



# midtermsupdate

activity summary 2007 - 2010

## Contents

- 1 Introduction
  - 2 The Truro BID
  - 4 Activity summaries
- Project 1 – marketing
  - Project 2 – events
  - Project 3 – safer city
  - Project 4 – attractive city
  - Project 5 – accessible city

# Enjoying Truro

## Unlocking the potential of place

Truro has a thriving and vibrant business community, with over 20,000 people working in and around the city each week day. As Cornwall's administrative capital, Truro is home to several local and regional government bases - Truro City and Cornwall Councils, South West RDA and Cornwall Development Company to name a few. The city is also home to Cornwall's media hub with BBC Radio Cornwall and Cornwall & Devon Media based on the banks of the Truro River.

Truro is the retail centre of Cornwall and boasts an enviable range of independent shops and multiples. In a compact city centre, this strong and diverse mix is unique - Truro is not a clone of other towns.

It's intriguing and eclectic offer of art galleries, bars, restaurants, nightclubs, a cinema, The Hall for Cornwall, Truro Cathedral and The Royal Cornwall Museum make it a year round destination for those who live, work and visit Truro and therefore deserves to be promoted and celebrated.

Truro was the first location in Cornwall to introduce a Business Improvement District (BID) as a method of realising the views and aspirations of local businesses to improve their trading environment, along with an appropriate budget and resource to deliver. As Truro's first BID approaches the half way point in its initial five year term, this update has been produced to report on what has been achieved to date.

This update revisits each of the five projects that are contained in the BID Business Plan and which, in turn, were developed through intensive consultation and a formal balloting process before being adopted in October 2007. Under each project heading, we review the original proposal and report on what has been delivered against the objectives – in many instances, we have delivered over and above the original objectives.

We hope that you find this update useful and would refer you to [www.enjoytruro.co.uk](http://www.enjoytruro.co.uk) for full details about the Truro BID and its current activities.



TotallyTruro BID  
boundary map

# The Truro BID

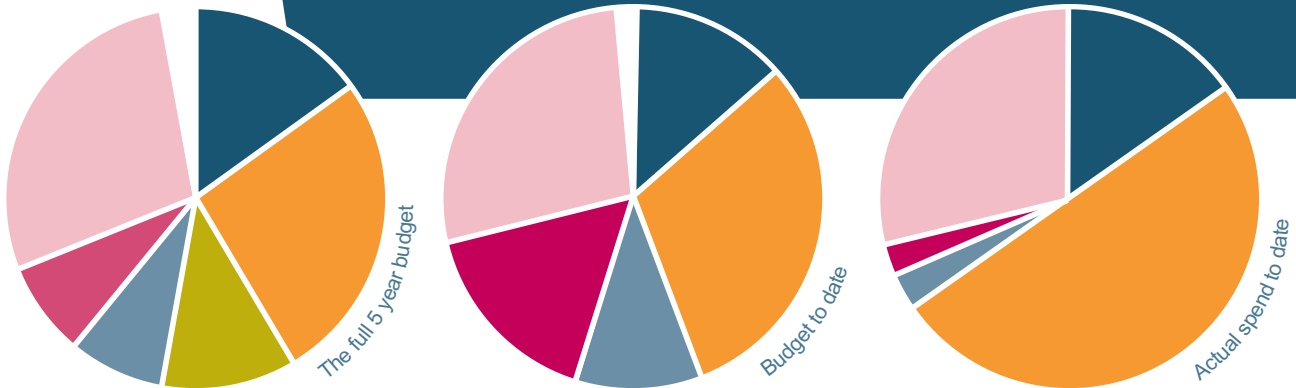
A Business Improvement District (BID) is a precisely defined geographical area of a town, city or any other commercial district where ratepayers have voted to invest collectively in local improvements that are in addition to those already delivered by the local authority. The BID mechanism is proven as a successful model for the efficient delivery of projects and services, strong partnership working and business engagement.

The aim of the Truro BID is to deliver a series of initiatives and services in Truro city centre that will raise the profile of the city and attract more visitors, encouraging them to explore all its facilities. Totally Truro was established as the not-for-profit company to specifically deliver the BID Business Plan and represent the interests of all BID members, through a Board of non-executive Directors.

