

A round up of Truro BID activities and what's coming up in Truro to share with your teams

Welcome to your March 2019 newsletter. We hope you enjoyed the festive season and the new Christmas lights which we install and maintain. Thanks to everyone who supported us and added to Truro's festive atmosphere.

As well as new lights this year, we extended the hours of the Christmas Street Markets so that traders could operate from 9am on Wednesdays. We also introduced our street projectors, with help from students at Truro and Penwith College, during late night shopping. If you're a business that has a night time event and wants to use the projectors do get in touch.



Since the new year we've been engaging with businesses to boost the Super Saver Monday scheme, which aims to increase trade by offering £5 deals every Monday. There are now over 30 deals across 25 different Truro businesses. To promote the scheme, we've achieved coverage on BBC Radio Cornwall, in the West Briton and online, including on Cornwall Live. We've also increased followers on the @trurosupersavermonday Facebook page by 35% so far.

We're currently busy preparing for two events taking place during the School Easter Holidays - Children's Day and City Clean Up.

Children's Day returns for its third year on Saturday 13 April. We're planning some children's rides and

entertainment on Lemon Quay, plus some street performers popping-up around Truro on the day.

To support our activities, we've been asking businesses to take part by attracting families with an in-store offer or child-focused activity on 13 April. E.g. an Easter Egg hunt, 'art-activity' corner, face painting, toy demos, character visits, or offers on children's clothes, haircuts or food and drink.



We're still looking for more businesses to take part, email: [lindsey.craik@trurobid.co.uk](mailto:lindsey.craik@trurobid.co.uk) ASAP and by 15 March 2019.

City Clean Up is back on Tuesday 16 April to Thursday 18 April. We'd like as many businesses as possible to volunteer an hour or whatever time they can spare to help clean, scrub signs, remove cable ties / stickers, and to generally tidy our city. Email: [Sian.knights@trurobid.co.uk](mailto:Sian.knights@trurobid.co.uk) to be involved.



St Piran's Day celebrations in Truro on Tuesday 5 March start at 1pm, and as with previous years we're supporting the event.

To enhance the City's appearance, we're installing colourful bunting again this year at Victoria Square, Lemon Quay, Pydar Street and for the first time Boscawen Street.

We're still working to make the city a safe 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. Businesses are invited to Shopwatch meetings on the first Tuesday of the month, 10am at the Truro BID office.

Thanks to the donations and to the businesses who have hosted a Truro Safe donation box, £138 has been raised in the last two months to help the homeless in Truro. Let me know if you'd like to host a donation box too.

We want to continue to draw people into our great little city and ensure that businesses know what's happening. If you're a manager or owner, please share this newsletter with your employees - ask us for an electronic version if you'd like one. I encourage you and your team to sign up to our weekly e-newsletter if you're not receiving it already, and follow us @TruroBID on Facebook. Please get in touch to be added to our mailing list.

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



Alun Jones, BID Manager

# March 2019 Newsletter

## Summary of Truro BID Finances 2018/2019

The Truro BID is now a year and a half into its third term. Cornwall Council as the billing authority collected levy payments totalling £234,998.07 from the 389 businesses that have operated in the BID during the period 1 April 2018 to the 31 March 2019. The in-year collection for the BID is 96.97%.

We've made some savings this financial year which can be ringfenced towards other future projects. Most of our saving was achieved by being cost effective on Christmas lights where we also had the generous donation from Lionel Knight and Carol Bane.

We've also achieved more for our money with our marketing and have achieved some great media coverage on television, radio and press at no cost other than staff time due to our media releases.



Project One – Celebrating Our City (Events)	£82,427
Project Two – The City's Streets (Environment)	£29,012
Project Three – Our Great Little City (Marketing)	£36,000
Project Four - Supporting the city (Business)	£1,000

Management and Administration	£52,820
Levy Collection Fees	£4,180

**Total Expenditure** £205,439

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)	£20,000
Project Three – Our Great Little City (Marketing)	£37,339
Project Four – Supporting the City (Business)	£2,000

Management and Administration	£69,000
Reserves	£5,000
Levy Collection Fees	£3,272

**Total Expenditure** £259,611

For details of all the events going on in Truro please use and direct your customers to [www.visittruro.org.uk](http://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](mailto:alun.jones@trurobid.co.uk)  
Call: 01872 273999 / 07835 310886 visit: [www.trurobid.co.uk](http://www.trurobid.co.uk)  
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