

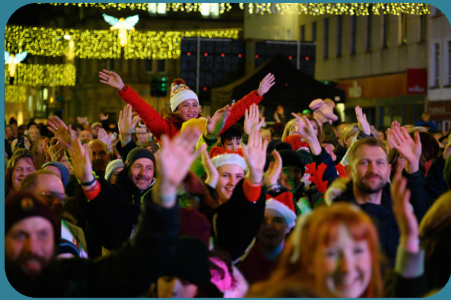


A roundup of Truro BID activities and what's coming up in our great little city



Welcome to your Truro BID newsletter. We hope all businesses are trading well given the ongoing challenges.

As you may know, Truro BID works to increase customer footfall into the city centre. For Christmas 2023, we launched festivities with the return of Festive Friday which included Truro's Christmas Lights Switch-on, live music once the lights came, and The BIG Festive Market. Around 45k people came into Truro on Festive Friday.



To celebrate the start of late-night shopping, and to coincide with the first day of the BIG Christmas Market on Lemon Quay, we organised the Father Christmas Parade. We were delighted that the footfall for this date was over 35k, which is around 17k more than a usual Wednesday.

In addition, we worked closely with Coppice Theatre to bring the Finding Father Christmas grotto experience to the Royal Cornwall Museum which attracted over 2,000 visitors.

We also worked with Truro Farmer's Market to enable stalls in Boscawen St on Wednesdays and Saturdays from the end of November which helped spread more activity through the city. Our footfall counters saw an increase of 5.9% overall in December 2023 when compared to December 2022 and footfall was particularly strong on Wednesdays and Saturdays.

The total number of visitors coming to Truro and captured by our footfall counters in 2023 was 6.6million, a 1.6% increase on the previous full year.

For 2024, we're planning a range of events throughout the year to help increase footfall and attract residents and visitors to the city.

We'll be continuing to support Cornwall Shop Small by lending out our colourful gazebos.

The BIG Truro Market, hosted by Truro Farmers Market and Cornwall Shop Small, will be on the last Saturday of the month from March to October. This Cornwall Shop Small event hosted alongside Truro Farmers Market, consists of locally created wares from independent traders, with Truro Farmers Market produce stalls.

Children's Day will return on Saturday 6 July. We'll be arranging family friendly activities and entertainment on Lemon Quay. We are encouraging Truro Businesses to join in with an in-store activity or offer to enhance the event and attract families. To take part in Children's Day please email the team at: lindsey.craik@trurobid.co.uk.



On Sunday 28 July we will be bringing back the Truro Classic Car Show for the second year and making it a larger event. If you have a classic or vintage vehicle you'd like to exhibit at the show, apply at: www.trurobid.co.uk.

Thank you to all the businesses and everyone else who helped spruce up Truro for the recent City Clean Up event which we organised.

As well as organising events, we provide services for Truro and the city centre businesses. Since April 2023 we have provided the city with a security resource. We've been working with our current provider since October 2023. Now called the Truro Rangers, the team provide 56 hours of foot patrols a week and are a deterrent against low level crime and violence against shop workers. They wear body worn video cameras to help gather evidence and to support potential prosecutions.



The Truro Rangers have been working well alongside the city's Anti-social Behaviour Officer who we help fund alongside Cornwall Council and Truro City Council.

We reassure you that concerns about anti-social behaviour are being taken seriously and our partners are doing substantial work behind the scenes. We urge everyone to report all crime or anti-social behaviour incidents via the correct methods as unless there is a crime report, no action will be taken. Reporting methods (DISC or the police) are on the Reporting Crime & ASB page at: www.trurobid.co.uk.

To enhance the city's appearance, we'll once again be funding the bunting which will be fluttering at various locations across the city until October. We'll also be co-funding with Truro City Council the floral hanging baskets delivered by the City Council's Parks Team from June.

Finally, 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 2024 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 2024 we'll have completed eighteen months of BID 4.

Cornwall Council the billing authority invoiced levy payments totalling £325,000 from 364 businesses that have operated in the Business Improvement District during the period 1 October 2022 to 31 March 2023.

The in-year collection to 1 March 2024 for Truro BID is 96.68%.

During the period of 1 April 2023 to 1 March 2024 the Truro BID levy spend was as follows:

Theme One – Marketing & Events*	£164,954
Theme Two – Safety, Security & Environment	£87,239
Theme Three - Business Support	£11,249
BID Team Core Costs (not project related)	£37,024
Insurance, Levy Collection Fees, Professionals, Office, IT	£29,291
Total Expenditure	£329,757
(Reserves spent**)	£4,757)

Planned Expenditure for 2024/25

In accordance with the Truro BID Fourth Term Business Plan, it is planned to spend the BID income for the upcoming year 2024/25 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 2023/24 was more than our planned spend for that period due to delivering two new events, The Father Christmas Parade and the Truro Classic Car Show, making Children's Day a bigger event and having to refurb Christmas lights.

**£40,000 reserves are carried forward from the Covid years and now planned for asset replacement e.g., Christmas lights, market equipment.

To keep updated on BID activities and business matters please subscribe to and read the BID weekly e-newsletter.

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