

# FOURTH TERM BUSINESS PLAN 2022-2027

✓ PLEASE  
VOTE YES FROM  
8TH JUNE 2022 TO  
7TH JULY 2022

“To position Truro, the capital of Cornwall, as a leading destination for tourists, residents and business visitors to shop, eat, drink and enjoy by creating a safer, vibrant, well connected, well marketed and well-presented great little city.”



[trurobid.co.uk](http://trurobid.co.uk)

   TruroBID

**TRUROBID**  
Business Improvement District



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# WELCOME

Truro BID has been operating successfully for almost fifteen years delivering projects and services on your behalf; initiatives that I hope you agree help to promote our city, drive footfall and make Truro more welcoming, attractive and vibrant as a place to visit, work and live.

We have achieved a great deal due to your financial support, active participation and valuable feedback. I want you to know all contributions are really appreciated. We have also been supported by our statutory partners who we have worked with to pool our resources and expertise solving issues and grasping new opportunities.

The last two years have been immensely challenging but despite this, I have observed just how resilient our businesses are and how our community has come together to support each other through the pandemic. Everyone has adapted with optimism and hope that plays a positive role in our future recovery. Truro BID has also played its part in supporting businesses with the safe re-opening of our city centre and by providing information and advice on grants available, support that you have told us has been invaluable.

Whilst the trading environment is very challenging and is likely to remain so for the near future, there is much to celebrate. Truro was ranked at 30 of the best performing shopping locations in England (out of 1,000 retail centres)\*and fourth in the South West region. In addition, our empty shop rate of 7.6% is one of the lowest in the South West where the average rate is 10.7% and 11.7% nationally\*\*

In my opinion, last Christmas was one of the best ever, not just because we attracted 35,000 people to our Festive Friday event but also because Truro performed as a city should. We offered a vibrant community atmosphere inclusive to all; a great customer experience from a confident capital which we want to build on for future years.

Looking towards the next five years, there are many exciting developments underway in Truro which gives our city the right ingredients to be an all-year-round destination, day and night, weekday and weekends. These exciting investments include the Pydar development and the Town Fund projects all of which will revitalise Truro and attract new audiences to live, work and visit our city. Rest assured, Truro BID will represent your interests as the business voice at the table working

collaboratively with the organisations leading on these projects to ensure levy payers benefit from these new investments.

As a business owner, like you, I have had the confidence to invest in Truro and to grow my business here. I recognise the value of having an organisation to represent private sector interests and believe that together we can collaborate and invest modest sums of money to improve the trading prospects for us all. Like you, I want to ensure that every pound I spend yields a return on investment. During the last term, Truro BID was successfully awarded an additional £272k of Government funding towards city centre projects adding value to the money generated through the Truro BID levy.

You have given us lots of positive feedback and contributed new ideas for the next five-year term. You have also indicated areas where we need to do more, most notably working to combat the anti-social behaviour that affects our city. We have listened and your views have informed this business plan. Alongside other projects that you indicated were important, we intend to provide a BID funded security or police resource as a key focus for our fourth term.

I hope what you read resonates with you and that the proposals are ones that you will support when it comes to casting your vote.

A 'No' vote will mean that all projects and services that the BID delivers will come to an end on 30th September 2022 – no other organisation will have the capacity or resources to step forward and continue with the projects that you have prioritised.

While our resources may be modest, it is the strength of the business community working together through the BID that gives us the chance to improve what we have. Together we are a stronger voice, and we can look forward to more shared success, bringing future opportunities, and continuing to fulfil our vision of Truro as a leading Cornish destination.

Please have your say and vote 'yes' in the postal ballot by 7th July 2022. Look out for your ballot paper which will arrive by 8th June 2022 and if you can vote early, please do so.

\*Harper Dennis Hobbs Retail Consultancy Vitality Rankings Report February 2022  
\*\* Springboard October 2021



Kristian Fleming  
Chair of Truro BID and Owner of Inhabit



# 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.

Businesses are consulted on what additional improvements they want to make and how they are going to manage and deliver those improvements, all of which goes into a business plan along with a budget.

A BID is created when the majority of business ratepayers within that area vote to support the business plan and to invest collectively via a levy based on the rateable value of the business premises. Many businesses view their BID levy as an investment rather than a cost.

There are now 326 BIDs across the British Isles and 8 operating within Cornwall.

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

Truro BID first became operational in September 2007 investing levy payer's money into Truro. During the past three five-year terms we have worked with you and our partners to deliver a wide range of positive achievements for our town. These are set out in this business plan.

“Anti-social behaviour and shop lifting have a damaging effect on Truro’s footfall. I feel strongly that funding for police or a security presence must be the most important issue for our retailers and customers. Safety, security and the environment is the most important theme for us.”

Mark Roberts, Manager Co-Op



# TRURO ON THE CUSP OF EXCITING TRANSFORMATION

Truro is on the cusp of some exciting regeneration opportunities which will attract new audiences to Truro helping to revitalise the city during the day and evenings bringing wide economic, social and environmental benefits.

PRP Architects



Poynton Bradbury Wynter Cole Architects



Courtesy of Hall for Cornwall



Truro BID is a key stakeholder at the table representing the levy payers voice, working with the agencies overseeing the development and delivery of these schemes.

