

**Annual General Meeting of the Totally Truro Company**  
**(incorporating Truro BID and Newham BID)**  
**Truro Conservative Club on Lemon Street (or virtually via zoom)**  
**Tuesday 9th November 2021 at 11.00am**

**Present (In Person)**

Totally Truro:

Mel Richardson (MeIR)  
Alun Jones (AJ)  
Sian Knights (SK)  
Lindsey Craik (LC)

Francis Clark: Darren Perry (DP).

Levy Payers:

Carole Theobald (CT) - iSight Cornwall  
Simon Hendra (SH) - Hendra Health Store  
Katie Harland (KH) - Cornish Mutual  
Leigh Ibbotson (LI) - Chervarya  
Kristian Fleming (KF) - Inhabit  
Helen Sennett (HS) - Charles French  
Nick Seaton-Burridge (NSB) - Belmont  
Alex Tullett (AT) - Old Grammar School  
Caroline Makepeace (CM) – Vertigo  
Jonathan Vickers (JV) – Bonhams  
Sean O’Neil (SON) - Truro Cathedral  
Bettina Klimek (BK) - Klimek Jewellers  
Mandy Hoare (MH) – Zafiros  
Roger Gazzard (RG) - Truro City Council  
Sid Weeks (SW) - Mallets Home Hardware  
Iain Inchley (II) - St. Petrocs  
Rolf Munding (RM) – Routenote

**Present (Online)**

Mark Roby (MR) - Stephens Scown  
Suzanne Featherstone (SF) - United Response  
Emma Kay (EK) – Lakeland  
Abi Steel (AS) - Visit Truro

**Non-Levy Payers**

Giles Horne (GH) - GMH Commercial

**1. Welcome**

CT welcomed everyone to the Totally Truro AGM. CT introduced herself as the Chair of Totally Truro and Newham BID and Kristian Fleming as the Chair of Truro BID.

## **2. Apologies**

Mark Killingback – Truro Harbour Authority

Alison Avard - Truro Sea and Royal Marine Cadets

## **3. To approve the minutes of the AGM held on 10th November 2020**

The previous minutes from the AGM 2020 were ratified and approved by voting. NSB approved and SH said he was happy to second the minutes. The board agreed adoption of the minutes.

## **4. To receive the report of the Directors and overview of the year:**

### **Overview of the year 2020**

It is the 7th year that Truro BID and Newham BID have been working together to share governance. Both BIDs are in a positive cash position.

This year has been more challenging and events have had to be reshaped accordingly.

Both BIDs are represented on the Truro Town Deal Board who were responsible for submitting the successful bid to central government which secured £23.6M.

### **i) Company Structure**

CT explained how Totally Truro is the legal entity for both Truro BID and Newham BID. There is a Totally Truro Board who oversees both BIDs and receives management accounts. There are separate committees for Truro BID and Newham BID.

### **ii) BID presentation for Truro BID and Newham BID**

#### **Truro BID Report given by AJ (Truro BID Manager)**

- Key achievements for Truro BID are around covid support for businesses. The support given by the BID Team has been around how to apply for grants and communicating government guidelines.
- To support the High Street during reopening Truro BID and its partners (Cornwall Council and Truro City Council), implemented road closures during peak times to give space to shop along with Government recommended social distancing signage around the city centre.
- In Spring 2021, Truro BID delivered bunting in the city and this year it was rainbow coloured bunting to support the NHS key workers.
- Truro BID secured opportunities for Accelerator funding from Truro Town Deal and was successful in achieving funding for the Cathedral Christmas Light installation on Trafalgar roundabout, the illuminated reindeer Christmas Lights for shop windows and market equipment.
- Truro BID delivered Truro's Virtual Christmas lights switch-on in association with Pirate FM in November 2020. This was one of the best performing videos on Pirate FM's Facebook page in 2020.
- Looking to the future, Truro BID will be continuing with the popular Duchy Fairs Markets and Truro Antiques and Collectables Markets.

- Security and ASB is a big topic in the city. Truro BID launched the DISC online reporting system earlier in 2021 and are providing additional police cover and private security over the festive season.
- Truro BID is focused on marketing for Christmas 2021, working with both Pirate FM and Visit Truro to promote the city, and leading on new events including Festive Friday (Truro's Christmas Light Switch-on and parade).

CT thanked AJ, SK and LC for all their hard work.

### **Newham BID report given by MeIR (Newham BID Manager):**

- MeIR explained Newham BID is in the third year of its second term. Newham is the commercial area on the edge of Truro.
- Work in Newham focuses on four themes; enhancing the environment, safety and security, place and business promotion, creating connections and networking.