Following a successful ballot in July 2007, the Truro BID became operational in October of that year and a BID Manager was appointed, reporting to the Totally Truro Board of Directors, with responsibilities for delivering the five key projects contained in the Business Plan - projects identified by and voted for by the businesses of Truro. The BID Manager is supported by a Marketing and Communications Officer.

The Truro BID has a five year mandate and is primarily funded through a nominal levy equivalent to 1% of rateable value on all properties that are within the District and have a rateable value of over £10,000. Over the course of this initial five year BID (October 2007 - March 2012), Totally Truro will generate c£1.5m to invest directly and exclusively back into the BID area.

The Truro BID has reached two and half years into the delivery of its projects– the mid-term point. The city now benefits from additional services such as a focused marketing strategy; a new dedicated website; an annual events programme including music, arts and Christmas festivals; additional floral displays; a shopmobility scheme and a new signage scheme for the entire city centre is under development.



## BID budgets

	The full 5 year budget	Budget to date	Actual spend to date
Marketing	14%	12%	14%
Events	28%	33%	50%
Safer city centre	11%	0%	0%
Attractive city centre	8%	10%	4%
Accessible city centre	8%	14%	3%
BID delivery & running costs	28%	29%	29%
Contingency	3%	2%	0%

To date, the Truro BID has secured over £40,000 of additional funding through various avenues including landlord contributions, sponsorship and advertising. Totally Truro has been the lead organisation in forming a steering group to develop the content of Truro's Strategic Investment Framework (SIF) – the framework for drawing down significant funding through Cornwall's Convergence programme. 'Connected Truro' is a major SIF project that includes the main initiatives outlined in the BID's Attractive and Accessible projects. Totally Truro's lower investment in these projects to date reflects the view that wherever possible we should be seeking public sector funding before committing BID funds.

# Project One - Marketing

## The proposal

Design an appropriate campaign for Truro. Launch the campaign with an emphasis on widely promoting the unique qualities of the city; develop a new website for Truro city centre; advertise through radio and magazines; promote specialist shops and services in Truro and develop a strong PR campaign.

## What has been delivered



[www.enjoytruro.co.uk](http://www.enjoytruro.co.uk) – the comprehensive guide to all that is happening throughout Truro. From shopping to dining out and exploring the city to a listing for every business in the BID area, this website has it all. The website is designed to cater for a visitor's every need when planning a trip to Truro. Over 500 of Truro's businesses now have an individual page on the website. If your business is not on here, but you would like to be, please email [charla.symons@totallytruro.co.uk](mailto:charla.symons@totallytruro.co.uk) and we will create a page for you.

'Enjoy Truro' monthly e-newsletter – launched in October 2009 and highlights the key news and events featured on the website. This e-newsletter is currently circulated to over 400 business emails in Truro, if you are not currently on our mailing list and would like to receive this e-newsletter, please visit [www.enjoytruro.co.uk](http://www.enjoytruro.co.uk) to sign up.

Dedicated festival guides – The BID has funded the design and production of a range of guides to support specific events and festivals. These include three editions of the Christmas shopping & leisure guide and two editions each of 'Music Truro' and 'Art in the City' guides, all in a distinctive design format.

Gourmet Truro – a full colour, definitive guide dedicated to the 105 eateries, bars and take-aways in Truro was launched at the 2009 Cornwall Food & Drink Festival. Copies are available as a download from the website or from the Tourist Information Centre.

Advertising & PR – BID funds provide for the advertising of Truro events in newspapers, magazines and on radio across Cornwall and the south west. In addition, a strong ongoing PR campaign results in regular features across all media.



Hang on Fridays – In July 2008 a scheme was launched encouraging people to enjoy Truro after work hours on Friday nights.

