

TRURO BID RENEWAL

BUSINESS PLAN 2017 – 2022



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WELCOME FROM YOUR BID MANAGER

Since my appointment in October 2016, I have had the pleasure of meeting with many business people face to face. I have listened to your views and, importantly, understand what is considered a priority for a third BID term in Truro.

The quantity and quality of feedback received during our consultation period earlier this year has been vital to the formation of this business plan. Thank you to the hundreds of businesses for your valued time and contribution; it is wonderful to work in an area with a passionate business community at its heart.

Following the consultation and other feedback, it is evident that the persistent anti-social behaviour issues are high on many businesses' concerns. A top priority for the next BID term is to get back to basics and make sure this City is clean, safe and welcoming for visitors and employees.

Some great examples of this focus have already begun. We have increased our involvement in the Truro Safe Partnership, working with statutory authorities to resolve recent issues through the implementation of a public awareness campaign regarding street begging. The BID team have also played a key role in re-energising the Truro Shopwatch group, helping retailers to be aware and prepared to tackle retail crime.

Whilst working to combat this recognised issue, we are passionate about promoting Truro to increase visitors and visitor spend and to help revitalise the evening economy; this will be implemented through marketing initiatives and business support detailed in this document. We will also be working closely with Cornwall Council to drive forward the European Capital of Culture bid for Truro. This is a great little City with loads to offer!

The Christmas season is the City's highlight and we want to ensure Truro offers a premier festive experience. If the BID is renewed, we will be looking to redesign the City's Christmas experience, including commercial opportunities for levy payers, utilise more of the City's open spaces and continue to increase the lighting display year on year.

We are also encouraged to see the Connected Truro Signage Project now up and running and the £154k additional funding secured by the BID ensures this project will be completed by the end of this year.

Looking forward, if the BID is successfully renewed, the 2017 revaluations will result in a reduction of the levy income so the BID will work hard to bridge this gap through sponsorship and grant funding without the need to raise the current 1% levy. This means that 70% of businesses will be paying less in a third BID term than they currently do.

Communication with businesses will be key to BID 3, giving you the opportunity to give your positive input telling us what we are doing right and how we could improve. We welcome your participation and will provide opportunities for you to be involved if you wish. Please keep on talking to us and we shall keep on listening and acting wherever possible.

Please consider the new and existing projects that the Truro business community has suggested for the next 5 years, detailed in this plan. We urge you to have your say and that you use your right to vote 'Yes' for the BID in June 2017. A 'no' vote will mean all of the projects will stop on the 30th September 2017 - no-one will pick up the shortfall.

Alun Jones



YOUR CITY YOUR BID YOUR FUTURE VOTE YES



WHAT IS A BID?

Truro BID is a business led initiative supported by government legislation which gives businesses the power to raise funds locally to be spent locally on improving a defined commercial area. A BID is created when the majority of business ratepayers within that area vote to invest collectively in local improvements as outlined in this Final Business Plan.

Truro's BID first became operational in October 2007 and returned with another successful 'yes' ballot result for a second 5 year term in October 2012.

The BID represents circa 400 businesses and over the past 10 years has invested £3.4million into the City centre.

The BID is independent from local authorities and other statutory agencies and delivers projects over and above the baseline service provided by them.

CELEBRATING OUR CITY'S SUCCESS...

A SNAPSHOT OF 2012-2017

MARKETING

- Created & distributed **200,000** Christmas event guides
- Annual campaigns reaching **c250,000** for each event
- Over **9,000 followers** on Social Media
- **350,000** annual visits to Enjoy Truro website
- Hand delivered **6,000 newsletters** to businesses

EVENTS

- Annual Christmas lighting scheme **entirely funded by BID**
- **6 weeks** of festive street entertainment each year
- **30,000 attendees** to City of Lights and Christmas Lights Switch-on each year
- Truro Trend **shortlisted for UK Award**
- Reported additional retail sales of **c£20k** collectively
- Facilitated **170 hours of free sports activities** for visitors
- Supported visiting events with a total of **90,000 people** attending

ATTRACTIVE & ACCESSIBLE

- Procured **£154k** of additional income for signage project
- Funded **1,300** additional floral displays
- **Contributed to winning** the Portman Cup, Champion of Champions and National Britain in Bloom Awards between 2012 – 2016
- Increased monthly Shopwatch attendance to **30 businesses**
- Distributed **10,000** Truro Safe leaflets

BEST FOR BUSINESS

- Intervened in the South West Water works **reducing the programme from 60+ weeks to 37 weeks**
- Free Defibrillator training to **40 Truro employees**
- Provided social media training to **30 Truro businesses**

What the Truro BID has achieved: 2012 - 2017

CELEBRATING OUR CITY'S SUCCESS...

In the heart of the UK's most stunning county lies our great little City of Truro and we tell as many people as possible about it.

- Delivered an annual 'Great little festive Christmas' marketing campaign featuring 40,000 printed event guides, public realm advertising, print advertising and radio advertising - all focusing on the magic of Christmas in Truro, it's unique shopping experience, late night shopping and the key events.

- Delivered the new 'Truro Brand'. In conjunction with Visit Truro, the BID created a new visual brand identity aimed at making the City of Truro more appealing to Cornwall's visitors and residents, as well as those who live and work in the City, by emphasising its culture and position as a thriving creative hub. The new brand identity carries the strapline 'Our Great Little City', reflecting Cornish pride in Truro's status as the county's only City, and as a great place to live, work and visit.