Investments planned and underway include:

- Pydar, the new £170 million inclusive and sustainable urban neighbourhood, adjacent to Pydar Street, one of the key shopping areas in Truro. This exciting scheme will deliver innovative learning and workspaces, new and affordable homes, leisure facilities and green open spaces for people to enjoy. Subject to receiving further planning approvals for the more detailed scheme, it is anticipated that building work will start later in 2022. The scheme is expected to create 623 long term jobs, 1,500 temporary construction jobs, £23 million of local spending and 1,500 new residents, many of them students, living and learning in our city. Only 2% of the site will be retail to ensure the scheme complements rather than competes with the existing city offer (see [pydar.co.uk](http://pydar.co.uk)).
- The Town Deal Funds award of £23.6 million will regenerate Lemon Quay and the waterfront, repurpose empty buildings, provide new modern and innovative community and leisure facilities and create sustainable transport routes, all of which will benefit our levy paying businesses over the next five years. At the time of writing, firm business cases are being worked up for each of the projects which fit under the vision of a 'connected River city' (see [trurotownfund.com](http://trurotownfund.com)).
- The recent opening of the Hall for Cornwall following their £26 million refurbishment and expansion has already seen an increase in footfall to our city which has had a positive impact on our night-time economy. Further developments on the edge of Truro such as the Langarth Garden Village and the Stadium for Cornwall will boost the number of people living and visiting Truro with a positive outcome for Truro businesses.

With the exciting regeneration of Truro which will be transformational for our city, Truro BID will play a pivotal role in working with key stakeholders to shape these new investments and to ensure businesses gain the maximum benefit from these future opportunities.



# HIGHLIGHTS FROM OUR THIRD TERM 2017-2022

## EVENTS – CELEBRATING OUR CITY

- Brought 35k people into Truro for Festive Friday on 19 November 2021 (event included Truro's Christmas Lights Switch-on and Parade, along with markets).
- Supported Christmas Markets which helped to generate strong customer footfall through November and December 2021; Truro outperformed the South West average with three-fold week-on-week growth in December when compared to the South West average.
- Installed, maintained and funded Truro's annual Christmas Lights Scheme.
- Awarded Accelerator Capital Funding from the Truro Town Deal to part-fund new and additional Christmas lights including Cathedral light installation, reindeer lights to enhance shops windows, and new for 2021, lights in Victoria Gardens.
- Enhanced the festive offer with street entertainment, large scale projections on buildings, traffic-free main shopping streets, and by supporting Coppice Theatre shows and Father Christmas grottos.
- For three festive seasons (pre-covid), Truro BID managed the Truro Christmas Street Markets in Boscawen St and supported the City of Lights team to deliver the City of Lights event.
- Delivered three Truro Trend events (pre-covid) to promote fashion, hair and beauty in the city via the high-profile Catwalk at the Cathedral evening event (audience of 600) and a week of in-store events and offers from Truro's businesses.
- Delivered three Children's Day events consisting of family shows (including with mountain bike athlete Andrei Burton and Swamp Circus), activities on Lemon Quay, and in-store events and offers at businesses across Truro.
- Delivered the Totally Locally Fiver Fest where over 50 of Truro's businesses put on special £5 offers for two weeks and managed, grew and promoted Truro's £5 Super Saver Monday scheme. Prior to the pandemic, Super Saver Monday had 46 different £5 offers across 32 different businesses every Monday.
- Initiated and supported around 24 one day markets since 2019; the Truro Antiques and Collectables Markets and Cornwall Shop Small Markets (led by Duchy Fairs).
- Sponsored Truro Food Festival for both years it's been in Truro.
- Majority-funded and operationally involved in the Tour of Britain Live Lounge Celebrations on Lemon Quay.



**35K**

PEOPLE IN TRURO FOR FESTIVE FRIDAY

**24**

ONE DAY MARKETS SINCE 2019



**27K**

VIEWS FOR THE 2020 VIRTUAL SWITCH ON

**236K**

UNIQUE VIEWS FOR CHRISTMAS 2021 SOCIAL MEDIA CAMPAIGN

## MARKETING – OUR GREAT LITTLE CITY

- Worked with Visit Truro to promote the city to residents and visitors, including contributing financially to printed marketing activity (Truro Guides) and Visit Truro's website.
- Promoted the city via Truro BID-led events with advertising and achieving extensive media coverage (press, radio and sometimes TV) for Truro Trend, Children's Day, Fiver Fest, Christmas Late Night Shopping and 'City Clean Up'.
- Delivered Truro's Virtual Christmas Lights Switch-on in 2020 streamed on Pirate FM's Facebook page; one of Pirate FM's most watched videos in 2020 with over 27k views.
- Worked with Bauer Media on a social media campaign for Christmas 2021 which delivered 236k unique views, 1.87M overall impressions and 4,813 click-throughs to www.visittruro.org.uk. Total engagement came to 99,366.
- Marketed BID activities to businesses via weekly e-newsletter, hand-delivered printed newsletters and social media (Facebook, Twitter and Instagram).

## ENVIRONMENT – THE CITY'S STREETS

- Joint-funded (with Truro City Council) the annual floral hanging baskets each spring, which won Gold in the 2019 Southwest in Bloom. In 2021, Truro achieved a Gold Medal Award for the BID/Urban entry for the South West region of Britain in Bloom.
- Funded and delivered the annual decorative bunting to brighten up the city from spring to autumn.
- Brightened up empty premises by wrapping premises with colourful vinyl stickers promoting Visit Truro and facilitating pop-up use including over the festive period.
- Delivered four 'City Clean Up' events which involved businesses, organisations and community groups cleaning, tidying and litter picking.
- Achieved a grant to fund five Gum Drop Bins (which recycles chewing gum into new compounds), delivered additional cleaning by Biffa (pre-covid) and cleaned windows of empty premises following Truro's reopening from lockdown 1.0.
- Delivered a wayfinding scheme with section 106 funding; over 45 pedestrian signs to help visitors and residents navigate Truro and explore secondary streets.
- Set up and operated the Pydar Pop-Up Community space for 18 months.
- Key partner in the Truro Safe scheme which has helped to achieve an additional resource including a full time anti-social behaviour caseworker for Truro funded by Cornwall Council and Truro City Council.
- Delivered monthly Shopwatch meetings to enable businesses to share crime related issues and knowledge with other businesses, the police and Truro BID.
- Initiated and delivered the DISC online crime reporting system which now reports crime to Devon & Cornwall Police.
- Supplied shopwatch radios to businesses.
- Funded additional police foot patrol hours and private security at specific times.



