

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



## Introduction from Alun Jones, Truro BID Manager.

Welcome to your Spring Truro BID newsletter. We continue to recognise that since Covid-19 it has been and still is a challenging time for businesses.

We hope that all business sectors enjoyed good trading over the festive period once Truro was able to fully reopen on 2 December. Whilst the Festive offer was different in 2020 due to Covid-19, this gave us a chance to do things differently. We delivered a number of initiatives to attract Cornwall's residents to Truro including:



- The installation of Truro's City Centre Christmas Lights (funded by Truro BID) and the new angel lights in St Nicholas St and Lower Lemon St (mainly funded by Truro's Town Crier). As always, we appreciate Lionel and Carol Knight's generous donations towards the Christmas Lights scheme.



- The illuminated cathedral installation on Trafalgar Roundabout and over 80 illuminated reindeer in shop windows having secured Accelerated Capital funding from the Truro Towns Fund.



- Space to shop at late night shopping Wednesdays by funding extensions to road closures until 9pm, projections of large illuminated visuals in Boscawen St and River St and festive street entertainment on Saturdays and Wednesdays.

- Truro's Virtual Christmas Lights Switch-on streamed on Pirate FM's Facebook page, generating 27.5k views and showcasing Truro's Lights.

- Walkabout Theatre shows in Truro by sponsoring Coppice Theatre to perform Jack's Frosty Stories.

We're delighted that despite the pandemic, Truro has been ranked as Britain's 17th best performing retail centre for 2020 in a list of 1,000 retail centres. The list has been compiled by strategic retail property consultancy Harper Dennis Hobbs. Compared to 2019, Truro has climbed 72 places in 2020. See: [www.trurobid.co.uk](http://www.trurobid.co.uk) for details.

As you may know, plans for the Pydar Regeneration project are due to be resubmitted in April and determined later in the year. This is good news following the refusal of the outline planning application for the project by Cornwall Council's Strategic Planning Committee in February.

We're glad the Government's roadmap to ease out of Lockdown 3.0 indicates that nearly all of Truro's businesses can reopen from 17 May.

As part of the Truro Partnership (with Truro City Council and Visit Truro) we've agreed with Cornwall Council that from 12 April the Covid-19 temporary road closures to support social distancing and give space to shop will be reinstated daily from 11am to 3pm until 20 June.

See details of some of our other BID activities during the last 12 months and what we're planning for the next financial year in the centre pages.

On the back are details of Truro BID's Financial arrangements for 2021/22.

**We're always happy to hear from businesses about matters so do not hesitate to contact us so we can help you the best way that we can. If you haven't already, please help by responding to us in two ways:**

- We work with Truro City Council and Visit Truro to plan events and take into account businesses, residents and the visitor when planning. To help us to plan Christmas 2021, fill in our survey at: [www.trurobid.co.uk](http://www.trurobid.co.uk).

- We're investigating a 'Truro Gift Card'. This is a similar to a Love2shop or Amazon Gift Card, with the benefit that it would lock money in locally as it could only be used in Truro businesses that participate. There would be no cost to Truro BID levy payers and we'd work out how non-levy payers could participate in the proposed scheme. Register your interest or request details by emailing: [lindsey.craik@trurobid.co.uk](mailto:lindsey.craik@trurobid.co.uk) if you're in retail, hospitality or offer close contact services.

Thank you!



Keep updated with Truro BID and other activities in Truro by following @trurobid on Facebook

## Some of our BID achievements during the last 12 months.

With the arrival of COVID-19 last March, our planned spring and summer events were cancelled and some of our Christmas activities were different.

Under British BID regulations our small team provided alternative services throughout to meet the demands of Covid-19, which supported both businesses and Truro. Our activities are online at: [www.trurobid.co.uk](http://www.trurobid.co.uk) and we've provided some highlights below.

## Operations

- Working with Truro City Council and Visit Truro, along with Cornwall Council, on the plans to reopen Truro with social distancing measures following Lockdown 1.0.



As well as signage, this involved implementing the temporary road closures in main streets to give 'Space to Shop' and queue, and help to provide customers with the confidence to return to Truro.

- Along with Truro City Council implementing and refreshing 'keep left' signs in the public realm to support social distancing.
- Implementing and refreshing social distancing floor markings outside businesses to help manage queues.
- Placing street signs directing pedestrians to shops in secondary areas, Pannier and Lemon St Markets.