- Created the new 'Truro Guide'; working closely with Visit Truro, the BID contributed to the new official tourism guide for the City. Editions included BID funded shopping and drink supplements and in 2016 the guide became an amalgamation of our much loved Christmas Shopping and Events guide with an extended reach of 40,000 copies distributed throughout Cornwall.

- Provided marketing campaigns to accompany Truro Trend fashion week and Get Active Truro. Each including printed publications, print and online advertising, with an audience reach of 250,000 respectively.

- Amassed 9,000 social media followers through Facebook, Twitter and Instagram providing a platform for promotion of businesses, events, special offers and interesting observations about Truro.

- Published a series of 'Street Features' in conjunction with the West Briton, highlighting the secondary areas of Truro including - New Bridge St, Little Castle St, Nalders Court, Pydar Mews and Kenwyn Street.

- Promoted Truro and its offer, including profiles on all levy payers to 350,000 visitors annually through www.enjoytruro.co.uk



"The BID scheme directly improves my trading environment outside my office door but it also benefits my clients, existing or new, by giving the City a feel of 'quality and care'. Floral decorations and a festive lighting scheme make a huge difference to the impression they take away"

Keith Parsons,
owner at KML
Financial Services,
Lemon Street.



Truro Trend



MARKETING

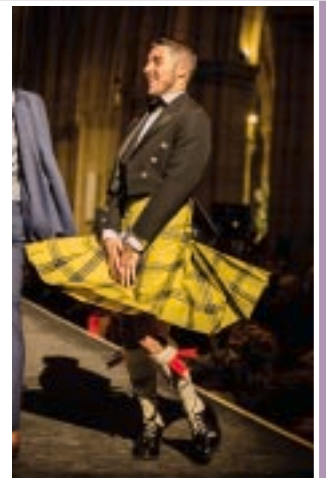


What the Truro BID has achieved: 2012 - 2017

CELEBRATING OUR CITY'S SUCCESS...

Our annual programme of activities have drawn people into the area, encouraging visitors to explore all corners through focused activities in-store as well as public spaces, adding additional benefit to retailers and enhancing the cultural environment of our City.

- Funded, installed and maintained Truro's spectacular Christmas lighting scheme. The scheme has been updated throughout each year of the BID with new streets and designs.
- Organised street carollers, brass bands, choirs and entertainers throughout each 6 week peak festive trading period.
- Enhanced the late night shopping evenings by pedestrianizing the main retail areas through managing and funding road closures.
- Contributor to the annual City of Lights parade, and in 2016 contributing resource in order to sustain an event that attracts 30,000 visitors to our City.
- Delivered an annual fashion week every October, highlighting and celebrating the unique retail offer in Truro, culminating in a sell-out fashion show at Truro Cathedral. Truro Trend was shortlisted for a national British BID award in 2016.
- Hosted the Get Active Truro sports event every May and August in conjunction with Truro City Council and delivered all marketing and PR to support the activities.
- Paved the way for the Man Engine to visit Truro during his epic tour of the County in 2016, with Truro receiving the highest number of visitors to this event.
- Supported the London Philharmonia with the 2 week iOrchestra event on Lemon Quay in 2014 and 2015.





EVENTS



What the Truro BID has achieved: 2012 - 2017

CELEBRATING OUR CITY'S SUCCESS...

Improving the appearance and presentation of the City centre through initiatives that include signage, floral displays and partnership working to make the city a safe place for its residents, employees and visitors.

- Delivering the 'Connected Truro' Signage and interpretation project which includes welcome and information points and directional signs to encourage an even footfall to all parts of the City centre. This project has commenced and is due to be completed within year one if the BID is renewed. This project attracted £154K of external funding which the BID team were instrumental in securing.
- Funded over 1,300 additional floral displays that have been supplied, installed and maintained around the City centre to date. This contribution made a significant influence to Truro securing its third consecutive Gold Award and regaining the prestigious Portman Cup at the South West in Bloom awards.
- Enhanced the summer experience by installing colourful bunting, bringing a bright and lively canopy to the City centre.
- Provided funding support to the City's Shopmobility scheme.
- Reenergised the City's Shopwatch scheme, increasing connectivity between retailers and growing the meeting attendance from an average of four to over 30 representatives every month.
- Spearheaded the Truro Safe project formed in 2013, set up to respond to the need to improve safety in the evening and at night time within the City. This project has gone from strength to strength now ensuring a close partnership between City centre management, local authorities and the police.

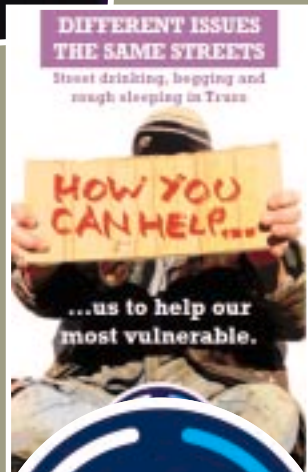


"We all share an aspiration that the City centre is vibrant and attractive to residents and visitors. To achieve this the BID is essential to support the marketing and street scene particularly at Christmas and to provide events and promotional activities."