**45**

PEDESTRIAN SIGNS TO HELP VISITORS

**GOLD**

AWARD FOR 2019 SOUTHWEST IN BLOOM

## BUSINESSES – SUPPORTING OUR CITY

- Successfully awarded £272k of funding during Truro BID's third term made up of; £192k of Truro Town Deal Accelerator Capital Funding to purchase new Christmas Lights and Market equipment, £39,000 for Digital Projectors (to create large projections during Late Night Shopping), £39k of Cornwall Council grants to set up the Pydar Pop-up community venue and £2k for Gum Drop Bins.
- Followed Government Guidance on reopening towns following Lockdown 1.0; worked with partners to deliver social distancing signage and temporary pedestrianisation in parts of Truro to give 'space to shop' and encourage customers to return to the high street.
- Supported business during lockdowns by signposting to information and business support and grants.
- Objected to Hendra Retail Park at Langarth and contributed to the retail impact assessment that led to refusal of planning application.
- Lobbied to ensure that the Pydar development complements Truro with planners agreeing to a maximum of 2% of retail on the development's footprint.
- Attended annual strategic transport committee meeting to object to car parking increases in Cornwall Council's car parks.
- Represented the interests of businesses on plans for the Pydar Regeneration and Truro Town Fund Investment Plan.



**£272K**

OF EXTRA FUNDING DURING BID'S THIRD TERM

# OUR FOURTH TERM CONSULTATION

## WHAT YOU SAID

During February 2022, Truro BID undertook a comprehensive consultation process with the circulation of their fourth term draft proposal and questionnaire sent as a hard copy to circa 380 businesses locally and to head office addresses where appropriate.

Levy payers were given the opportunity to complete the survey in hard copy format or virtually via Smart Survey. Email reminders were also sent both locally and nationally throughout the consultation phase and businesses were contacted individually for their responses via:

- One-to-one meetings with business owners and managers
- Phone calls and emails with businesses both locally and with national estate managers

## THE RESULTS

54% of levy payers actively engaged with the BID consultation process giving valuable information about how the levy income should be spent. Engaged businesses comprised a good cross section of business sizes and types from across the BID boundary to include shops, offices, charities, restaurants, cafes, pubs, leisure providers and the public sector including those who pay the least and most levy contributions.

Of those who completed our survey, 88% said they would vote 'yes' to the BID

## WHAT YOU SAID ABOUT THE IMPACT OF TRURO BID

You told us that Truro BID has had a positive impact; most respondents said that the projects delivered have not only benefitted Truro but have also resulted in a direct and quantifiable outcome for their business.

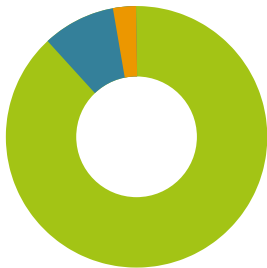
You particularly complimented our events programme, support offered during the pandemic and the additional policing funded during the Christmas period as well as the DISC crime reporting system; indeed, you support security receiving a higher priority during our next term.

You support Truro BID's involvement in marketing our city in conjunction with Visit Truro. You said that the hanging baskets are a big hit and make our city attractive during the summer with the Christmas lights over the festive period providing vibrancy during the winter months.

From your comments, it's clear, you also support Truro BID working closely with key stakeholders bringing the business voice to the table to influence positive change for our city. In particular, you are excited at the opportunities that lie ahead for new audiences to come to Truro particularly young people when the new Pydar development opens.

Understandably, you want all areas of the BID boundary to receive their share of benefits and during the fourth term, we will be looking to proactively work with night-time economy businesses and those within the professional services sector. We also intend to work with partners to deliver a green agenda for Truro.

Your valuable feedback has been taken on board in determining the focus for our fourth term and has influenced the selection of projects and services alongside the corresponding budget, to be delivered over the next five years.



88%

INTEND TO  
VOTE YES

- 88% YES
- 3% NO
- 9% UNSURE



## WHAT BUSINESSES SAY ABOUT TRURO BID



“All BID projects have been beneficial. We welcome support to deal with anti-social behaviour and to bounce back from the pandemic. Safer streets, great events and marketing, all make Truro a safer and more attractive destination.”

Linda White, Managing Director, Scentstore, Cathedral Lane



“Having the Truro BID funded DISC system in place to communicate through and report issues to the police is fantastic. Fully support Truro BID applying more resources to addressing anti-social behaviour in the next term. We want our staff and customers to be safe in our city and whilst visiting our store. Events that the BID has delivered including Children's Day have really increased footfall.”

Jo Vincent, Store Manager, Smiggle, King Street



“Truro BID has delivered successful projects including signage, Christmas and the return of market events. The BID team do a great job and I am delighted to continue to support where I can.”

Alex Tullett, Director, The Old Grammar School, St Marys Street



“Holding events in the city is so important since it makes Truro a destination for shoppers both mid-week and at weekends. Often the public will choose Truro as a destination to shop based on what else is happening during the week. For our business, the antiques market on Lemon Quay has proven beneficial during the latter stages of the pandemic in 2021.”

