

A roundup of Truro BID activities and what's coming up in our great little city



Update from Truro BID Manager, Alun Jones

Welcome to your Spring newsletter. We hope all businesses are doing well given the increasing challenges with the cost-of-living crisis.

For Christmas 2022, we launched festivities in the city on Friday 18 November with the return of Festive Friday. The event featured Truro's Christmas Lights Switch-on and celebratory parade. Around 25k people came into Truro on Festive Friday where the Big Festive Shop Small Market was on Lemon Quay joining in with the celebrations.



We also worked closely with the Cathedral and Coppice Theatre to bring the sold-out story-telling and Father Christmas grotto experience to Truro Cathedral for the second year. In addition, we supported Truro Farmers Market to deliver The Big Christmas Market on Lemon Quay.

For 2023, we're planning a range of events to help increase footfall and attract residents and visitors to the city. We'll be continuing to support two regular outdoor markets taking place on Lemon Quay by utilising our colourful gazebos. The Cornwall Shop Small Market, which showcases

locally created crafts, art and lifestyle wares will be monthly from March to October. From May to September the Truro Antiques and Collectables Market will be back twice a month. Both markets will sit alongside Truro Farmers Market, for info see: www.visittruro.org.uk



Children's Day will return this year on Saturday 1 July. We're planning entertainment and activities on Lemon Quay, as well as some entertainment popping up across the city. We'll be inviting Truro businesses to enhance the event with an instore activity and/or offer.

We're also planning a new event, the Truro Classic Car Show, taking place on Lemon Quay on Sunday 30 July. For the event we're hoping to have around 50 classic cars, automobilia stalls and some entertainment.

This year we'll once again be enhancing the city's appearance by co-funding the summer floral hanging baskets delivered by Truro City Council's Parks Team. We'll also be funding and delivering bunting which will be fluttering at various places across the city until October!

We're continuing to work to improve other aspects of Truro's environment. Since January we've managed a graffiti removal project where numerous external walls and fire exit doors of business premises were repainted by our contractor and treated with an anti-graffiti coating.



The graffiti removal was financed using Government Safer Streets 4 Funding and was done on behalf of Truro Safe, a working group that we sit on to represent the businesses.

The three-day 'City Clean Up' which we organised has just taken place. Thank you to everyone who helped spruce up Truro!

We recognise there are ongoing concerns about anti-social behaviour and assure you that this is being taken seriously. Our partners are doing substantial work behind the scenes. It's vital everyone reports all crime or anti-social behaviour incidents via the correct methods as unless there is a crime report, no action will be taken. The reporting methods (DISC or the police) are on our website at www.trurobid.co.uk.

One of our biggest investments this term and coming this spring, will be to provide Truro with two dedicated Town Centre Officers throughout the year. This BID funded resource will provide a rapid response and deterrent against low-level crime and anti-social behaviour to help keep Truro's streets safer.

We believe our Town Centre Officers will also complement the excellent work already done by Truro's Anti-Social Behaviour Officer.

Finally, a big thank you to all the Truro BID levy payers who enable us to deliver events, projects and services for the city. I look forward to working with many of you very soon.

Spring 2023 Newsletter

for everyone working in Truro City Centre

Summary of Truro BID Financial Arrangements

Truro BID was successfully renewed during the summer of 2022. The fourth term commenced on 1 October 2022 for five years so as of 1 March 2023 we'll have completed the first six months of BID 4.

Cornwall Council the billing authority invoiced levy payments totalling £161,000 from 377 businesses that have operated in the Business Improvement District during the period 1 October 2022 to 31 March 2023.

The in-year collection to 28 February 2023 for Truro BID is 95.65%.

During the period of 1 October 2022 to 28 February 2023 (the first five months of BID 4) the Truro BID levy spent was as follows:

Theme One – Marketing & Events*	£109,869
Theme Two – Safety, Security & Environment	£21,862
Theme Three - Business Support	£6,010
BID Team Core Costs (not project related)	£18,379
Insurance, Levy Collection Fees, Professionals, Office, IT	£8,962
Reserves	£1,000
Total Expenditure	£166,082

Planned Expenditure for 2023/24

In accordance with the Truro BID Fourth Term Business Plan, it is planned to spend the BID income for the upcoming year 2023/24 as follows:

Theme One – Marketing & Events	£133,967
Theme Two – Safety, Security & Environment	£98,298
Theme Three - Business Support	£12,610
BID Core Cost (not project related)	£39,187
Insurance, Levy Collection Fees, Professionals, Office, IT	£28,190
Reserves	£5,000
Total Planned Expenditure	£317,252

*The marketing & events spend for the first five months of BID 4 was more than our planned spend for that period due to delivering Truro's festive offer, which includes funding and installing the city centre Christmas Lights. We also rolled forward some income from the end of BID 3 into BID 4 term.

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