Roger Gazzard,
Truro City Council Town Clerk



ATTRACTIVE & ACCESSIBLE



What the Truro BID has achieved: 2012 - 2017

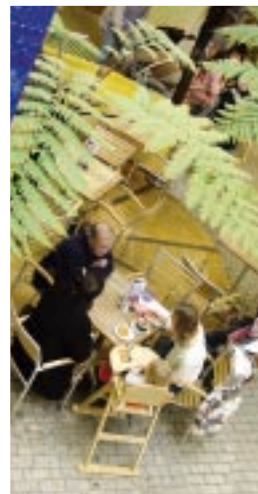
CELEBRATING OUR CITY'S SUCCESS...

Helping businesses and their staff make savings through car parking offers and giving businesses in the BID area a voice to lobby.

○ Lobbied local government and other statutory agencies on major issues such as planning, transport, car parking and crime ensuring that the local business voice was represented. The BID played an influential part in stopping the proposed on-street parking application for the City centre and more recently facilitated the implementation of the public awareness campaign regarding street begging in conjunction with Cornwall Council.

○ Intervened on a major Southwest Water Regeneration scheme which affected Kenwyn Street, Victoria Square, Little Castle Street and River Street in 2013. The initial project was programmed to take 60 weeks but the intervention of the BID resulted in the project taking 37 weeks, which included a gap in works during the peak festive period. The constant intervention, business liaison, PR and marketing campaigns helped to support the businesses in this area and maintain the businesses profiles.

○ Facilitated free defibrillator training to businesses.



- Subsidised marketing, PR and Social Media training helping businesses to upskill.
- Subsidised flood risk assessments to Truro businesses via Climate Vision.
- Supported the 'My Truro' scheme to help Truro business growth through collaborative online promotions and marketing activities.
- Secured subsidised annual parking passes within the High Cross NCP carpark for Truro employees.



BEST FOR BUSINESS

"The BID is a vital resource. It ensures that we all pay our share towards creating a trading environment that entices people away from their computer screens and back to our beautiful town centre."

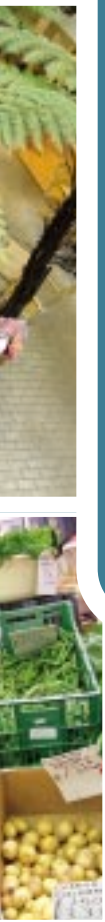
Oliver Trevail,
owner at Trevails,
River Street

"The Truro BID has my full support for a third term. They have been very proactive in working with my businesses and helping to create Truro as a destination for tourism as well as for locals. The BID manager Alun and his team have succeeded in bringing businesses together to form strong working partnerships and ensuring Truro remains a vibrant and central hub of all that happens in Cornwall. We hope to continue working closely with Alun and the BID team beyond 2017."

Nicky Manning,
of Merchant House and Mannings Hotel

"Thousands of people choose to visit, shop and work in the town centre every day and the BID has been instrumental in making Truro an even more positive and vibrant place to be all year round."

Gill Tripp,
Store Manager at
Marks & Spencer.



THE CONSULTATION PROCESS

YOU'VE ASKED, WE'VE LISTENED...

We believe the BID has potential to enhance Truro even further over a third BID term.

In order to deliver a business plan that truly reflects the opinions and ambitions of the Truro businesses, the BID team undertook a comprehensive consultation process.

We undertook multiple methods to engage with businesses and ensure we gained fair and true feedback; this included:

- One-to-one meetings with businesses, managers, leaders and decision makers
- Attained feedback from established groups including Shopwatch, Truro Civic Society and the Truro Retail group

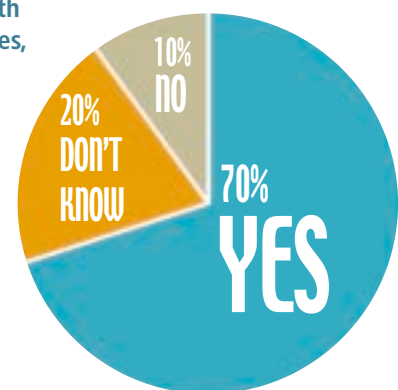


- A questionnaire, entitled 'Tell us what you think' was published and sent to all 401 voters locally and to HQ addresses

- Phone calls and emails with businesses

- The engagement campaign included visits to every street within the BID boundary and to every business type

This campaign resulted in the BID team engaging with over 267 levy paying businesses out of 401 businesses, 66% of prospective BID voters. 135 levy payers completed our full survey and of these an overwhelming majority said they would vote 'yes' to a third term.



The core priorities and projects identified by Truro businesses include:

- Expand the Christmas offer through increased lighting displays, events and marketing.
- Lobby the council on parking tariffs and other issues with a stronger, collective 'business voice'
- Collaborate with Visit Truro to create a marketing plan for Truro
- Ensure Truro's safety by leading on Truro Safe, Shopwatch and other related City centre safety initiatives
- Embrace evolving technology through implementing free City centre Wi-Fi
- Maintain a highly attractive City centre through seasonal and permanent floral planting

THE PROGRAMME THEMES: 2017–2022

1 CELEBRATING OUR CITY:
EVENTS

2 THE CITY'S STREETS:
ENVIRONMENT

3 OUR GREAT LITTLE CITY:
MARKETING

4 SUPPORTING THE CITY:
BUSINESS

YOUR FEEDBACK
HAS SHAPED THIS
FINAL BUSINESS
PLAN

THE VISION

The Vision for Truro BID (2017-2022)

‘TO POSITION TRURO, THE CAPITAL OF CORNWALL, AS A LEADING DESTINATION FOR TOURISM, BUSINESS VISITORS AND LOCAL PEOPLE THROUGH CREATING A VIBRANT, WELL CONNECTED, WELL MARKETING AND WELL- PRESENTED GREAT LITTLE CITY.’