Jonathan Vickers, Regional Manager, Bonhams, Lemon Street



# WHAT WILL BE KEY TO THE FOURTH TERM 2022-2027

## KEEPING TRURO SAFER AND SECURE

We will be introducing a security resource to help tackle crime and anti-social behaviour, something that most levy payers said was the number one priority. We want to encourage all levy payers to get in touch if they would like our security resource to call into their business or have an issue they need to bring to our attention. Our new security resource will provide a reassuring presence and hands-on support for our businesses.

## DRIVING FOOTFALL

You told us that driving footfall into Truro through marketing, PR and events is a key priority so this will be a significant part of our fourth term proposals as it has been in our current term. Like you, we want to make sure Truro businesses thrive, not just survive, and we will be working with our partners to pool our resources to bring more visitors to Truro. We will do this through hosting events and introducing marketing campaigns that are most likely to see a return on investment for our levy paying businesses.

## SUPPORTING ALL BUSINESSES

We want all businesses to benefit from being part of our BID, irrespective of sector or location, so this means we will be reassessing where we deliver our projects and services being mindful of spreading the benefits across the boundary. We will also be promoting our levy payers and their unique offers including those businesses in the professional services sector and working closely with our night-time economy businesses on various initiatives to revitalise and promote Truro's evening offer.

## COLLABORATIVE WORKING

With so much positive investment in Truro underway, Truro BID will be forging productive relationships and partnerships with relevant stakeholders to generate new ideas and ultimately, create new business opportunities and collaborations to benefit your business and bring more prosperity to our city.

## GREEN

Truro BID will work with other partners to reduce our carbon footprint in whatever way we can exploring initiatives such as plastic free, zero waste, supporting Green Truro and showcasing those levy payers who adopt good green working practices.

Your feedback has shaped this final business plan and the projects and services Truro BID plans to deliver in its fourth term.



# OUR TOWN, OUR VISION, AIMS AND OBJECTIVES

## OUR VISION – SUPPORTED BY 95% OF RESPONDENTS

“To position Truro, the capital of Cornwall, as a leading destination for tourists, residents and business visitors to shop, eat, drink and enjoy by creating a safer, vibrant, well connected, well marketed and well-presented great little city.”

## BID AIMS AND OBJECTIVES FOR THE FOURTH TERM

1. To raise the profile of Truro as a year-round destination, increasing footfall and spend through delivering marketing campaigns and vibrant events working with key partners - **theme 1, Marketing & Events**
2. To provide a safer and secure town centre environment for business owners and visitors through tackling crime and anti-social behaviour whilst providing a welcoming, attractive and accessible city through planting, seasonal lighting, bunting and maintaining the wayfinding signage - **theme 2, Safety, Security & Environment**
3. To support levy paying businesses through lobbying on the issues that are important to help businesses trade, providing advice and signposting and working collaboratively to ensure businesses benefit from the many opportunities arising from the regeneration of our city - **theme 3, Business Support**

## COVID-19 STATEMENT

As this business plan goes to print, we appreciate that trading remains challenging following the pandemic which started in March 2020 and has caused widespread economic and social hardship and continues to create issues and challenges for the everyday life of our businesses. Truro BID has rapidly adapted to ensure that businesses were supported throughout the pandemic and we will continue to provide and adjust that support according to the needs of businesses.

## THE BID PROJECTS

# THEME 1: MARKETING & EVENTS

### AIM

To raise the profile of Truro as a year-round destination, increasing footfall and spend through delivering marketing campaigns and vibrant events working with key partners.

### YOUR FEEDBACK

Promoting Truro and its businesses and hosting key big and impactful events to drive footfall into our city will continue to be a main focus for Truro BID. We want Truro to remain a year-round destination for local people and visitors as well as building on our reputation as the best place in Cornwall for a Christmas experience.

You told us just how important it is to you that we promote Truro to a wide audience including families and young people and we will be looking at what events we can facilitate at different times of the year and throughout the week to drive footfall.

Feedback from our night-time economy businesses demonstrates enthusiasm to work collaboratively to promote Truro as an evening destination; this will become increasingly important as we welcome more residents into the city following housing developments on the edge of Truro as well as the Pydar development bringing a new student audience to our city.

Despite the digital era, there is still a high degree of support for hard copy publications so whilst we will utilise modern digital channels, we will still publish guides and listings for Truro's residents and visitors but will also be mindful of the need to adapt and to minimise our impact on the environment.

We will deliver and fund this theme in conjunction with partners including Visit Truro and seek sponsorship and additional funding where appropriate to boost the activity we can deliver under our Marketing & Events theme throughout the five-year term.

“Truro BID has delivered some great projects including marketing the city and the flowers which have been brilliant. Love ‘Our Great Little City’.”



Richard Baker, Managing Partner, Stephens Scown, Malpas road

### WE INTEND TO CONTINUE WITH THE FOLLOWING:

- Delivering an annual great Christmas offer that you would expect from a city to drive footfall into Truro via installation and maintenance of Christmas Lights and key Christmas events such as Festive Friday (Christmas Lights Switch-on and Parade), Father Christmas grotto, street entertainment, late night shopping and markets.
- Delivering an associated Christmas marketing campaign focusing on the magic of Christmas in Truro, its unique shopping experience, late night shopping and the key events via social media, printed marketing material with event listings, public realm advertising, print advertising and radio advertising.
- Promoting the city to residents and visitors all year round through working in partnership with Visit Truro and contributing towards Truro Guides or printed marketing material and the Visit Truro website.
- Organising and promoting events such as Truro Trend fashion show (promoting fashion, hair and beauty in the city), Children's Day (family shows and sporting activities) and one day markets to encourage footfall into the city throughout the year.

