



Renewing the Truro  
Business Improvement District  
BID Proposal 2012 - 2017

# Introduction from the Chairman

"I am delighted to introduce this Business Plan to you. Truro was the first location to develop a BID in Cornwall and over the five years of operation much has been achieved to improve the city centre as a great place to visit, shop and do business. However, the trading environment remains challenging for all towns and cities and much remains to be done. Without a BID in Truro, much will be lost.

By supporting the renewed BID for Truro, we can ensure that we are well placed to continue actively to improve, promote and celebrate the city of Truro and its vibrant business community."

Tony Welford  
Chairman, Totally Truro

## The BID Proposer

Totally Truro is a not-for-profit limited company that was established to deliver the initial Truro BID. We will deliver the renewed business plan and represent the interests of all BID businesses through a dedicated Board of non-executive Directors, consisting almost entirely of levy payers.

The local authority, Cornwall Council, is in full support of the renewed Truro BID and has formally approved this business plan.





# Summary

In July 2007, businesses in Truro city centre voted to back the first Truro Business Improvement District (BID), beginning the momentum that has seen over £1.2 million of additional investment in the city centre.

This was the first BID in Cornwall; it provided the format for delivering new services and initiatives that have helped maintain Truro's status as the top retail, leisure and employment centre in Cornwall.

The renewed Truro BID is intended to continue this momentum, by providing services to the city centre that are above and beyond the service levels currently provided by Cornwall Council, Truro City Council and Cornwall & Devon Police.

The case for the renewed BID is clear:

-  Truro city centre must increase its marketing activity to celebrate the breadth and depth of our unique offer and to maintain its competitive edge. A BID contributes towards that competitive edge and is in itself the ideal mechanism to fund and deliver such activity.
-  Businesses and property owners in central Truro expect the public realm to be kept to the very highest standards, providing an attractive environment.
-  The economy has changed dramatically since the launch of the initial Truro BID resulting in increased pressure on all aspects of business - working together, the BID can help lessen the impact of the economic downturn by delivering services that directly impact on the vitality of the city centre.
-  Increasingly visitors and shoppers demand so much more from town and city centres. In Truro, the opportunity to purchase goods, to eat and drink and to do business from our unique blend of independent and multiple traders in a highly attractive, accessible, clean and safe environment creates an experience that adds real value to their visit. Only the BID can deliver this scenario.
-  The uncertain economic climate and government spending cuts are set to continue. Competition remains fierce, not only from surrounding towns and out-of-town developments but from the internet's shopping and business offer. We have to renew the BID now to ensure that Truro can continue to deliver the additional services and experience that the public has come to expect.

## Thankyou

Your support for the first BID in Cornwall has enabled us to collectively achieve a great deal - thank you for recognising the value of the scheme.

## There's a great deal still to do

However, there is a great deal still to do and without the Truro BID, much will be lost. We look forward to working collaboratively with you in supporting Truro throughout the next five years.

vote **yes**

“Don’t take Truro for granted.  
If you don’t vote to renew  
the BID, everything stops.”

Totally Truro has developed and delivered a successful marketing campaign, including the popular and authoritative 'enjoytruro' website with a dedicated page for every business and over 1,000,000 page hits to date. The 1,400 BID funded floral displays have secured three consecutive South West in Bloom 'Gold' Awards and the city's Shopmobility scheme has been funded by the BID. Despite the economic downturn, Truro consistently features as one of the most attractive and desirable locations in the UK for business and to live. Without BID support and direction, these resources will be unavailable to the city centre.

Through the renewed BID we aim to continue the business-led programme of investment to tackle issues identified - by business - with the aims of making the city centre more attractive and, and thus enticing more customers to visit Truro and spend more time in the city and explore it deeper. With a significantly enhanced centre, Truro will be able to maintain and build upon its position as the premier business and retail location within Cornwall.

## A 'Yes' vote ensures:

-  Continued funding for Christmas lights
-  An ambitious programme of events and promotions
-  A far reaching marketing programme, including printed guides, the 'enjoytruro' website, the Truro 'app' and high profile media coverage
-  Signage, interpretation, seating, floral displays and planting. Making our city accessible to all by funding the city's Shopmobility scheme
-  Influence with the local authorities and a strong voice for the city centre
-  A dedicated BID Manager to deliver the business plan and represent the interests of the business community

Why does  
Truro need  
to renew  
the BID?