**94% OF LEVY
PAYERS WHO
RESPONDED
TO OUR
SURVEY
SUPPORTED
THIS VISION**

AIMS & OBJECTIVES

- To drive footfall into the City Centre all year round day and night, helping to increase visitor spend for our retail businesses and those that depend upon the evening economy
- To create a clean and attractive City Centre through investing in signage, planting, flowers and additional cleaning of areas as required working with partners to maximise resources
- To help create a safer City by working in partnership with other agencies to tackle anti-social behaviour
- To represent the interests of levy paying businesses on the issues that are important to them and will help them trade more effectively
- To deliver an exciting, innovative and effective marketing plan to increase the profile of our City
- To celebrate the City as a vibrant hub of activity and fun through an annual events programme

WHAT WILL BE KEY TO BID THREE

- Enhanced communication with levy payers giving you the opportunity to give your positive input telling us what we are doing right and how we could improve. We welcome your participation and will provide opportunities for you to be involved if you wish
- Putting levy payer's first when it comes to taking part in events, marketing and other opportunities
- Maximising BID levy income – through smart negotiation of project expenditure, sponsorship and through securing additional financial and in kind contributions from funders and partners. A grant funding application is already underway for the new term; £154K of funding was secured for the signage project in the current term
- Effectiveness of BID projects to be regularly reviewed – we want levy payers to see a return on their investment irrespective of where they are located within the BID boundary, their size or sector of business

2017-2022 OUR CITY'S FUTURE

Following our consultation, it was clear that businesses would like to see a greater emphasis on the Christmas offer in Truro. We also received specific feedback that the BID should focus on enhancing other calendar events using a collaborative business approach in order to increase footfall into business premises rather than organising larger events in public spaces.

PROPOSED BID PROJECTS

NEW PROJECT

The Christmas offer is still a top priority for many businesses so the BID will work to improve and manage the 'all-round' Christmas offer including the development of more traditional markets and influence a coordinated event programme.

Fund, maintain and install the Christmas lighting scheme whilst enhancing the spectacle with new schemes and integrated digital projections.

Support the City of Lights event team to deliver this annual event that attracts circa 30,000 visitors and kick-starts Christmas in Truro.

NEW PROJECT

The BID will facilitate the integration of established and new events that visit the City each year to ensure they are better integrated into the City geographically and culturally, representing further benefit to the City's traders

Deliver an event programme on the themes of fashion, family and calendar events.

1 CELEBRATING OUR CITY EVENTS

MONITORING

The BID will monitor its events targets through:

- Regular post-event surveys to businesses
- Visitor feedback and surveys
- Footfall counts
- Annual report to businesses on Christmas activity and impact

A growing area of interest is the feeling of safety in the City centre and how this affects visitor perceptions. It was highlighted by businesses that the increased level of anti-social behaviour is one of their top concerns for Truro. In conjunction with this, there was increased concern regarding the general appearance and cleanliness of the City's streets. We propose to address these business concerns in the following ways:

PROPOSED BID PROJECTS

NEW PROJECT

Maintain our position as a key partner in Truro Safe and include an additional BID funded City Centre Police Constable. This project will initially be undertaken as a trial to measure the effectiveness with a view to potentially progressing to late afternoons and Saturdays throughout the year. This project is designed to tackle anti-social behaviour issues and to provide a safe environment for visitors and employees.

NEW PROJECT

Orchestrate a twice yearly 'City Clean-up day'. The BID team, other organisations and

businesses will join forces to clean/tidy/litter pick, encouraging a strong sense of community and pride within our City.

Enhance the beauty of the City with funded floral hanging baskets each summer, but also to explore possibilities of permanent planting such as trees and wildlife havens in the City centre.

Complete the current signage project. Once completed, the BID will work to further extend the scheme through heritage trails and riverside routes (subject to additional funding).

2 THE CITY'S STREETS ENVIRONMENT

MONITORING

The BID will monitor its environment targets through:

- Monthly Truro Safe update reports
- Pubwatch and Shopwatch meetings and reports
- Measurement of Police Constable trial period progressing to regular reporting if project continues
- Biannual report of City clean-up days
- Police incident reports
- Awarding level of Britain in Bloom and South West in Bloom entries

2017-2022 OUR CITY'S FUTURE

A key area that became evident when collating our feedback surveys was the importance of marketing the City as a top destination to live, work and visit. A high quality, cohesive online presence is a key component for the success of the City centre. It was expressed by many, that merging the efforts of the existing 'Enjoy Truro' website with the new 'Visit Truro' tourism website plus respective social media platforms, is an important first step in promoting Truro through one coordinated message and brand.

PROPOSED BID PROJECTS

NEW PROJECT

Building on the foundations of the new Truro brand project, we will deliver a marketing plan that will be developed and delivered in conjunction with Visit Truro in order to fulfil the vision of positioning Truro, the Capital of Cornwall as a leading destination for tourists, business visitors and local people.

NEW PROJECT

The BID team will work to keep the new Visit Truro website updated with information and offers, promoting levy payers, ensuring businesses get the most out of Truro's online presence.