### WE INTEND TO ADD THE FOLLOWING NEW INITIATIVES:

- Working in partnership with night-time economy businesses to support and promote their sector via exploring initiatives such as an annual Food and Drink Guide and themed events across the city centre e.g. food from around the world nights.
- Promoting the Visit Truro website to Cornwall's residents and visitors via large banners and/or trailers in prominent locations at routes in and out of Truro and circulating literature to accommodation and leisure outlets throughout the county.
- Working with Truro's businesses to promote loyalty schemes and/or business offers to Cornwall's residents and employees within the city.





# THE BID PROJECTS

## THEME 2: SAFETY, SECURITY & ENVIRONMENT

### AIM

To provide a safer and secure town centre environment for business owners and visitors through tackling crime and anti-social behaviour whilst providing a welcoming, attractive and accessible city through planting, seasonal lighting, bunting and maintaining the way finding signage.

### YOUR FEEDBACK

It's clear from your feedback that in line with many towns and cities across the UK, tackling anti-social behaviour is the number one priority for most of our businesses. In the fourth term, we will address the need to fund an additional security presence in our city centre to ensure your staff and your customers feel safe to enjoy, shop, eat and work in our city. These enhanced security measures will be delivered alongside the Shopwatch radios and the DISC scheme which you have told us are really valuable.

Alongside safety and security, we also want to ensure our city is attractive and accessible to all; you agreed that our hanging baskets make a big visual difference to Truro alongside our bunting. You also want to see graffiti removed so we intend to support a solution for graffiti removal.

“The work the BID team did to help Truro safely reopen was really helpful. We particularly appreciated the queue markings outside our store on Lemon Quay which helped manage crowds and keep people safe. Totally support a clean and safe environment which creates positivity and return visits to Truro.”

Chris Philcox, Store Manager, Primark, Lemon Quay



### WE INTEND TO CONTINUE WITH THE FOLLOWING:

- Attending Truro Safe meetings as a key partner representing business interests and lobbying for improvements working with statutory partners.
- Organising monthly Shopwatch meetings to enable businesses to share crime related issues and knowledge with other businesses, the police and Truro BID.
- Supplying and partially funding the Shopwatch radio system.
- Delivering the DISC online crime reporting system reporting crime direct to Devon and Cornwall Police.
- Funding floral hanging baskets each summer working in partnership with Truro City.
- Supporting Truro's Britain in Bloom entry.
- Maintaining the city's signage and funding the annual decorative bunting across the city from Spring to Autumn.
- Organising an annual 'City Clean Up Day' working with other organisations including businesses to encourage a sense of community and pride within the city through cleaning, sticker removal and litter picking. Subject to funding, maintaining the gum drop bins.

### WE INTEND TO ADD THE FOLLOWING NEW INITIATIVES:

- Employing additional BID funded security staff or a dedicated police resource to provide a rapid response and deterrent against anti-social behaviour and shoplifting helping to keep the streets safer throughout the year.
- Supporting and encouraging landlords of commercial premises to remove graffiti on their premises.
- Working with partners to drive forward a 'green' agenda for Truro exploring zero waste, plastic free initiatives, supporting events such as Green Truro and showcasing levy payer businesses who adopt green practices.





# THE BID PROJECTS

## THEME 3: BUSINESS SUPPORT

### AIM

To support levy paying businesses through lobbying on the issues that are important to help businesses trade, providing advice and signposting and working collaboratively to ensure businesses benefit from the many opportunities arising from the regeneration of our city.

### YOUR FEEDBACK

You have told us that we have represented your interests and fought your corner, challenging out of town retail developments that compete with our city traders. You appreciate the support Truro BID gave throughout the pandemic particularly information on grants and queue management during the opening-up phases.

You are highly supportive of us working in partnership with the statutory agencies bringing the private sector voice to the table and you are keen that we forge the right connections for business benefit. Truro BID is represented on the Town Funds Board and is the business voice at the table in strategic discussions around projects that can make a big difference to Truro in the coming years.

We have already started a positive dialogue with the Hall for Cornwall, a fabulous new renovated and extended facility in our city whose reopening has generated new footfall presenting opportunities for our levy payers.

In a similar vein, we will be fostering working relationships with Falmouth University ahead of the Pydar development which will see many young people living and studying in Truro.

This theme is about being there for you when you need support, advice and a helping hand. We will also work alongside you to lobby for the things that help you to trade.

It's important that we use the power of the BID working as the collective voice of businesses to lobby for change.

“With regards to the business support section - this work may seem to be ‘day to day’ but it is vitally important to have a well-informed voice for the business community in the town centre, and for there to be ways to communicate with businesses.”



Helen Nicholson Community Link Officer, for Truro and the Roseland Community Network Area, Cornwall Council

### WE INTEND TO CONTINUE WITH THE FOLLOWING:

- Working with businesses and other partners to continue to encourage customers to return to the High Street following the pandemic.
- Representing the interests of businesses on regeneration plans for the city including those being proposed under the Truro Town Deal Fund worth £23.6m. We will ensure that you have the best opportunity to realise new business opportunities.
- Supporting your business to sustain and grow via signposting to advice, grants, mentoring, training or something else – tell us what you need.
- Lobbying on your behalf on the things that matter to your business (for example, challenging out of town retail developments), to improve the Truro trading environment and your trading prospects and working closely with our local statutory partners to represent your case via regional and national government bodies and industry forums.
- Working with our partners on the topic of traffic management and parking for Truro including the promotion of car parking discount schemes. In the fourth term, we intend to work with car parking operators and our public sector partners to ensure Truro is ready for 2030 through the provision of electric charging infrastructure.
- Maintaining footfall counters capturing data on visitor numbers, visitor movements and dwell time – valuable commercial insights to be shared with businesses.
- Hosting networking meetings with Truro's resident traders and keeping you informed through our weekly e-newsletters, social media (Facebook, Twitter and Instagram) and printed newsletters.
- Offering recruitment support, basic first aid training, marketing and social media training to Truro's resident traders.

