

A round up of recent Truro BID activities and what's coming up for everyone working in Truro

Welcome to your Spring newsletter.

Since January we've been engaging with businesses to boost Super Saver Monday, which now has 42 different £5 deals across 32 businesses every Monday. Participating businesses have window posters to promote the scheme and we've encouraged them to talk to customers about it and post on social media. In February we achieved online media coverage, including on Cornwall Live. Staff at the Visitor Information Centre actively hand out flyers. We post regularly on @trurosupersavermonday which has 892 Facebook followers - up 322% YOY.



#SuperSaverMonday
£5 offers throughout
Truro

We're currently busy preparing for two events this spring where we've been inviting businesses to take part:

Children's Day returns for its fourth year on Saturday 4 April. We're planning some children's rides and entertainment including Swamp Circus on Lemon Quay, plus some street performers popping-up around Truro on the day. To support our activities, there is still time for Truro businesses to take part in Children's Day by attracting families with an in-store offer or child-focused activity on 4 April. E.g. an Easter trail, face painting colouring competition, toy demos, character visits, or offers on children's clothes, haircuts or food and drink. Email: lindsey.craik@trurobid.co.uk by Friday 13 March to take part.



City Clean Up is back on Thursday 16 April to Saturday 18 April. We'd like as many businesses as possible to volunteer an hour or what time they can spare to help clean, scrub signs, remove cable ties / stickers, and generally tidy up Truro. Email: Sian.knights@trurobid.co.uk by Friday 27 March to be involved.



We're sponsoring two other events this spring to help increase footfall, which are also being sponsored by Truro City Council. Duchy Fairs are bringing an 'Easter Makers Market' to Lemon Quay on Sunday 5 April featuring local decor, homewares, plants, contemporary crafts, accessories and beauty.

To support VE Celebrations (8-10 May) in conjunction with Truro City Council, Duchy Fairs are delivering a Vintage Fair and Community Street Party on Lemon Quay on Saturday 9 May. Truro City Council are inviting businesses to take part in a VE Celebrations Shop Window Competition and Trail (with a red, white and blue theme). To take part email: Taren@Truro.gov.uk.

In April and to enhance the City's appearance, along with City Clean Up, we're installing colourful bunting again this at Victoria Square, Lemon Quay, Pydar St and Boscawen St.

We're still working to make the city a safer place via Shopwatch and Truro Safe. Shopwatch aims to help reduce crime, such as anti-social behaviour and shoplifting by sharing local knowledge and issues.

All businesses are invited to Shopwatch meetings on the first Tuesday of the month, 10am at the Truro BID office. We recently met with MP Cherilyn Mackrory

to discuss anti-social behaviour. Cherilyn agreed to look at influencing the police resource, which is based on the low population numbers (which nearly doubles daily with commuters) and low levels of reported crime. It's crucial to report street drinking, drug taking or anti-social behaviour on a daily basis so action can be taken. Please email: 101@dc.police.uk or call 101 (or 999 if it's a serious immediate concerns).

Construction is still planned to start for the Pydar Regeneration Project in January 2021. As part of the project, and with funding from Cornwall Council, the former Hardy's Carpet Unit has been turned into a short-term community space whilst regeneration project plans are being developed. This 'Pydar Pop-Up' space, which we lease can be booked for community activities, meetings and light entertainment. We're managing bookings so contact us for details.

We remain concerned about the effect on the city centre businesses if plans for the Hendra Retail Park at Langarth go ahead. We've put in an objection to Cornwall Council as the plan includes more out of town large stores, a fashion retailer and fast food outlets. To comment on the planning application, visit the planning application section on www.cornwall.gov.uk and enter ref: PA19/05930.

We'd like everyone working in Truro to know about BID activities so share this newsletter with your employees – ask us for an electronic version. I encourage you and your teams to sign up to our weekly e-newsletter at: trurobid.co.uk/subscribe and follow us on Facebook @TruroBID.

I look forward to continuing to work with you very soon.



Alun Jones, BID Manager

Spring 2020 Newsletter



Main Spring events

Children's Day	Sat 4 April
Easter Makers Market	Sun 5 April
Made in Cornwall Easter Fair	Thurs 9 April to 11 April
City Clean Up	Thurs 16 April to Sat 18 April
VE Day Celebrations	Fri 8 May to Sun 10 May

Feature in the Summer Guide

30,000 copies of the Summer Truro Guide will be distributed in high footfall locations across Cornwall during May, including at Cornwall Services, Campsites, larger train stations, hotels, tourist attractions and supermarkets. The Guide, which aims to increase footfall and bring people to Truro, features a full event listing and is produced in partnership with Visit Truro and Truro BID. To book advertising or enquire about editorial opportunities please email: truroguide@wolfrockmarketing.co.uk

Summary of Truro BID Finances 2019/2020

The Truro BID is now almost halfway into its third term. Cornwall Council the billing authority collected levy payments totalling £241,848 from 387 businesses that have operated in the BID during 1 April 2019 to the 31 March 2020. The in-year collection rate for the BID is 96.89%.

In summary, in line with the planned project expenditure in year five (Town Wi-Fi), we have ring fenced £25,000 in the year ending 2019 and £22,243 in year ending 2020. Most of our savings have been achieved by being cost effective on Christmas expenditure.

Project One – Celebrating Our City (Events)	£109,153
Project Two – The City's Streets (Environment)	£16,182
Project Three – Our Great Little City (Marketing)	£32,715
Project Four - Supporting the city (Business)	£1,626
Management and Administration	£54,688
Levy Collection Fees	£5,241
Total Expenditure	£219,605



In accordance with the Truro BID Business Plan, it is planned to spend the BID income for the forthcoming year 2019/20 as follows: -

Project One – Celebrating Our City (Events)	£123,000
Project Two – The City's Streets (Environment)	£23,000
Project Three – Our Great Little City (Marketing)	£41,827
Project Four – Supporting the City (Business)	£2,000
Management and Administration	£69,000
Reserves	£5,000
Levy Collection Fees	£3,272
Total Expenditure	£257,099



For details of all the events going on in Truro please use and direct your customers to www.visittruro.org.uk and @visittruro on Facebook

Interested to support Truro BID to help fund additional initiatives?

We're inviting conversations about voluntary contributions to Truro BID (including from non-levy payers). Please contact us on the email address or phone number below to have a conversation.

Contact: alun.jones@trurobid.co.uk
Call: 01872 273999 / 07835 310886 visit: www.trurobid.co.uk
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