Since its commencement in October 2007, the Truro BID has raised the standard of the environment and experience in central Truro. It has delivered a spectacular Christmas lighting scheme and a range of events, often attracting audiences of up to 25,000.

Yes!

...or No

A 'No' vote will STOP all  
existing BID activities from  
30 September 2012

# Aims and Objectives

The Truro BID proposal - to continue the Business Improvement District in Truro city centre with a 1% levy and a 5-year term from 1 October 2012 to 30 September 2017.

## Our aims

Entice more customers into Truro city centre, encourage them to stay longer and explore deeper

Further improve the quality of experience for customers, staff and business visitors

Provide business support services leading out of economic downturn

Position Truro city centre for continued growth in the retail, leisure, professional and creative sectors

## Our objectives

1

### Events

Funding of Truro's spectacular Christmas lighting scheme and supporting activities. Delivering a programme of high quality and innovative events, activities, festivals and entertainment to encourage more visitors and customers into Truro city centre.

2

### Marketing

Building on the marketing projects that have already been achieved through the current BID, reaching new visitors, residents and workers through a wide range of marketing formats. Leading on the development of a 'brand' for Truro and encourage successful collaborations with major partners, promoting Truro on a national level.

3

### Attractiveness and accessibility

Improving the appearance and presentation of the city centre through initiatives that include signage, interpretation, banners, seating, floral displays and planting. Making our city accessible to all by funding the city's Shopmobility scheme.

4

### Getting the best for business

Giving businesses in the BID area a voice to lobby the local authority, police and central government where appropriate and ensuring that Truro businesses play a full part in the localism agenda. Helping business make savings on their overheads that will contribute towards paying the BID levy and their general profitability.

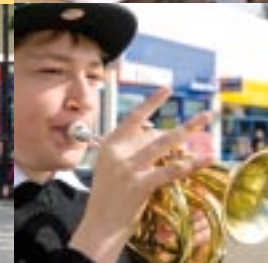
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Business Improvement District





# What you see

The Truro BID has enabled the delivery of a wide range of new and additional services and initiatives that have succeeded in raising the standards of the environment and experience in central Truro for visitors, businesses and residents.







# What you don't always see

In addition to the main four projects, the BID represents Truro businesses, exerting leadership, direction, influence and support on many issues such as:

Working closely with:  
 Truro Civic Society  
 Chamber of Commerce  
 Partners and Communities Together (neighbourhood policing)  
 Cornwall 'Town Managers Forum'  
 Truro in Bloom  
 Truro City Council  
 Cornwall Council

Supporting and advising:  
 Town centre management  
 Promoting business offers  
 Supporting new business launch events  
 City of Lights  
 Cornwall Food & Drink Festival  
 Truro Carnival  
 Planning for Olympic Torch Relay  
 Street Pastor scheme  
 Conservation Area Management and Action Plan  
 Funding grants  
 Business guidance and information  
 Information sharing  
 Training support for businesses  
 Traffic Management Plans and Risk Assessments

Influencing:  
 Major works and planning proposals  
 Licensing issues  
 highway works to minimise disruption  
 Public transport plans  
 Dealing with pedlars

Naturally, without a YES vote and a renewed BID, all of this will stop.



## Proposed BID project

- Spectacular Christmas lighting scheme fully installed, removed and maintained each year. The scheme will be updated throughout the term of the BID with new streets and new designs added
- Christmas festival will be developed further to broaden the range and appeal of activities that support this critical time of year
- Truro Festival - build on the successes of the existing BID-funded annual Music and Art festivals, create an ambitious annual 'Truro Festival' with large scale events throughout the city that are widely promoted beyond Cornwall
- Annual programme of regular events expertly managed, co-ordinated and promoted with themes of food, fashion, family, music/culture, healthy lifestyle and evening economy; a continuous calendar that targets customers across many sectors
- Open spaces - working with Cornwall Council Truro City Council and Truro Cathedral to more actively manage Truro's open spaces with better event planning and co-ordination plus opportunities for income generation for re-investment back into the city centre
- Street trading - subject to funding and baseline negotiations, the responsibility for street trading and other activities may pass to Totally Truro