### WE INTEND TO ADD THE FOLLOWING NEW INITIATIVES:

- Working in partnership with Falmouth University to welcome new residential students to Truro's Pydar development, encouraging them to shop, eat, drink and live in the city.
- Facilitating positive relationships and collaborations between levy payer businesses and the Hall for Cornwall to promote new opportunities for mutual benefit.
- Campaigns and promotions via our newsletters and social media to highlight levy paying businesses including those that offer a B2B service e.g. professional services sector.



PRP Architects



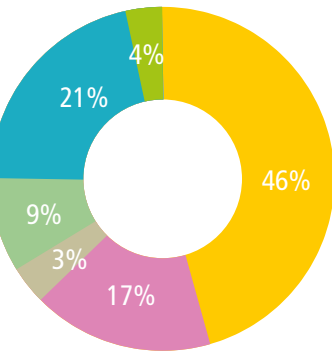
# WHAT IS THE COST TO YOUR BUSINESS AND HOW WILL WE SPEND YOUR MONEY?

Truro BID is projected to raise circa £322K per annum based on 1.5% of the rateable value of all premises with a rateable value of £12,500 or over (approximately 380 levy payers).

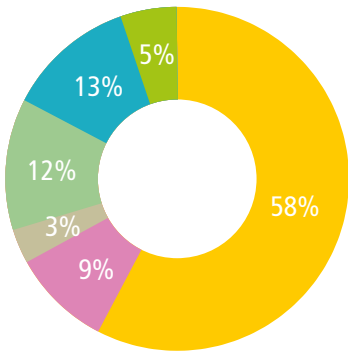
The chart below shows some typical contributions based on a 1.5% levy:

RATEABLE VALUE OF PROPERTY	ANNUAL LEVY	WEEKLY COST
£12,500	£188	£3.62
£15,000	£225	£4.33
£25,000	£375	£7.21
£50,000	£750	£14.42
£100,000	£1,500	£28.85
£200,000	£3,000	£57.69
£300,000	£4,500	£86.54
£500,000	£7,500	£144.23
£1,000,000	£15,000	£288.46

BUSINESS TYPE BY  
NUMBER OF BUSINESSES



BUSINESS TYPE BY  
RATEABLE VALUE



- RETAIL
- FOOD & DRINK
- ACCOMMODATION & LEISURE
- PUBLIC SECTOR
- PROFESSIONAL SERVICES INCLUDING BANKS
- OTHER

Cornwall Council, Truro City Council and Devon and Cornwall Police will all contribute towards the BID from the levy on their premises, money for Truro that simply won't be available if the BID doesn't proceed.

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

The current Truro BID term comes to an end on 30th September 2022.

Voting 'Yes' means that this business plan can be delivered and together we can achieve our vision for Truro over the next five years.

# TRURO 2022-2027 INDICATIVE BUDGET

TRURO BID	2022-23	2023-24	2024-25	2025-26	2026-27	2027 -2028	TOTAL ALL YEARS
	6 months *	12 months	12 months	12 months	12 months	6 months * *	
INCOME							
BID levy at 1.5% (96% collection rate) 0% inflation	£161,000	£322,000	£322,000	£322,000	£322,000	£161,000	£1,610,000
Total Income	£161,000	£322,000	£322,000	£322,000	£322,000	£161,000	£1,610,000
EXPENDITURE							
Project Area 1 - Events & Marketing	£66,983	£133,967	£133,967	£133,967	£133,967	£66,983	£669,834
Project Area 2 - Safety, Security & Environment	£49,149	£98,298	£98,298	£98,298	£98,298	£49,149	£491,490
Project Area 3 - Business Support	£6,305	£12,610	£12,610	£12,610	£12,610	£6,305	£63,050
Sub Total BID Project Expenditure	£122,437	£244,875	£244,875	£244,875	£244,875	£122,437	£1,224,374
DELIVERY AND RUNNING COSTS							
BID Team Core Costs (not project related)	£19,593	£39,187	£39,187	£39,187	£39,187	£19,593	£195,934
Insurance, levy collection, professional fees, office, IT	£17,595	£28,190	£28,190	£28,190	£28,190	£17,595	£147,950
Contingency/Renewal/Reserves	£1,000	£5,000	£5,000	£5,000	£5,000	£1,000	£22,000
TOTALS AND BALANCE							
Sub Total Delivery and Running Costs	£38,188	£72,377	£72,377	£72,377	£72,377	£38,188	£365,884
Total Expenditure per Annum	£160,625	£317,252	£317,252	£317,252	£317,252	£160,625	£1,590,258
Sub Total (plus or minus)	£375	£4,748	£4,748	£4,748	£4,748	£375	£19,742
Carry forward from previous year	£10,000	£10,375	£15,123	£19,871	£24,619	£29,367	£10,000
Balance	£10,375	£15,123	£19,871	£24,619	£29,367	£29,742	£29,742

\* 6 months 1st October to 31 March      \*\* 6 Months 1st April to 30th September

## BID DELIVERY AND RUNNING COSTS

BID Management costs are split between the project themes according to the estimated resource required for each theme and acknowledging that none of the projects or services can be delivered without a management resource. A proportion of the BID Management time is also apportioned to delivery and running costs. This will cover the time spent on running the BID Company and good governance such as communications, performance monitoring and financial management. Any reserves at the end of September 2027 will be carried forward into the next term. Truro BID is a not-for-profit company.

## ALTERATIONS POLICY

The BID projects, costs, timescales and budgets can be altered subject to Board 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 shown in this business plan or to the levy rate would require an alteration ballot. Truro BID will adhere to the 2017 ratings list throughout the five-year term to the end of September 2027.

