamber Simon Hendra, Hendra Hair & Beauty Sid Weeks, Malletts Home Hardware Oliver Trevail, Trevails Kristian Fleming, Inhabit Shop David Clarke, The Original Art Shop Roger Gazzard, Truro City Council Nicky Manning, Merchant House Nick Seaton-Burridge, Belmont Property Giles Horne, Property Surveyor Gill Tripp, Marks & Spencer Keith Parsons, KML Financial Services (Chair)</p>	<p>New joining members: Ben Davies, Savills Estate Agents Chris Winfield, Monsoon & Accessorize Abi Steel, Visit Truro Alex Tullett, Old Grammar School</p>
--	--

Those highlighted in blue are also on the Board of Directors for Totally Truro. Highlighted in red – new Director.

Newham BID Existing members include:

Peter Beaumont, Cornish Mutual

Melinda Rickett, Creative Edge

Russell Dodge, BLS

Alan Treloar, Vickery Holman

Michael Galligan, South West Water

Simon Hendra, Brooklands Classics

Cllr Rob Nolan, Cornwall Councillor

Mark Killingback, Port of Truro & Penryn

Bill Osborne, Cornwall Garage Doors

Alison Elvey, Robinson Reed Layton

Kean Roberts, Cornwall Woodburners

Carole Theobald, iSight Cornwall (Chairman for Newham BID)

Tom Kirk, Cornwall Bathrooms

Helen Gollop, Charles French

3. ANNUAL ACCOUNTS 2016/2017

DP from Francis Clark – took us through the financial accounts. See Newham BID & Truro BID websites for the annual accounts and an overview summary.

4. SPECIAL RESOLUTION / ARTICLES OF ASSOCIATION

KP explained that the original articles were put in place in 2007 by local solicitors when BIDs were in their infancy. They were evaluated in the light of various changes, one being the change from District to Unitary Councils and the Board decided that they needed amending, particularly since the Company had subsequently agreed to take Newham BID under its wing. The articles also defined categories of Director membership which restricted who the Company could appoint and in some cases prevented good levy paying Directors from joining. The Company needed to include new Directors in order to have more meaningful supported committee and Board meetings.

- Put to vote: **Renewal of existing Directors** (SH, AE, MRickett, KP, NSB) All those in favour please put up your hands. No questions. All in favour.
- Put to vote: **Ratification of new Director Nominations** (CT and KF) All those in favour please put up your hands. No questions. All in favour.

KP said that regretfully, Jessica Riches who had been willing to stand as a Director had withdrawn her application owing to her change of employment.

Committee members current and new will be ratified at the next committee meeting.

5. TRURO BID KEY ACHIEVEMENTS TO DATE - AJ

- **Truro Safe** – the issue of rough sleepers has been dealt with effectively with a multiagency approach. Eleven of the sixteen rough sleepers have been given addiction support and accommodation. RG from Truro City Council, RN (Councillor) collectively set up a special task force and this has reconvened for the winter of 2017. Truro BID pleased to be involved, with the Truro Safe leaflets in educating the public in not giving

directly to the homeless and rather using the donation points. The donation points have collected money which have been used to purchase ruck sacks and sleeping bags.

- **ShopWatch** has been reinstated and strengthened with monthly meetings, up to c20 retailers attending. WhatsApp and the shop radios are used as a constant communication tool. Rick Milburn (Chief Inspector) has signed up to WhatsApp ShopWatch group and therefore has appreciation of what is going on in Truro.
- Truro BID contributes to the **annual floral hanging baskets**. We participated in SW in Bloom and the National Britain in Bloom judging days, supporting Truro City Parks Department and Truro in Bloom volunteer committee. We also pay for the bunting to go up and down – which helps make Truro attractive in the summer months.
- **City centre Christmas lighting scheme** we continue to illuminate Truro during the festive period and have included lower Calenick street and alongside Lemon Quay by Compton Castle and Craftworks Kitchen.
- Our new mandate for the third term began on the 1st of October. We had a strong mandate saying yes to the BID for a third term.
- **Truro Trend** fashion week we intend to run in 2018, we did not have sufficient time to run it this year, with the Truro BID renewal. CS explained that we engage with both nationals and independents and it raises the profile of the city. We have been engaging with the businesses via questionnaire to see what they would like for Truro Trend 2018.
- Successful BID renewal for 3rd term, with highest mandate to date
- **Partnership working with Visit Truro for Truro Guide annual publication.** CS elaborated that www.enjoytruro.co.uk will be turned off shortly and Visit Truro is the official destination website for the public/consumer to use. **Truro BID** is due to launch its new website, with a B2B focus shortly.
- **Truro Guide** is a partnership and has been well received by businesses. In the past we produced a Christmas Guide and this has now been amalgamated into the Truro Guide – winter edition. Together with Visit Truro we have an overall Christmas marketing campaign for Truro, with 10,000 of the Truro Guides being distributed through letter boxes and encouraging people to visit Truro instead of Exeter or Plymouth. CS explained that we have posters in bus shelters in shops highlighting key events such as Switching on of the lights during City of Lights, Reindeer Parade and Winter Gift Fayre.
- AJ explained that we are having the **Truro Christmas Street Markets in Boscawen Street** on Wednesdays & Saturdays. We have extended the trading on Wednesday of the markets from 1pm – 9pm, which is more attractive for the traders with a longer window of trading, encouraging a better type of trader. Saturdays the markets will run from 10am until 4.30pm. We have limited the food offerings; six stalls selling food out of thirty-six. AJ pointed out that we need to compete with Exeter and Plymouth and give reasons for people to come into Truro.
- **BD** mentioned about the ice rink behind Truro Cathedral a few years ago. **AJ** replied that our overall BID levy income (many businesses rateable values have decreased) has dramatically reduced and that we will be looking at being more in a facilitating capacity. **MRickett** asked if there is any possibility of reducing car parking costs. Truro BID has explored this many times and it is not possible, as this is a main income earner for Cornwall Council. **CW** mentioned that late night shopping car parking is paid for by some BIDs and that Taunton have free parking on a Sundays. **KS** said we could look into this.
- Truro BID are **co-managing the Reindeer Parade** with Truro City Council, Malletts Home Hardware and WC Rowes Bakery.
- **City centre pedestrian signage scheme (Connected Truro)** is progressing and we are currently waiting for local authority to sign off the remainder of the locations for the final stage to be implemented.
- **Implement Wi-fi scheme**, AJ explained that we are looking at city centre retention and having a Wi-Fi option could help to keep people longer in our City. We would like to