NEW PROJECT

Truro is proud of its vibrant local independent shops and market traders rubbing shoulders with the popular and well respected national retailers; this strong and diverse mix is unique and one to be celebrated! The BID will establish engaging marketing campaigns designed to enhance the public visibility of various sectors including a shop local campaign to drive footfall into both independent and national stores and 'Alive after Five' – a bespoke project supporting the evening economy through marketing initiatives and business support.

Building on the 'Our great little festive Christmas' campaign, the BID will deliver an increased marketing plan specifically for this peak trading time, with increased promotion of what the City offers through local, regional and national PR, a festive publication, advertising in print, public-realm, digital and radio.

NEW PROJECT

Increase the level of communication between the BID team and levy payers through a dedicated B2B website for use as an online resource for businesses. This will be accompanied by a specific Truro BID social media campaign designed to provide real-time updates on activities, incidents and information regarding the City centre.

3 OUR GREAT LITTLE CITY

MONITORING

The BID will monitor its marketing targets through:

- PR campaign statistics
- Advertising campaign statistics
- Website and social media figures
- E-newsletter subscriber and open rate figures
- Post campaign survey reports and feedback from businesses

"It is crucial for the Truro BID to continue for a third term in order to fund the City's Christmas lights and associated events. The lights look amazing and are a draw to Truro. BID is a model that can generate sufficient funds to install, maintain and manage the lights on an annual basis."

David Rogers, Local Business Manager at Santander Truro

"By playing an active part in the Business Improvement District, Malletts Home Hardware benefits from opportunities to promote our business and offer to a wider reaching audience. We are proud to be contributing to our town centre, for the greater good of Truro. The BID has been brilliant value for money for us."

Sid Weeks, Store Manager at Malletts Home Hardware

MARKETING

2017-2022 OUR CITY'S FUTURE

The BID is well placed to represent the interests of the business community, and has taken the lead on many issues challenging our City centre in the past. Many businesses recognised this as a vital tool during the consultation and we pledge to continue lobbying on major issues. Another area of opportunity identified was to consider how Truro's offer is positioned within the emergence of the digital high street. We propose to implement solutions in the following ways:

PROPOSED BID PROJECTS

Representing the interests of the Truro business community relating to parking and lobbying on major issues affecting the City centre with the BID being the 'spokesperson' for businesses in Truro when required. The BID will work in conjunction with Truro Chamber of Commerce to orchestrate a stronger voice for Truro.

NEW PROJECT

Supply a free Citywide Wi-Fi system encouraging increased dwell time and greater accessibility for visitors. The system will also provide quantifiable results regarding footfall and visitor demographics allowing businesses to capitalise on the potential for unique and targeted marketing campaigns (subject to additional funding).

Continue to lead on the Shopwatch initiative, ensuring a vibrant network between retailers in the City, collectively working together to combat theft and crime in our businesses.

NEW PROJECT

Investigate opportunities for additional grants and funding for projects which could deliver new projects including an annual schedule of training courses and seminars for businesses on topics such as retail, sales training and visual merchandising.

MONITORING

The BID will monitor its business targets through:

- City centre car parking reports
- Wi-Fi usage figures
- Regular Shopwatch reporting
- Further successful funding and grant figures
- Business feedback

"I think some people might wonder what the BID does for Truro. I've been running a business in the town centre long enough to remember how things used to be: a lacklustre feeling at Christmas, and even no Christmas lights one year! Today, things are great – the town looks and feels good and the streets are filled with colourful floral displays. Christmas now is a real highlight of the year – the lights are spectacular, and the events help to give Truro an identity. All of this may seem subtle but gives a great impression to anyone visiting the town."

David Clarke, owner at The Original Art Shop

"Many businesses will not remember Truro without Christmas lights and floral hanging baskets decorating our streets in the summer, but these are exactly the sort of services we stand to lose if we do not renew the BID. The BID has provided the funding to ensure Truro has a good investment in its centre, and we must use our power to vote to ensure it stays that way."

Simon Hendra,
owner at Lemon Street Market

"The BID is here solely to service the needs of the businesses. The future and scope of the projects delivered by the BID are entirely determined by the businesses themselves. A third term for Truro BID will mean greater opportunities for business growth in this great little City."