## LEVERING IN ADDITIONAL INCOME

Truro BID will work proactively with statutory partners and other stakeholders to pool resources, secure grant funding, sponsorship and other income to maximise the impacts that can be delivered across all three project themes throughout the five-year term. During the third term Truro BID successfully levered in £272K of funding demonstrating the BID's track record of securing additional funding to complement levy income.



# GOVERNANCE AND MANAGEMENT OF TRURO 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 06070111) to oversee 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 new business plan should the BID be voted in for a fourth term.

The Local Authority, Cornwall Council, is in full support of Truro BID’s proposals 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 ballot on 6th January 2022. In accordance with BID regulations, on 4th April 2022 a further letter was sent to Cornwall Council, formally requesting the BID proposals to be put to a ballot.

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 which is made up of businesses and organisations who pay the BID levy. Truro BID is always interested in hearing from businesses who wish to join the committee.

Truro BID employs a BID manager and two part time staff who are responsible to the Board and Committee and who will deliver the projects in this business plan. Truro BID operates under the terms of Totally Truro’s Articles of Association.

The BID is business-led for business benefit and all levy contributors are automatically members of the company. All members are invited to Annual General Meetings where past and prospective BID activities are presented. Accounts are independently audited each year and copies are available on request.

## COMMUNICATIONS

Truro BID is your voice at the table. You can contact the team by email, phone or request a visit and both the Truro BID Committee and Totally Truro Board is always open to hearing your feedback or ideas.

We will host regular networking meetings where we will report our performance to you and give an indication of our forward plans. We want to hear what you think and welcome you alerting us to any problems that could disrupt the smooth running of our city.

We will also issue regular newsletters and updates to keep you informed of projects and services and will communicate via social media including Facebook, Instagram and Twitter.

Annually, with your bill, you will receive information on how your levy has been spent.

## PERFORMANCE AND MONITORING

We want to measure the impact of everything we do to make sure that the money we spend is making an impact in the areas that matter to you; all money raised in Truro will be spent in Truro for the benefit of our levy paying businesses. We want you to see a return on your investment. As well as supporting on the ground improvements, being part of the BID also gives our local businesses a stronger voice and more influence.

Most importantly, we will be asking you how we are doing and welcome your feedback. Intermittent surveys of BID levy-payers will take place to invite your feedback and to ensure that businesses feel they are getting value for money. Truro BID will also undertake a mid-term review of its delivery against the business plan.

The key performance indicators opposite on page 19 indicate how we will monitor and track performance.

## KEY PERFORMANCE INDICATORS

- Website and social media analytics on views and social reach
- Number of Truro Guides or promotional literature for Truro printed and distributed
- Media coverage
- Number of events supported and the impact on businesses
- Levy payer feedback on events
- Footfall counts
- Number of direct security interactions and police incident reports
- Number of DISC system and Shopwatch radio users with communication to our patrols.
- Number of Shopwatch radios issued
- Number and quality of hanging basket displays
- Number of Truro’s Wayfinding signs maintained
- Britain in Bloom and South West in Bloom awards
- Levy payer feedback via surveys and/or testimonials
- Number of business representations made and their impact
- Value of grant funding or sponsorship secured
- Number of levy payers attending meetings and giving feedback

“Truro BID definitely makes Truro a more vibrant and attractive place for residents and visitors through its events and promotional activities. Truro City Council is keen to work with the BID pooling resources to provide a “joined up” approach to both events and street security involving foot patrols and CCTV coverage.”

Roger Gazzard, Town Clerk, Truro City Council

“Events in all parts of the city would be welcome to drive footfall to the quieter streets. Being a late-night venue, we support measures to tackle anti-social behaviour.”

Ellie Pitt, Proprietor, William IV, Kenwyn Street



# 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 (23rd May 2022) will receive a ballot paper and 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 1.5% of rateable value each year for five years until 30th September 2027 becomes mandatory for all eligible businesses of £12,500 rateable value or over regardless of how they voted. The maximum levy payable on a single hereditament will be £15,000 p.a.

- 2. The ballot will be conducted independently by Cornwall Council and will be a twenty-eight day confidential postal vote. Voters will have until 5pm on the close of the ballot (Thursday 7th July 2022) to return their ballot paper. A proxy vote is available, if needed 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 2022 to 30th September 2027, delivering the projects outlined in this business plan.
- 5. The number of hereditaments liable for the levy is 380 (at the time of writing – April 2022).
- 6. The results of the ballot will be announced on Friday 8th July 2022.

“Visitor safety is fundamental in retaining and attracting additional footfall. If late afternoon/evening hospitality proposition is a focus for the BID moving forward, it must go hand in glove with a sharpened and visible, safety proposition. In addition to this, student population with disposable income could kickstart the night-time economy. If the BID, can tap into that audience, the benefits for businesses would be significant.”

John Wearne, Manager Marks and Spencer.



## THE BID LEVY

- 1. The levy rate to be paid by each hereditament or rateable premises with a rateable value of £12,500 or more will be calculated at 1.5% of its rateable value p.a. using the 2017 non-domestic ratings list throughout the BID’s fourth term. The maximum levy payable on a single hereditament will be £15,000 p.a. (upper threshold). The first BID levy under the fourth term will be due on 1st October 2022 with subsequent levies due each year until 30th September 2027. There will be no inflation charged on the levy. If you would like to know the rateable value of your premises, please refer to your rates bill or check [www.voa.gov.uk](http://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 as with the previous three terms, these arrangements will be formalised in an operating agreement signed by both parties. 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 1.3% of the total levy due. 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 and it has a rateable value on Cornwall Council’s ratings list, 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 also 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 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 but enters a subsequent ratings list during the BID term.
- 9. The BID levy will have to be paid by a new ratepayer occupying an existing or new rateable property within the BID area up until the end of the five-year term on 30th September 2027, 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 ratepayer, appeals, additions or removals and liability will be adjusted accordingly. There will be no refunds given for retrospective years as a result of successful rateable value 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 ratepayer 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 that have a correlation to the projects that the BID will deliver have been documented and can be seen at <https://www.trurobid.co.uk/truro-bid-renewal>. 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, Truro City Council and Devon and Cornwall Police that these baselines will be reviewed each year. Any issues associated with local baselines will be reported through the localism team at Cornwall Council or Inspector of Police as appropriate and as and when they occur.