Hang On Fridays takes place on the last Friday of each month, conveniently coinciding with payday, and pulls together some of Truro's favourite bars and restaurants with additional offers, events or entertainment. Participating businesses include The One Eyed Cat, Vertigo, Vanilla, Bunters, TR One, Saffron, Zafiros, The Office and Qdos. To sign up to the Hang on Fridays e-newsletter visit [www.enjoytruro.co.uk](http://www.enjoytruro.co.uk)

New Business Welcome Pack – When a new business opens in Truro, they will be visited by a member of Totally Truro and presented with a welcome pack. The contents of which include a welcome letter explaining the BID and their annual contribution, details of how to set up their page on the website, profiles of the Totally Truro team, some tips on how to get the most out of their BID and further information about other partners.

# Project Two - Events

## The proposal

To fund a Christmas festival in Truro, including a new lighting scheme, events and marketing programme. Produce a high profile Music Festival starting in spring 2009, using venues and open spaces across the city. Co-ordinate an annual programme of regular events, including outdoor theatre, regular live music and events planned around the early evening economy.

## What has been delivered

A brand new Christmas lighting scheme – believed to be the largest display in the south west – was launched in 2007 and has been further expanded in the following years. This was identified as being the top priority for businesses during the initial BID consultation.



An annual Christmas festival – provides the structure to draw together the wide range of festive activities across Truro – each year, the BID has provided funds for an extensive programme of entertainment throughout November and December, and has supported City of Lights and

the reindeer procession (both of these events now regularly attract over 20,000 visitors to Truro).

'Music Truro' – the city's new annual music festival was launched in 2008, a year ahead of schedule, and is growing on an annual basis, in line with its own dedicated five year business plan. An eclectic music celebration characterises the festival, with music events, workshops and experiences for all ages.

In addition to a strong and diverse line-up of performers with many bars, restaurants and open spaces providing the venues, there are opportunities for everyone to participate in workshops, instrument swaps and much more. 2009's festival culminated in a drive-in movie on Garras Wharf car park – another first for the city.

'Art in the City' – the new annual spring arts festival was launched in 2009 and serves to promote and celebrate Truro's art practices; helping to make art accessible to all; exploring new art ideas and ventures in the heart of Cornwall's capital. The festival includes a great variety of exhibitions, art installations, competitions, workshops and much more.



Other events supported by Totally Truro, either financially or through marketing and PR activities include:

- Christmas reindeer procession
- City of Lights
- Cornwall Boat Show
- Cornwall Food & Drink Festival
- Primestock Show
- Truro Carnival
- Victorian Christmas Market

## Project Three – Safer City

### The proposal

To install new lighting additional to that which is already provided by the local authorities in areas such as subways and opeways throughout the city. Enhance the opeways through repainting and interpretation boards which tell a story of Truro's heritage. Provide decorative lighting to promote key features of the city and make Truro well lit and attractive to enhance its night time economy.

This project will be rolled out in 2010 through to 2012 and is expected to attract significant additional funding through the Convergence project.

## Project Four – Attractive City

### The proposal

To improve the access routes into the city centre to capture passing trade.



This will include distinctive landscaping and enhancements to the infrastructure such as new promotional signs and additional planting around the city; installing contemporary planters, trees and floral displays in key locations.

### What has been delivered

Over five hundred additional BID funded floral displays have been supplied, installed and maintained throughout the city. The additional displays have primarily been placed in secondary locations such as New Bridge Street, Kenwyn Street and Little Castle Street as well as on some of the main approach routes to the city, including Morlaix Avenue and the train station. In providing attractive displays in these locations, the BID scheme made a significant contribution to Truro winning a prestigious 'Gold' award at the 2009 South West in Bloom competition.

## Project Five – Accessible City

### The proposal

To improve pedestrian and car park signage to promote Truro's assets and encourage even footfall around all parts of the city. To attract new customers through part-funding the provision of a 'shopmobility' service, welcoming everyone to Truro.

### What has been delivered

The 'Go!Truro' shopmobility scheme - one of the first projects delivered through the BID. The scheme provides a range of manual wheelchairs, power chairs and electric scooters to allow those with temporary or permanent disabilities to access the city centre and its facilities. Totally Truro is the lead funder of this service. The service is operated by Volunteer Cornwall and is based in the Moorfield car park. For more information, visit the 'getting here' pages on [www.enjoytruro.co.uk](http://www.enjoytruro.co.uk)

### What to look forward to

A new comprehensive information, signage and navigation system for the city is currently under development and will include a new city centre map, 'welcome' and information panels at all the major arrival points, and be supported by a trail of new 'information points' at key locations across the city. These points will serve to direct and inform

visitors, encouraging them to explore the secondary locations in addition to the major attractions.