Russell Holden,
Truro BID Chairman

4 SUPPORTING THE CITY

BUSINESS



FINANCE AND LEGISLATION

THE COST TO YOUR BUSINESS AND HOW THE MONEY WOULD BE SPENT

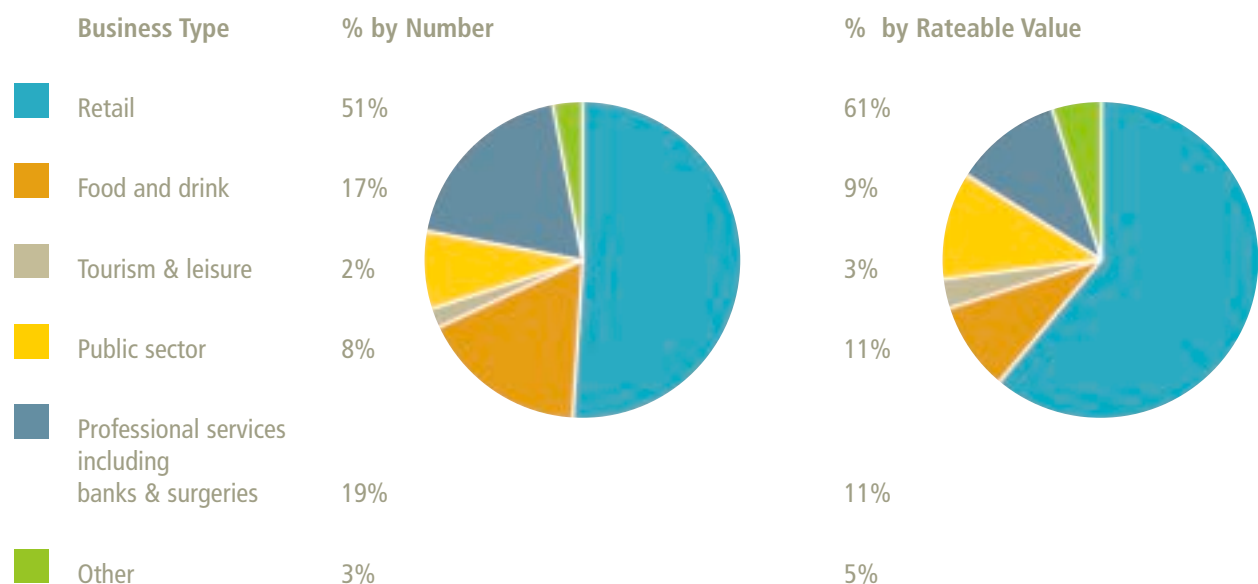
Truro BID is projected to raise circa £242K per annum based on 1% of the rateable value for all premises over £12,500 rateable value, approximately 400 ratepayers. Whilst the majority (84%) of rateable values for Truro BID levy payers have decreased or stayed the same, some premises have seen an increase and therefore in recognition of this and of a tough and uncertain economic climate, the levy will remain at 1%. This means that 70% of businesses will be paying less in BID 3 than the current term, and 14% will be paying the same.

The chart below shows some typical contributions based on a 1% levy:

| Rateable Value of Property | Annual Levy | Weekly Cost |
|----------------------------|-------------|-------------|
| £12,500 | £125 | £2.40 |
| £20,000 | £200 | £3.85 |
| £50,000 | £500 | £9.60 |
| £100,000 | £1,000 | £19.23 |
| £250,000 | £2,500 | £48.08 |
| £500,000 | £5,000 | £96.15 |
| £1,000,000 | £10,000 | £192.30 |

Cornwall Council will contribute £17,000 per annum* to Truro BID from its 21 hereditaments within the Truro BID boundary. That's £85K over 5 years that simply won't be available if the BID doesn't proceed. *Correct at the time of writing – April 2017.

These charts illustrate a breakdown by business sector of those organisations contributing towards the BID.



The current Truro BID will cease trading on 30th September 2017. Voting 'Yes' means that this business plan can be delivered and together we can achieve our vision for Truro.

TRURO BID INDICATIVE BUDGET 2017 –2022

2017/ 2018* 2018/ 2019 2019/ 2020 2020/ 2021 2021/ 2022 2022** Total (5 years)

INCOME

| | | | | | | |
|--|----------|----------|----------|----------|----------|------------|
| BID levy at 1% (97% collection rate) incl. 3% inflation from 1/04/2018 | | | | | | |
| £117,641 | £242,341 | £249,611 | £257,099 | £264,812 | £136,378 | £1,267,882 |
| Voluntary contributions, Grant Funding & Sponsorship – to be secured | | | | | | |
| £5,000 | £10,000 | £10,000 | £10,000 | £10,000 | £5,000 | £50,000 |
| Additional Funding Secured (Section 106) | | | | | | |
| £81,281 | 0 | 0 | 0 | 0 | 0 | £81,281 |
| Total Income | | | | | | |
| £203,922 | £252,341 | £259,611 | £267,099 | £274,812 | £141,378 | £1,399,163 |

EXPENDITURE

| | | | | | | |
|---|----------|----------|----------|----------|---------|----------|
| Project One - Celebrating Our City (Events) | | | | | | |
| £48,500 | £123,000 | £123,000 | £123,000 | £123,000 | £45,000 | £585,500 |
| Project Two - The City's Streets (Environment) | | | | | | |
| £85,281 | £20,000 | £20,000 | £23,000 | £23,000 | £14,000 | £185,281 |
| Project Three - Our Great Little City (Marketing) | | | | | | |
| £25,500 | £34,069 | £37,339 | £41,827 | £44,540 | £34,237 | £217,512 |
| Project Four - Supporting the City (Business) | | | | | | |
| £1,000 | £1,000 | £2,000 | £2,000 | £2,000 | £2,000 | £10,000 |
| Sub Total BID Project Expenditure | | | | | | |
| £160,281 | £178,069 | £182,339 | £189,827 | £192,540 | £95,237 | £998,293 |

