

A roundup of Truro BID activities and what's coming up in our great little city



Update from Truro BID Manager,
Alun Jones

Welcome to your Truro BID Spring newsletter. We hope that you experienced good trading over the festive period and are currently trading reasonably well now all legal covid restrictions have ended.

For Christmas 2021, Truro BID led on new events such as Festive Friday to improve the Christmas offer. The event which included Truro's Christmas Lights Switch-on, a parade and outdoor markets brought around 35k people into Truro on 19 November and marked the start of the festive period.

We also initiated and worked with the Cathedral and Coppice Theatre to bring the sold-out story-telling and Father Christmas grotto experience shows to Truro Cathedral. In addition, we worked with Truro Farmer's Market on The Big Christmas Market on Lemon Quay.

We were delighted to deliver new and additional Christmas lights around the city centre and also new for 2021 lights in Victoria Gardens. These Christmas lights were mainly purchased using Accelerator Capital Funding from the Truro Town Deal which Truro BID was awarded.



We're pleased to report that during December 2021, Truro's footfall had three-fold week-on-week growth when compared to the South West average, although we recognise that trading is still tough out there.

For 2022, we're planning a range of events throughout the year to help increase footfall and attract both residents and visitors to the city. This includes the return of selected markets on Lemon Quay which complement other activities that our partners deliver.

Duchy Fairs are hosting monthly Cornwall Shop Small markets until November and from April to September the Truro Antiques and Collectables Market will be on for two dates each month.



As part of Truro's Queen's Platinum Jubilee Celebrations, we're planning a one-day hobbyist event on Saturday 4 June. On Saturday 25 June Children's Day is back for its fifth year and we'll soon be inviting relevant businesses to take part.

To promote the city's fashion, hair and beauty businesses, the Truro Trend 'Catwalk at the Cathedral' show originally planned for May has been postponed to ensure there are enough businesses participating.

As usual, we're enhancing the city's appearance this spring and summer by funding and installing colourful bunting and part-funding the floral hanging baskets delivered by Truro City Council's Parks Team.



We're continuing to work to improve other aspects of the environment and reassure you that anti-social behaviour in Truro is being taken seriously and our partners are doing substantial work behind the scenes.

To help reduce crime the DISC online reporting system that we put in place reports crime to Devon and Cornwall Police. Please continue reporting every incident of concern via the correct methods.

If you witness or are involved in an incident where you do feel an immediate threat or the crime is still happening, call 999 rather than report via DISC. If the incident has already happened, please report via the DISC online reporting system as DISC reports take a few days to reach the Police. To sign up to DISC email: sian.knights@trurobid.co.uk.

As I hope levy payers are aware, Truro BID is up for renewal. Look out for your ballot paper in June if you're a Truro BID levy payer (levy payers have premises with a rateable value of over £12,500).

Please vote 'yes' for Truro BID so we can continue to deliver projects, events and services for Truro and Truro's businesses for a fourth term from 2022 – 2027. For info see links at: www.trurobid.co.uk.

Finally thank you to all the Truro BID levy payers who enable us to deliver events, projects and services for the city. I look forward to continuing to work with many of you very soon.

Spring 2022 Newsletter

for everyone working in Truro City Centre

Summary of Truro BID Financial Arrangements

Truro BID has almost completed its third term. Cornwall Council (the billing authority) invoiced levy payments totalling £263,583.16 from 382 hereditaments that have operated in the BID during 1 April 2021 to the 31 March 2022. The in-year collection rate for the BID is 94.88% (compared to 91.69% last year).

Truro BID spent the levy on the following projects below for 2021/2022.

Project One – Celebrating Our City (Events)	£142,483
Project Two – The City's Streets (Environment)	£13,515
Project Three – Our Great Little City (Marketing)	£36,289
Project Four - Supporting the city (Business)	£3,000
Management and Administration	£60,299
Levy Collection Fees	£7,000
Total Expenditure	£262,586

Planned Expenditure for 2022

Due to the Truro BID renewal the levy collection is for a six-month billing period from 1 April to 30 September 2022.

In accordance with the current Truro BID Business Plan, it is planned to allocate the Truro BID income obtained during this six-month billing period to the projects below. As our biggest single expenditure each year is delivering Truro's festive offer, which includes installing and maintaining Truro's Christmas Lights, some of the funding will be rolled forward into the next BID term which will start on 1 October 2022*.

Project One – Celebrating Our City (Events)	£40,000
Project Two – The City's Streets (Environment)	£14,000
Project Three – Our Great Little City (Marketing)	£29,237
Project Four - Supporting the city (Business)	£2,000
Management and Administration**	£37,000
Reserves	£12,500
Levy Collection Fees	£1,641
Total Expenditure	£136,378

The second six-month levy collection for the remainder of the financial year 2022/23 will be in October 2022.

*Subject to a successful BID renewal

**Includes cost of BID renewal

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