This project will be rolled out in 2010 through to 2012 and is expected to attract significant additional funding through the Convergence project.





## The Totally Truro team

Neil Scott, BID Manager. Representing the businesses of Truro and reporting to the board of directors, he is responsible for managing the delivery of the additional projects and initiatives that are contained in the Business Plan.

Charla Symons, Marketing & Communications Officer. Charla looks after the enjoytruro website; updating it regularly with news and events happening in Truro, organises events throughout the year as well as promoting Truro through marketing materials and PR.

### Your Totally Truro board

David Clarke The Original Art Shop 01872 223 171  
 Simon Hendra Lemon Street Market and Hendra Healthcare 01872 273 031  
 Russell Holden Town Clerk, Truro City Council 01872 274 766  
 Brett Holmes The One Eyed Cat 01872 222 122  
 Rob Nolan Cornwall Councillor 01872 755 210  
 Sam Parker Artisan Cookshop 01872 261 040  
 Keith Parsons KML Financial Services Ltd 01872 262 826  
 Nick Seaton-Burridge Scott Burridge Commercial 01872 245 804  
 Oliver Trevail Trevaills County Outfitters 01872 273 313  
 Sid Weeks Malletts Home Hardware 01872 274 441  
 Tony Welford (Chairman) Stephens Scown Solicitors 01872 265 100  
 Rob Wilkins Boots 01872 272 810  
 Beverley Williams Marks & Spencer 01872 271 511  
 Mike Eathorne-Gibbons (Secretary) Cornwall Councillor 01872 275 007

British BIDs  
 0141 416 0144  
[www.britishbids.info](http://www.britishbids.info)

Truro Chamber of Commerce  
 0845 458 5235  
[www.truro-chamber.co.uk](http://www.truro-chamber.co.uk)

Devon & Cornwall Police  
 General enquiries - 08452 777444  
[www.devon-cornwall.police.uk](http://www.devon-cornwall.police.uk)

Truro Civic Society  
 Treasurer/Membership 01872 241146  
[www.trurocivicsociety.btik.com](http://www.trurocivicsociety.btik.com)

Totally Truro  
 01872 273 999  
[www.enjoytruro.co.uk](http://www.enjoytruro.co.uk)

Truro PACT  
 Non emergency (24 Hours) - 08452 777444  
[www.devon-cornwall.police.uk](http://www.devon-cornwall.police.uk)

Truro Bus Station  
[www.truronian.co.uk](http://www.truronian.co.uk)  
[www.nationalexpress.com](http://www.nationalexpress.com)  
[www.firstgroup.com/cornwall](http://www.firstgroup.com/cornwall)  
[www.westerngreyhound.com](http://www.westerngreyhound.com)

Truro Park & Ride  
 01872 279270  
[www.cornwall.gov.uk](http://www.cornwall.gov.uk)

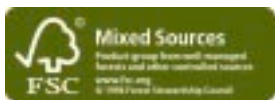
Truro City Council  
 01872 274766  
[www.truro.gov.uk](http://www.truro.gov.uk)

Truro Tourist Information Centre  
 01872 274 555  
[www.truro.gov.uk](http://www.truro.gov.uk)

Truro Train Station  
[www.nationalrail.co.uk](http://www.nationalrail.co.uk)

Totally Truro, 56 Fairmantle Street, Truro, Cornwall TR1 2EG  
 Totally Truro is a company limited by guarantee and registered in England: No. 6070111

Designed and produced near Truro by [www.graemeandrust.co.uk](http://www.graemeandrust.co.uk) 01872 552286



Please recycle this document if you do not wish to keep it.

This document is printed on paper from mixed sources. FSC Mixed sources The vegetable based inks used are the new environmentally friendly alternative to mineral based inks, they are produced from organic matter and are bio-degradable.