# WHERE WILL THE BID OPERATE?

Truro BID operates within the definitive boundary shown on the map which includes the following streets, either in whole or in part. Please note that the street list is not exhaustive and should be considered alongside the boundary map which shows the parameters of the BID boundary:

Back Quay	Green Street Mews	New Bridge Street	St Marys Street Mews
Boscawen Street	High Cross	Oakway	St Nicholas Street
Calenick Street	Infirmery Hill	Old Bridge Street	Squeeze Guts Alley
Castle Street	Kenwyn Street	Pannier Market	Tabernacle Street
Cathedral Lane	King Street	Phoenix Wharf	Tinnars Court
Charles Street	Lemon Mews Road	Princes Street	Tippets Backlet
Church Walk	Lemon Quay	Pydar Mews	Tonkins Ope
City Road	Lemon Street	Pydar Street	The Leats
Coombes Lane	Lemon Street Market	Quay Street	Town Quay
Duke Street	Little Castle Street	River Street	Union Place
Edward Street	Mallets Ope	Roberts Ope	Victoria Square
Fairmantle Street	Malpas Road	St Austell Street	Walsingham Place
Frances Street	Moorfield	St Clement Street	Wilkes Walk
Garras Wharf	Morlaix Avenue	St Dominic Street	
Green Street	Nalders Court	St Marys Street	



# WHAT HAPPENS NEXT?

## MAY 2022

Voting list is prepared to ensure that ballot papers reach the correct recipient.  
Final business plan published and circulated to all named voters of levy paying businesses.  
Notice of ballot to be issued on Monday 23rd May 2022

## JUNE 2022

Ballot paper to be despatched on Monday 6th June 2022 signifying the start of the 28-day postal ballot.

## 7TH JULY 2022

Close of postal ballot on Thursday 7th July 2022 at 5pm with result announced on Friday 8th July 2022.

## 1ST OCTOBER 2022

If the vote is successful, the fourth term of Truro BID will commence.

“I fully support what Truro BID is doing and the last Christmas experience was great with high footfall. We need to do all we can do to encourage people to shop in person in Truro to provide a year-round experience, which is worth the travel and parking costs. Focussing on addressing the anti-social behaviour issues to ensure Truro is a welcoming and safe place to visit is critical to this.”

Jennie Crowhurst, Owner, Pennyworths, High Cross



“Ensuring Truro offers a distinctive visitor experience is key to encouraging people here. Truro BID’s lobbying resulted in car parking charges rising in line with inflation rather than the high price hike that was originally proposed. The free parking in the late afternoon has definitely helped trade.”

Sarah Millbank, Director, Truro Fabrics, Calenick Street



# WHAT HAPPENS IF I VOTE YES?

A ‘yes’ vote means that Truro BID can continue delivering services and projects that businesses have said are important to them and introduce new projects that businesses have indicated are a priority.

## THAT MEANS

- ✓ Security resource helping to keep the streets safer and addressing crime and anti-social behaviour
- ✓ Extensive Christmas programme including lights, street entertainment and markets
- ✓ Improved trading environment leading to a cleaner, tidier, more welcoming and attractive city
- ✓ DISC reporting system and coordination of Shopwatch radio system and Shopwatch meetings
- ✓ Organisation of other Truro events throughout the year driving footfall
- ✓ Opportunity for your business voice to be heard and action taken on the things that matter to you
- ✓ Marketing Truro through PR, campaigns and social media
- ✓ Opportunity to influence the regeneration of Truro and be part of wider business initiatives

# WHAT HAPPENS IF I VOTE NO?

A ‘no’ vote means that none of the projects outlined in the business plan will be delivered and Truro BID will cease to exist from 1st October 2022.

## THAT MEANS

- ✗ No security presence patrolling Truro to support your business; statutory provision only
- ✗ No Christmas lights and no BID-led Christmas activities such as Festive Friday (Christmas Lights Switch-on and Parade, Father Christmas grotto and street entertainment)
- ✗ No colourful bunting and significant impact made on other projects that improve the town’s environment such as hanging baskets and wayfinding signage
- ✗ No organisation to represent your interests, fight your corner or work with partners to secure the best deal or additional resources for Truro
- ✗ No support for existing BID-led events or facilitation of new events
- ✗ No subsidised Shopwatch radios, DISC reporting system or trader meetings

**DON'T MAKE THE MISTAKE OF THINKING ANOTHER ORGANISATION WILL PICK UP THE SHORTFALL**

**✓ PLEASE VOTE YES FROM 8TH JUNE 2022 TO 7TH JULY 2022**



# GET IN TOUCH

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➔ [trurobid.co.uk/truro-bid-renewal](https://trurobid.co.uk/truro-bid-renewal)

➔ [f](#) [t](#) [i](#) TruroBID

✓ PLEASE  
VOTE YES FROM  
8TH JUNE 2022 TO  
7TH JULY 2022



REMEMBER LOOK  
OUT FOR BALLOT  
PAPER ARRIVING  
BY 8TH JUNE 2022