## Business Support

- Signposting businesses to grant and other business support information throughout the pandemic.

- Responding to business queries and directing businesses (via social media and the weekly BID e-newsletter) to Government and Industry Guidance.

- Directing businesses to free webinars organised by Cornwall Council's Business Regulatory Support Service to help business operate safely during Covid-19.

- Taking part in online meetings with BIDs across the South West to follow best practise and see how other BIDs were supporting businesses.

- Having regular online meetings with MP Cherilyn Mackrory to discuss Government initiatives and matters facing businesses.

## Environment

- Attending Truro Safe meetings about working to make the city a safer place by representing the Shopwatch group and other businesses.

- Requesting more police cover on behalf of the Shopwatch Group to tackle anti-social behaviour (ASB) resulting in Inspector Milburn achieving extra police cover for the town centre since June 2020.

- Funding two additional ASB security patrols for Wednesdays and Saturdays during road closure times in December to support Christmas shopping.



- Continuing to represent the interests of the business community at the Truro Towns Fund board.

- Brightening up empty premises by wrapping them in colourful vinyl stickers directing passers-by to [visittruro.org.uk](http://visittruro.org.uk)

## Marketing

- Along with our partners at Visit Truro delivering the 'Space to Shop' marketing campaign which included advertising on Heart FM, the backs of buses and social media. The campaign was extended up to Christmas due to Lockdown 2.0. It promoted that unlike many Cornish towns, customers have space to shop with Truro's wide, main streets being traffic-free at peak times.

- Gaining media coverage including four BBC radio Cornwall interviews, two on BBC Spotlight, lots of coverage on Cornwall Live, Falmouth Packet (online) and in the Truro Voice on various subjects e.g., reopening Truro, the Eat Out to Help Out Scheme, Late Night Shopping and Christmas Lights.



- Working with Visit Truro to promote our Christmas activities via Our Great Little Festive City campaign including social media, door-dropped flyers to homes outside Truro to attract more of Cornwall's residents and posters.

- Working with Visit Truro to promote businesses open or trading during the lockdown periods and promoting businesses when Truro has reopened.

- Using public facing social media sites to promote businesses still trading (Truro Supersavers, Truro Trend).



# Spring 2021 Newsletter

Keep updated via the weekly BID e-newsletter to subscribe go to: [www.trurobid.co.uk/subscribe](http://www.trurobid.co.uk/subscribe)

## Some of our current and planned activities for the next 12 months.

### Operations

- As part of the Truro Partnership (with Truro City Council and Visit Truro) we're getting ready for the town to reopen. We will be providing floor markings on the public realm to support social distancing and queuing. Along with Truro City Council, we will be refreshing the existing social distancing signage in the city centre.

### Events



- We've started planning events for 2021 including Christmas. Being practical and considering Covid-19 restrictions and public confidence, we're planning other events from June including Children's Day on Saturday 26 June and some Truro Antiques and Collectables Markets. To take part in Children's Day (e.g., with an instore activity or offer) please email us at: [lindsey.craik@trurobid.co.uk](mailto:lindsey.craik@trurobid.co.uk)

- We are working with Truro City Council on events in Truro for the Tour of Britain planned for 5 September.

- We're delighted to have secured Accelerated Capital funding from the Truro Towns Fund to purchase street market equipment to enable us to support and deliver markets with community groups and local traders.

- We've also successfully secured Accelerated Capital funding from the Truro Towns Fund to purchase new Christmas lights. The funding will enhance the Christmas Lights offer for

the City Centre in 2021 by replacing old lighting in Truro, including in some secondary streets.

- We've arranged for and funded a footfall counter for Truro so that we can measure footfall and the success of events.

- Truro has set up a Cultural Compact called Tyller A Nerth, to support the cultural experiences of people in Truro. Tyller A Nerth includes local businesses, organisations, the City Council and Cornwall Council. We are part of the Cultural Compact and work together to see how some of our existing projects and events can be complemented by Tyller A Nerth activities.

### Marketing

- We'll continue to work with Visit Truro to promote Truro to both residents and visitors. We contribute financially to printed marketing activity to promote the city and Visit Truro's website where hospitality and retail businesses have a free listing.

Visit Truro are working on a pocket guide which will initially be produced digitally. Once tourism fully reopens, as with the previous Truro Guide, printed copies will be distributed across Cornwall to target visitors.

