

FOURTH TERM CONSULTATION 2022-2027

TELL US WHAT
YOU THINK
ENCLOSED
SURVEY TO
COMPLETE

Please respond by Monday 7th March 2022



TRUROBID
Business Improvement District



TRURO BUSINESS IMPROVEMENT DISTRICT (BID) FOURTH TERM – TELL US WHAT YOU THINK

Truro BID has been operating successfully for almost fifteen years delivering projects and services to support businesses in Our Great Little City.

Truro BID's third term finishes on 30th September 2022 but can be renewed subject to a new business plan being published and a ballot held where every levy paying business has a vote. Ahead of this process, we want to hear from all our levy paying businesses.

Truro is your city and importantly, it is where you have chosen to invest your business; the survey enclosed is your chance to tell us what you would like to see delivered as part of a fourth five-year term.

Your feedback and ideas will be considered to inform a new five-year business plan to be published in May 2022 ahead of a ballot in June/ July 2022, where you will have the chance to vote 'yes' or 'no' for the continuation of the BID from October 2022 to September 2027. For the BID to proceed to a fourth term, there must be a majority voting in favour by number and by rateable value.

Feedback from businesses so far indicates that there is a strong appetite for the BID to be renewed to ensure that the activities of the BID continue; without a BID they will finish on 30th September 2022 and all the projects and services that the BID delivers will end.

It is only by working together with you and our statutory partners, we can pool our resources and expertise to address issues of concern and grasp new opportunities to improve and promote Truro, making our city safer and secure, driving footfall and new investment. The last fourteen and a half years is testament to what we can achieve together by collaborating towards a common aim. Truro now ranks as the 17th best performing shopping location out of 1,000 retail centres* and 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**

With your support and involvement, we want to keep this momentum going.

Please help us shape the next five years' worth of investment in Truro - remember it is your BID scheme and it is vital that it reflects your needs whilst supporting Truro's future prosperity.



Kristian Fleming
Chair of Truro BID
and Owner of Inhabit

A NEW ERA FOR TRURO

Truro is on the cusp of some exciting regeneration opportunities with the new £170 million Pydar Street Development 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. This new scheme will attract a new audience to Truro to revitalise our city.

Meanwhile, the Town Deal Funds award of £23.6 million has the opportunity to 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. Truro BID is a key stakeholder at the table working with the agencies overseeing the development and delivery of these schemes.

With the exciting regeneration of our city, Truro BID will play a pivotal role in working with key stakeholders to shape this new investment within the city and to ensure businesses benefit from the exciting future opportunities.

REMINDER ABOUT BIDS

Truro BID is one of 328 BIDs that operate across the UK. BIDs are business led initiatives supported by Government legislation which gives businesses the power to raise funds locally to be spent locally on improving a defined commercial area in accordance with the priorities identified by those who contribute towards the scheme. A BID is created when the majority of business levy payers within that area vote to invest collectively. For more information, go to www.britishbids.info

HOW MUCH LEVY PAYERS WILL CONTRIBUTE

The proposed levy rate for the fourth term is 1.5% for ratepayers over £12,500 rateable value, generating circa £356K per annum. There will be no inflation applied on annual payments in the fourth term. On top of the levy income, the BID will lever in additional funds where it can.

WHAT WE HAVE HEARD SO FAR

In December last year, we consulted with a cross section of levy payers from across Truro with the following results:

- Over 90% of all the respondents feel that the BID has benefitted Truro with over three-quarters also feeling that there has been a direct and quantifiable benefit to their business.
- Benefits mentioned included higher levels of footfall, cleaner and safer streets, more events & better promotion of the city.
- Widespread support from 97% of respondents for a stronger focus and resource to tackle anti-social behaviour on our streets.
- 88% of respondents were broadly in support of Truro BID continuing for a fourth term.
- 89% of respondents were satisfied with the support Truro BID has provided since the pandemic started in March 2020.

We have listened to what you have said so far and are now ready to share with you an outline of the draft Business Plan for 2022/2027. Have we got it right? What else would you like to see in our plan for the next five years?

We want to hear from all levy-paying businesses and to understand what your business and our city needs from Truro BID. We want to ensure that Truro's businesses of every size, across the BID boundary and from every sector, benefit from the BID.

88%
IN SUPPORT
OF TRURO BID'S
FOURTH TERM

35K
AUDIENCE
AT FESTIVE
FRIDAY



SOME OF OUR ACHIEVEMENTS DURING THE LAST FOUR AND A HALF YEARS

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 in the city 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), 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 fashion show events (pre-covid) to promote fashion, hair and beauty businesses in the city. This was 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 independent businesses put on special £5 offers for two weeks.
- 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, and part-funded and was involved in the operations to deliver the Tour of Britain Live Lounge Celebrations on Lemon Quay.



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



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 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 money; over 45 pedestrian signs to help visitors 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 casework for Truro.
- 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 reports crime to Devon & Cornwall Police.
- Funded additional police foot patrol hours and private security at specific times.
- Supplied Shopwatch radios to some businesses.

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) including 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).

236K

UNIQUE VIEWS
CHRISTMAS 2021

£272K

FUNDING AWARDED

45+

PEDESTRIAN SIGNS &
WAYFINDING SCHEME

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 St development will complement Truro City Centre; as planners agreed 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.



SCAN TO COMPLETE
OUR BUSINESS
SURVEY ONLINE