have customer traffic data and wifi could help us to do this. It would be useful to have a foot print of age group/gender to target specific customers.

- We continue to develop and improve our **communications** with businesses and sectors working together with our newsletters, B2B electronic newsletter and social media.
- CS explained we will continue to use 'Our Great Little City' as our destination brand.
- AG highlighted we would like to **develop and strengthen the offer of the evening night time economy** through recruitment to Pub Watch and creation of working group. We have 14,000 employees in Truro and everyone seems to leave at 5.30pm and we need to bridge the gap into the evening economy. Whether it be a family evening or colleague club. A working group is needed with the licensees involved. **BD** mentioned that in Europe the shops stay open later, which encourages people to perhaps go for a drink or have food first. Could shops open later? **CW** replied that shops would need to look at their overheads to do this and that Plymouth have a late night on a Thursday where shops stay open throughout the year. **CW** sees no reason as to why we could not trail this, perhaps in the summer.

6. NEWHAM BID KEY ACHIEVEMENTS TO DATE - MRicharson

- Newham BID began in 2013 and ends on the 31 August 2018 (operating for five years). We are currently delivering against the current business plan under three themes; Access & Attractiveness, Safety and Security and Services to Businesses. Newham consists of a mix of businesses mainly from automotive, household, professional, finance and legal.
- **Newham & Port of Truro Signage** – our new signage is in place (16 so far with more to be installed), helping with navigation and raising the profile of Newham with the mention of the work 'Port', being a hidden asset. We wish to make more of the waterside location.
- **Access issues on Higher Newham Lane.** This involved managing the volume of cars wishing to park and the large deliveries to the industrial estate such as Skinners Brewery. Newham BID had to facilitate keeping the lane clear for large delivery trucks through the employment of Armtrac.
- **Maintenance contract for communal areas** – the Newham BID has facilitated tree/hedge trimming through letting a maintenance contract which also helps to maintain visibility for the new CCTV cameras and helps the area to look tidy and in turn other properties have started to be maintained. There are very different businesses operating and there is quite diversity in one small area.
- **27 CCTV cameras (including ANPR) used to deter and detect crime** – the ANPR is able to pick up vehicle number plates and there are also infrared zoom cameras for facial recognition. Newham's shape is unusual with a long road and a cul-de-sac at the end, which can encourage dumping and road racers. The police are complimentary about our CCTV and it has been used to detect crime.
- **New Newham & Port of Truro website** – has been developed with an entry per levy paying business and will be a place to put job vacancies on as well as business offers.
- **Partnership working - better place to work and trade.** When AE was in place she lobbied hard to **widen the road between Gas and Lighterage Hill**, there was the potential for some Government Growth Deal funds which haven't materialised yet but the scheme has been planned and costed through Cormac and could be revitalised if funding became available. This stretch of the road is narrow and dangerous. Funds have been secured to resurface most of Newham Road by Cormac at no cost to the BID levy payers
- Newham BID regularly communicates with **Biffa** with regards to litter and working in partnership to keep Newham tidy.

- MRicharson explained that the **Marketing & PR contract has been let to DCA** in August 2017

CURRENT ACTIVITY AND NEXT PRIORITIES

- **Further signage** including advertising boards – Four signs ready to be installed e.g. Outside Staples (Hilco). Just following through with the owned land consent and legalities. As you drive outside Tesco, there will be a sign saying turn left. Also working closer with the Truro BID on other signs.
- 3 further **CCTV cameras** will be installed before Christmas.
- Extensive PR and Marketing Campaigns have begun in the West Briton, with themed features highlighting the different businesses, e.g. automotive, home/DIY, professional etc. Newham BID is the sponsor of Pirate FM ‘Secret Sound’ at 7.20am, there is a 15 second advert on the Park and Ride and the new hashtag created is #finditinnewham. A map guide to Newham will be delivered next.
- **Cost savings trial** is being trailed with three businesses in Newham under the Meercat scheme which should deliver cost savings on a range of services e.g. energy, waste and pest control.
- **Public realm improvements linked to Truro Loops** – Newham BID looking at securing European funds for some public realm improvements but still early days and will depend upon what the outcomes are of the Truro Loops feasibility study first of all which is exploring better connectivity around Truro and Newham and to the potential for a bridge across to Malpas.
- **Consultation on BID 2** – Newham BID will be consulting to 120 businesses and that is due to start shortly to see what the appetite is for the next BID and what the businesses want. **NM** wished to know what businesses are in Newham. MRichardson replied that they are listed on the Newham website.
- **CT** wished to thank AE and MRichardson on all their hard work for the Newham BID.

AOB

- *All AGM information will be on <http://www.newhambid.co.uk/> and www.truroBID.co.uk. This will include the company accounts and financial explanation, Articles of Association*
- *The next meeting of the Board will be Tuesday 23rd January 2018. The next meeting of the Committee for Truro and Newham BIDs will be emailed to Committee members shortly and will be on the respective websites.*