DELIVERY AND RUNNING COSTS

| | | | | | | |
|--|----------|----------|----------|----------|----------|------------|
| Collection Fees | | | | | | |
| £1,641 | £3,272 | £3,272 | £3,272 | £3,272 | £1,641 | £16,370 |
| BID Management | | | | | | |
| £27,000 | £50,000 | £50,000 | £50,000 | £50,000 | £27,000 | £254,000 |
| Administration and professional Fees | | | | | | |
| £10,000 | £19,000 | £19,000 | £19,000 | £19,000 | £10,000 | £96,000 |
| BID renewal costs | | | | | | |
| 0 | 0 | 0 | 0 | £5,000 | £5,000 | £10,000 |
| Contingency budget | | | | | | |
| £5,000 | £2,000 | £5,000 | £5,000 | £5,000 | £2,500 | £24,500 |
| Sub Total Expenditure Delivery and Running Costs | | | | | | |
| £43,641 | £74,272 | £77,272 | £77,272 | £82,272 | £46,141 | £400,870 |
| Total Expenditure Per Annum | | | | | | |
| £203,922 | £252,341 | £259,611 | £267,099 | £274,812 | £141,378 | £1,399,163 |

* 6 months 1st October to 31st March

** 6 months 1st April to 30th September

Voluntary or additional contributions

Truro BID's funding will come primarily from the BID levy. However, Truro BID will seek to secure sponsorship, grants and voluntary contributions to supplement the levy - enabling increased delivery and an enhancement of projects throughout the five-year term. However, these contributions cannot be guaranteed and may be less or more than the outline budget. Truro BID has already secured Section 106 funds of £154,800 allocated towards the signage project, Connected Truro which started its delivery during the BID's second term and will continue into the third term.

Alterations policy

The BID projects, costs, time-scales and budgets can be altered subject to Committee approval providing the changes fall within the income of the BID and meet BID objectives. This enables the BID to operate flexibly to respond to changing demands of levy payers, the economic landscape and potential opportunities. Any change to the BID boundary or to the levy rate would require an alteration ballot.

WHAT YOU NEED TO KNOW

GOVERNING AND MANAGING THE BID

THE BID PROPOSER

The BID proposer is Totally Truro, a not for profit company limited by guarantee set up in 2007 (registered in England and Wales company number 6070111) to deliver Truro BID, Cornwall's first Business Improvement District Scheme. Totally Truro is the company that oversees both Truro BID and Newham BID. Truro BID will deliver the renewed business plan should the BID be voted in for a third term.

The Local Authority, Cornwall Council, is in full support of the renewed Truro BID proposal and has formally approved this business plan in line with the legislation. The Secretary of State for Communities and Local Government was formally notified of Totally Truro's intention to hold a renewal ballot on 10th February 2017. If the BID vote is positive, Truro BID will be responsible for delivering the projects within this business plan, as they have done during the first and second terms.

Totally Truro has positions on its Board for up to 12 elected Directors who voluntarily support Truro BID and Newham BID; there are currently 7 Directors drawn from organisations within both BID areas. Totally Truro delegates decisions on operational delivery to the Truro BID Committee made up of businesses and organisations, the majority of whom pay the BID levy.

Truro BID employs a BID manager and part time staff who are responsible to the Board and who will deliver the projects in this business plan. Truro BID operates under the terms of Totally Truro's Articles of Association which has recently been revised and will be ratified at an Extraordinary General Meeting in autumn 2017.

The BID is business-led for business benefit and all levy contributors will automatically become members of the company. All members will be invited to Annual General Meetings where past and prospective BID activities will be presented. The first AGM of the new term will be held by spring 2018 to appoint new Directors and present the accounts. Accounts are independently audited each year and copies are available on request.

HOW DO WE MEASURE THE IMPACT OF TRURO BID?

We are keen to ensure that Truro BID makes a positive difference to your City and brings benefits to your business. We will continually review and monitor performance as outlined in this business plan to ensure sure we are meeting the objectives, delivering on our pledges, making sure members are getting value for money and meeting the businesses' needs.

We will introduce an annual survey of BID levy-payers and undertake a mid-term review, the results of which we will share with all levy payers. We will utilise any other third party information we are able to obtain such as footfall research, occupancy rates and car park usage figures.

BID AREA COMMUNICATIONS

We will issue a weekly e-newsletter to keep you abreast of news and we will also print and hand deliver a hard copy newsletter to all businesses quarterly. We will also communicate via social media including Facebook.

Every levy-payer will be invited to attend the Annual General Meeting and entitled to be nominated to become a Board Director and/or Committee Member when places are available. Interest in attending our bi-monthly Truro BID Committee Meetings is encouraged, as is feedback from all our levy-paying businesses. Our Truro BID team currently work out of the BID Office on Fairmantle Street and can be contacted by either phone or email.



WHAT YOU NEED TO KNOW

THE BID BALLOT

1) The person, organisation or registered company that is listed on the non-domestic ratings list as being responsible for payment of the rates of a property (also referred to in BID regulations as a hereditament) within the BID boundary on the day of the notice of the ballot (18th May 2017) will receive a ballot paper and ballot letter and will be entitled to vote in a secret ballot.

For the BID to be approved, two tests need to be met:

- a) More than 50% of those voting must vote in favour**
- b) 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 a levy of 1% of rateable value each year for five years until 30th September 2022 becomes mandatory for all eligible businesses (those with a rateable value of £12,500 or more within the BID boundary) regardless of how they voted.

2) The ballot will be conducted independently by Cornwall Council and will be a confidential postal vote. Voters will have until 5pm on the close of the ballot (Thursday 6th July 2017) to return their ballot paper. A proxy vote is available and details will be sent out with the ballot papers.

3) If a business has more than one rateable property it will receive a ballot paper for each property. Each returned paper counts as one vote.

4) If the BID is approved through both tests being met, it will operate for five years from 1st October 2017 to 30th September 2022, delivering the projects outlined in this business plan.