MeIR outlined some of the achievements for the last year:

- Delivered new signage including 'keep safe and social distance' signage at the entrance to Newham and on the Newham Trail. Slats have been updated on the 15 signs across Newham to reflect business changes.
- Keeping Newham tidy & presentable through maintenance contract with Truro City Council and a huge amount of work done via Biffa to sort out fly tipping issues.
- Recently worked with Truro BID to do a litter pick for the City Clean up event in October 2021; lots of Newham businesses took part.
- Started landscaping Newham with the first project at the entrance to the estate which had been populated by encampments during the pandemic – St Petrocs and Cornwall Housing had both helped Newham BID to support and rehouse the individuals.
- Newham BID has also worked with partners to sort out overflowing drains, pot holes, parking issues and other issues that are an impediment to trading.
- The CCTV system comprising 32 cameras continues to be maintained and whilst not all areas of Newham are covered, the system does seem to act as a deterrent deters people committing crime in first place. There are also security patrols to protect premises.
- Newham BID has delivered marketing and PR with maps for Newham featuring all the businesses across Newham. The website and social media also promotes Newham businesses, and there's been a 500% increase in engagement on social media.
- Monthly paid for editorial in the West Briton is proving successful and giving a return on investment – e.g., Timbabuild had fifteen enquiries and nine firm orders on the back of their feature in the West Briton, paid for by Newham BID.
- Newham BID has also worked more strategically this year. Truro BID & Newham are both involved in the Truro Town Deal. Newham BID is specifically involved in a green transport project which will explore accessible routes to Boscawen Park and the proposed Sport and Recreation Hub via a new bridge.
- Visit by Cherilyn Mackrory MP to Newham was successful and Cherilyn mentioned both Truro and Newham in a recent parliamentary speech. Cherilyn is keen to support Newham, for example with the project to widen the road.
- Looking to the future, Newham BID will be undertaking landscaping work (with Meiloci, landscape architects) across Newham and looking to involve businesses

in working together to shape the work which could include wildlife friendly planning, fruit and vegetable patches, artwork and sculptures using materials available on Newham.

- Looking ahead, Newham BID will be exploring how 'green' the estate can become e.g reducing carbon footprint. Other industrial estates are doing similar sustainable projects and Newham will be sharing good practice.
- It is hoped that more networking can take place in Newham and the new Skinners Bar could provide a good venue for businesses to meet.

CT gave personal thanks for MeIR, adding that similar to Truro, there is a lot of work going on behind the scenes.

## **5. Adoption of the accounts for the year ending 31st March 2021**

Darren Perry of Francis Clark presented the extracts of the Totally Truro accounts for the year ended 31 March 2021. The full accounts are available on request.

The main Statement of Income and Retained Earnings shows the combined results of the Truro and Newham BID. Overall, the company had generated a surplus of £27k, compared to £36k in the prior year. Looking at the two BID's separately:

### **Truro BID**

Total levy income had increased slightly to £254k. Public sector contributions fell to £31k mainly due to less contributions to the Pydar Pop-Up premises.

Sundry administrative expenses have increased to £58k due to the depreciation charge on the new Christmas lights, a full-years rent on Heron Way and other general costs. Truro BID generated a surplus of £56k compared to £29k last year.

AJ explained the £117k loan from Cornwall Council is untouched and will be repaid in full.

### **Newham BID**

Newham BID's levy income fell to £67k due to a lower collection rate. Direct project costs increased to £85k, primarily due to an extra £20k spend on the landscaping project that was underway. This category also includes expenditure on CCTV, security and signage.

Overall, the Newham BID had a deficit of £30k compared to a £7k surplus in the prior year. This deficit has been covered by accumulated surpluses in previous years.

NSB proposed the adoption of the accounts and RM seconded.

## **6. To elect new Directors for whom nominations have been received**

This year, two new directors are standing: Katie Harland and Leigh Ibbotson

All members had been asked to complete a ballot paper on their arrival; these were counted.

CT announced that both new directors had been successfully voted to the Totally Truro Board.

## **7. To reappoint Directors whose term has ended but who are happy to re-stand 8.**

CT announced that MR and RM needed to be reappointed after serving a term.

All members had been asked to complete a ballot paper on their arrival; these were counted.

CT announced that both directors had been successfully reappointed for a further term.

CT closed the formal part of the AGM.

## **8. Q & A – Advanced questions**

There were no formal advanced questions.

AJ added some further points on Truro's trading performance:

- Footfall is currently doing well, with many businesses beating the 2019 sales figures.
- Two months ago, the percentage of empty units across Truro was at 8% rather than the average of 13% across the South West. There is a good uptake at the moment with the bigger units likely to be occupied in the longer term.
- Christmas is starting a week earlier than usual with the Christmas Light switch-on on 19 November. The event involves Pirate FM switching on the lights and Truro BID are working with the Hall for Cornwall (HfC) on the parade.
- The format of the event, called Festive Friday, currently has a small uptake of shops saying that they will be open late.
- The main streets will be traffic free for five Wednesday late-night shopping evenings and all day on four Saturdays. SK is leading on the entertainment and LC is working with Visit Truro on the marketing.
- HfC works are doing well. Early indications are that the reopening will support hospitality businesses. CM said that she'd tried to get hold of HfC although was informed that the marketing person had resigned.
- GH asked about the progress on the Town Deal. CT explained that she was the Town Deal Chair. The money has been approved and currently, the business cases are being developed. There is lots of work going on behind the scenes to ensure that the projects move forward.
- Stakeholder and business engagement will be maintained and, unlike in some areas of the UK where there are Town Deals, there has been no negativity.
- NSB explained that a large contingency has been built in to deal with the increase in construction costs. Priorities may have to be reallocated if costs go up.

CT thanked everyone for their support and the meeting came to a close. MR thanked both CT and KF on behalf of the Newham and Truro BID staff teams for all their support steering both BIDs during 2021.