- Truro will be marketed via our upcoming events such as Children's Day, the upcoming Antiques and Collectables Markets and other outdoor markets we're planning.

- As detailed on the front page, we've been investigating a 'Truro Gift Card' scheme. To participate in the proposed scheme or find out more email: [lindsey.craik@trurobid.co.uk](mailto:lindsey.craik@trurobid.co.uk).

- If businesses have an appetite, we'll relaunch the Truro Super Savers scheme to promote offers in Truro (previously Super Saver Monday).

### Environment

- We're representing businesses at Truro Safe meetings and we will be reinstating Shopwatch meetings once the town reopens. The next meeting will be held virtually on zoom on Tuesday 4 May at 10am. To attend email: [sian.knights@trurobid.co.uk](mailto:sian.knights@trurobid.co.uk).



- To help brighten up Truro we have just installed and funded rainbow coloured bunting and, along with Truro City Council, we will part-fund the annual floral hanging baskets.

- To address anti-social behaviour, along with Truro City Council we've been requesting more support. As a result, Truro will have an extra Cornwall Council Anti-social Behaviour (ASB) Officer. We've also been funding extra police foot patrols shifts in March and April to help address current levels of ASB.

- Last year via the Healthy Street consultation, Truro City Council asked Truro's residents and businesses if the city centre temporary road closures should be made permanent in any way. We're continuing to attend City Council meetings on Healthy Streets and offer an input into future traffic management whilst considering the needs of businesses and the customer experience.

We know this last year has been an unprecedented time, thank you to everyone working in Truro for all that you do. We wish you a successful time ahead and look forward to working with many of you soon.

Alun, Sian and Lindsey  
The Truro BID Team.

# Summary of BID Financial arrangements

Truro BID is over halfway of its third, five-year term. Cornwall Council the billing authority invoiced levy payments totalling £270,265 from 380 (387 last year) hereditaments that have operated in the BID during 1 April 2020 to 31 March 2021. The collection rate to 1 December 2020 was 66.89% and on 1 March 2021 this rose to 91.69%. Our spend for 20/21 reflected this lower collection rate during 2020, along with Covid-19 restrictions which limited what events we could deliver.

With the in-year collection rate of 91.69% (96.89% last year) Truro BID collected £248,347 BID levy for the financial year of 2021/22.

Truro BID started 2020/21 with a planned saving from the previous year/s for the ring-fenced town centre WIFI project intended for year five as per the business plan. We hope to exit 2020/21 with a similar saving which will be invested in Truro for 2021/22 when it will be important to ensure that Truro has an attractive offer for residents and visitors.

Lockdown 1.0 started on 23 March 2020. Whilst Government announced business rates were exempt, the BID levy was excluded as we've continued to operate with alternative measures to support Truro and its businesses.

## BID Levy Spend 2020/21:

Project One – Celebrating Our City (Events)	£109,728
Project Two – The City's Streets (Environment)	£18,160
Project Three – Our Great Little City (Marketing)	£31,500
Project Four - Supporting the City (Business)	£855
Management and Administration	£40,000
Levy Collection Fees	£10,000
<b>Total Expenditure</b>	<b>£210,243</b>

In accordance with the Truro BID Business Plan, it is forecast to spend the BID levy income for 2021/22 as follows:

Project One – Celebrating Our City (Events)	£112,750
Project Two – The City's Streets (Environment)	£29,250
Project Three – Our Great Little City (Marketing)	£38,205
Project Four – Supporting the City (Business)	£1,500
Management and Administration	£51,750
Reserves	£5,000
Levy Collection Fees	£10,000
<b>Total Expenditure</b>	<b>£248,455</b>

Note: For 2021/22 and we hope with the end of Covid-19 restrictions, we plan to deliver more events and initiatives as we've secured the Accelerated Capital funding from the Truro Towns Fund Deal. This is being used to part-fund new Christmas lights and to purchase street market equipment, making markets more cost efficient to deliver. The Truro Towns Deal Accelerator Funding is not shown in the above figures as it is not Truro BID Levy.

The administration costs will increase as expected for year four to deliver the BID renewal ballot.

We will be spending additional money on marketing, not included in the above figure, by using some of the money ring-fenced for the WIFI project and other savings achieved during 2020/21.

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