5) The number of hereditaments liable for the levy is 400 (at the time of writing - April 2017).

6) The results of the ballot will be announced on Friday 7th July 2017.

THE BID LEVY

1) The levy rate to be paid by each hereditament or rateable premises over a rateable value of £12,500 will be calculated at 1% of its rateable value using the 2017 non-domestic ratings list. The first BID levy under the renewed BID will be due on 1 October 2017 with subsequent levies due each year until 30th September 2022. A 3% inflationary increase will be applied to the levy from 1 April 2018. If you would like to know the rateable value of your premises, please refer to your rates bill or check www.voa.gov.uk

2) Under the BID regulations, Cornwall Council will be responsible for collection of the levy on behalf of Truro BID and these arrangements will be formalised in an operating agreement that both parties sign. The levy income will be collected in a single instalment, kept in a separate ring-fenced account and transferred to Truro BID on a regular basis. Cornwall Council will charge a collection fee for this service of 1.25% of the total levy due. The average collection rate during 2016/2017 was 97%. Truro BID is also charged summons and liabilities costs that are incurred when chasing non-payers. This is included in the outline budget.

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

4) Where a hereditament is untenanted, tenanted, part-occupied or vacant and is undergoing refurbishment or being demolished, the property owner or person responsible for payment of the non-domestic rates will be entitled to vote and is obliged to pay the BID levy with no void period. Hereditaments that are let for non-commercial purposes are also liable for the levy whilst they remain listed on the non-domestic ratings list.

5) Charities and non-profit making organisations will be liable to pay the full levy; the discretionary relief that charities can apply for aligned to their non-domestic rates payment will not apply.

6) 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.

7) Exemptions, reliefs or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Act 1988, will not apply.

8) The BID levy will be calculated using the 2017 Non-Domestic Ratings list for the duration of the BID. The exception to this will be any change of use or physical change to a property including new construction, merger, sub division, extensions and refurbishment where the hereditament has no entry in the 2017 list.

9) The BID levy will have to be paid by a new rate-payer occupying an existing or new rateable property within the BID area up until the end of the five-year term on 30th September 2022, even if they did not vote on the business plan. Likewise, any new rateable property created during the lifetime of the BID will be obliged to pay the levy.

10) The ratings list will be updated for any changes in rate-payer, appeals, additions or removals and liability will be adjusted accordingly. There will be no refunds given for retrospective years as a result of successful appeals but changes in values will be reflected by a corresponding change to the levy for the year in which notification is received and for subsequent years.

11) If a business rate-payer 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, known as 'daily charging'.

12) Services provided by statutory organisations within Truro BID that have a correlation to the projects that the BID will deliver have been documented and can be seen at www.enjoytruro.co.uk/info. The purpose of this is to ensure that Truro BID is adding value to current service provision and supporting businesses rather than replacing or duplicating existing services. An agreement in principle, subject to a successful 'yes' vote, has been reached with Cornwall Council, Devon and Cornwall Police and Truro City Council that these baselines will be reviewed each year and that issues will be reported through the localism team at Cornwall Council as and when they occur.

WHERE WILL THE BID OPERATE?



The following streets are included in the Truro BID area, either in whole or in part.

Back Quay
Boscawen Street
Calenick Street
Castle Street
Cathedral Lane
Charles Street
Church Walk
City Road
Coombe Lane
Duke Street
Edward Street
Fairmantle Street
Ferris Town
Frances Street
Garras Wharf
Green Street
Green Street Mews
High Cross
Infirmary Hill

Kenwyn Street
King Street
Lemon Mews Road
Lemon Quay
Lemon Street
Little Castle Street
Mallets Ope
Malpas Road
Morlaix Avenue
Nalders Court
New Bridge Street
Oakway
Old Bridge Street
Phoenix Wharf
Princes Street
Pydar Mews
Pydar Street
Quay Street
River Street

Roberts Ope
St Austell Street
St Clement Street
St Dominic Street
St Marys Street
St Marys Street Mews
St Nicholas Street
Tabernacle Street
Tippets Backlet
Tonkins Ope
The Leats
The Moorfield
Town Quay
Union Place
Victoria Square
Wilkes Walk

WHAT HAPPENS NEXT?

APRIL 2017

Final BID levy-payers voting list is prepared to ensure that ballot papers reach the correct recipient.

MAY 2017

Final Truro BID business plan sent to all named voters of levy-paying businesses. Notice of ballot to be issued on 18th May 2017 with ballot paper to be despatched on 5th June 2017.

JUNE TO JULY 2017

Levy payers have a minimum of 28 days in which to cast their vote. The close of ballot will be Thursday 6th July at 5pm with the result declared on Friday 7th July 2017.

1ST OCTOBER 2017

Third term of Truro BID starts subject to a successful vote.



IF YOU DON'T USE YOUR POWER TO

VOTE YES

BY 6 JULY 2017, THERE WILL BE

NO BID, NO PROJECTS AND

NO BUSINESS BENEFITS.

NO-ONE WILL PICK UP

THE SHORTFALL.

CONTACT US

For more information contact

Alun Jones, Truro BID Manager,
56 Fairmantle Street, Truro, Cornwall, TR1 2EG

01872 273999
alun.jones@totallytruro.co.uk
www.enjoytruro.co.uk/info

Twitter Facebook @TruroBID