

We are delighted you have chosen Truro to locate your business and would like to work with you in creating a trading environment which will help your new venture prosper.

Your business is situated in Truro's Business Improvement District (BID) area, one of over 80 BID schemes now operating in the UK. A 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; attract more visitors and encourage them to explore all its facilities. Totally Truro Ltd - a not for profit company - is delivering the BID business plan and represents the interests of all BID members, communicated through a board of non-Executive Directors.

Following a successful ballot in July 2007, the Truro BID became operational in October 2007 and Neil Scott was appointed as BID Manager, reporting to the Totally Truro board of directors, to represent the businesses of Truro. He is responsible for delivering the five key projects contained in the Truro BID business plan - projects identified by and voted for by the businesses of Truro. Neil is supported by Charla Harris, 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.

Under the terms of the BID, all businesses entering the BID area during the lifetime of the BID are liable to pay the levy, calculated on a pro-rata basis from the date of liability. National BID legislation stipulates that the local authority must collect the levy which it holds in a ring-fenced account before transferring it to Totally Truro, to be spent in accordance with the business proposal. You will receive your invoice from Cornwall Council. Over its five year lifespan, the BID is expected to generate £1.5 million of additional funding. There are over 400 businesses in Truro that are included in the scheme.

New and additional services and initiatives delivered to date include:

- A stunning new festive lighting scheme for the city
- Specialist publications, including a dedicated Christmas shopping & leisure guide with a circulation of 15,000
- A wide range of marketing campaigns, including local radio and press advertising
- The first Truro Music Festival held in September 2008 with over 80 scheduled events and activities to celebrate the theme of 'a community making music'
- [www.enjoytruro.co.uk](http://www.enjoytruro.co.uk) new city website launched in October 2008, providing a comprehensive and up to date guide to what's happening throughout the city. The site includes a dedicated page for every business within the BID area.

- Lead funder of 'Go! Truro' the city's shopmobility service
- The supply and installation of over 200 additional floral displays throughout the city

The full Truro BID business proposal is included in your welcome pack.

If you have any queries, please contact Neil at Totally Truro on 01872 273 999 or email [neil.scott@totallytruro.co.uk](mailto:neil.scott@totallytruro.co.uk)

[www.enjoytruro.co.uk](http://www.enjoytruro.co.uk) is the brand new website for Truro - a comprehensive guide to shops, businesses, news and events - to help residents, traders and visitors make the most of our fantastic city. It is FREE for members of the BID, 418 businesses in total. In addition to our prime objective of attracting more people into the city, this is one example of the unique benefits to your business provided through the BID. Each shop and business within the BID area is entitled to its own page which can include contact details, images, a description of the business and more. To get your page developed, we will need the following information:

- a description of who you are/what you do/sell/service (150 words max)
- opening hours
- contact details
- a copy of your logo as a jpeg file
- some photos of the building inside or out, or staff etc, also in jpeg format if you have them – if you do not have any photos available, we can arrange for a photographer to take some images (free of charge)

We will profile your new business on the homepage of the enjoytruro website for two weeks, under the business of the fortnight section.

**If you have an existing website, please include a link to [www.enjoytruro.co.uk](http://www.enjoytruro.co.uk) from your site. This will help improve search engine rankings for both sites. If you require assistance, please ask.**

### **The Totally Truro Team**

Neil Scott – BID Manager



Neil was appointed as BID Manager for Totally Truro in October 2007. 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 to improve the city for businesses, residents and visitors. Prior to taking up his position in Truro, Neil developed and managed one of the UK's first BIDs in Reading; prior to which he had a successful 27 year career in retail. Contact Neil on 01872 273999/07872 822554 or email [neil.scott@totallytruro.co.uk](mailto:neil.scott@totallytruro.co.uk)

Charla Symons – Marketing & Communications Officer



Charla joined Totally Truro in November 2008 as Marketing & Communications Officer. Charla looks after the enjoytruro website; updating it regularly with all the news and events happening in and around Truro, organises events throughout the year as well as promoting Truro through marketing materials and PR. You will also regularly see Charla out and about in Truro meeting businesses, taking photos for the website and delivering our great publications and guides as we produce them throughout the year.

She is also a keen foodie so if you see her around Truro, I'm sure she'd love to stop and chat over coffee and cake!

Contact Charla on 01872 273 999/07791 290 105 or email [charla.symons@totallytruro.co.uk](mailto:charla.symons@totallytruro.co.uk)

### The Totally Truro Board of Directors

The board currently consists of thirteen no-Executive Directors, evenly spread across the city and each representing their specific business sector, all but two of the Directors are levy payers themselves. Contact details for them can be found below – please feel free to contact the representative for your business sector or location to discuss any issues that are affecting your business.

<i>Name</i>	<i>Sector</i>	<i>Location</i>	<i>Contact number</i>
David Clarke	The Original Art Shop	Nalders Court	01872 223 171
Mike Eathorne-Gibbons	The Donnington Group	Daniel Road	01872 275 007
Simon Hendra	Lemon Street Market and Hendra Health Care	Lemon Street	01872 273 031
Russell Holden	Town Clerk, Truro City Council	Boscawen Street	01872 274 766
Rob Nolan	Councillor	Boscawen Ward	07813 755 210
Sam Parker	Artisan Cookshop	Pydar Street	01872 261 040
Keith Parsons	KML Financial Services Ltd	Lemon Street	01872 262 826
Nick Seaton-Burridge	Scott Buridge Commercial	Falmouth Road	01872 245 804
Oliver Trevail	Trevail County Outfitters	River Street	01872 273 313
Sid Weeks	Malletts Home Hardware	Victoria Square	01872 274 441
Tony Welford (Chairman)	Stephens & Scown	Malpas Road	01872 265 100
Rob Wilkins	Boots	Pydar Street	01872 272 810
Beverley Williams	Marks & Spencer	Lemon Quay	01872 271 511