## Proposed BID project

- Refreshed marketing campaign with a wider reach. The initial BID has been highly successful at raising the profile of Truro and its activities on a local and regional level, the renewed BID will see this reach being extended to a national level via advertising and PR
- Bespoke website - the 'enjoytruro' website is firmly established as the authoritative website for Truro with a dedicated page for each business, comprehensive news and events listings. This will be further expanded with an increased use of social media, the 'Truro app' and interactive mapping
- Festival guides - a range of innovative full colour guides with a wide circulation to promote specific events, such as 'ChristmasTruro, and specific business sectors. Available as printed copies and as downloads
- Gourmet Truro - an update and reprint of the popular definitive guide to all the city's food and drink establishments, encouraging visitors to spend more time in Truro, particularly into the evenings
- Develop a 'brand' for Truro - much loved as it is, Truro suffers from a lack of clear identity and a recognised set of brand values that can be used by all partners in the city to promote our offer. This will be developed and utilised in partnership with Hall for Cornwall, Truro Cathedral, Royal Cornwall Museum and other organisations
- External branding - utilising the new brand identity for Truro, a range of maps, signage and interpretation to encourage visitors to linger longer and explore deeper



## Timescale

Expanded from existing BID

Expanded from existing BID

Commencing with renewed BID

Expanded from existing BID

Commencing with renewed BID

Commencing with renewed BID

## Events

Funding of Truro's spectacular Christmas lighting scheme and supporting activities. Delivering a programme of high quality and innovative events, activities, festivals and entertainment to encourage more visitors and customers into Truro city centre.

Total 5-year budget £597,000

Project

1

Project

3

## Timescale

Expanded from existing BID

Expanded from existing BID

Continuing from existing BID

Commencing with renewed BID

Commencing with renewed BID

Commencing with renewed BID

## Marketing

Building on the marketing projects that have already been achieved through the current BID, reaching new visitors, residents and workers through a wide range of marketing formats. Leading on the development of a 'brand' for Truro and encourage successful collaborations with major partners, promoting Truro on a national level.

Total 5-year budget £353,000

Project

2

Project

4

## Attractiveness and accessibility

Improving the appearance and presentation of the city centre through initiatives that include signage, interpretation, banners, seating, floral displays and planting.

Making our city accessible to all by funding the city's Shopmobility scheme.

Total 5-year budget £322,000

### Proposed BID project

- Improve the public realm with a range of new, bespoke street furnishings, seating, bins and recycling facilities
- Signage and interpretation including branded maps, information points and town trails to encourage an even footfall to all parts of the city centre
- Floral displays and additional planting to improve the appearance of the city through the summer months and build on Truro's three SW in Bloom 'Gold' awards
- Shopmobility - since its initial BID-funding, Go!Truro, the city's Shopmobility scheme has gone from strength to strength but is dependent upon secure funding
- Dressing of vacant units - working with local colleges and art groups to produce a range of window dressings for us as and when units become vacant
- Deep clean - to reach the parts of the city centre that are not currently being cleaned to an acceptable level, removing surface grime and chewing gum

### Timescale

- Commencing with renewed BID
- Commencing with renewed BID
- Expanded from existing BID
- Expanded from existing BID
- Commencing with renewed BID
- Commencing with renewed BID

Project 3

## Getting the best for business

Giving businesses in the BID area a voice to lobby the local authority, police and central government where appropriate and ensuring that Truro businesses play a full part in the localism agenda. Helping business make savings on their overheads that will contribute towards paying the BID levy and their general profitability.

Total 5-year budget £74,000

### Proposed BID project

- A stronger business voice - ensuring that the local business voice is represented on major issues such as planning, transport, car parking and crime and securing available grants for the city centre by our experienced BID Manager
- Car parking offers - work with car park providers to introduce a range of offers for both staff and visitors to the city centre
- Cost saving initiatives - building on a series of highly successful case studies, work with partner organisations to procure cheaper services such as utilities for businesses in the BID area
- Trade waste scheme - introduce a cheaper alternative and recycling facilities into the city centre
- Skills training support - working with local colleges to enhance retail and hospitality skill levels and offer a quality experience in customer service

### Timescale

- Expanded from existing BID
- Commencing with renewed BID
- Commencing with renewed BID
- Commencing with renewed BID
- Commencing with renewed BID

Project 4

Project 1



'The four  
BID projects  
will only be  
available to  
the city  
centre with  
the continued  
support and  
direction of  
the BID'

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Business Improvement District

Project 3



Project 2



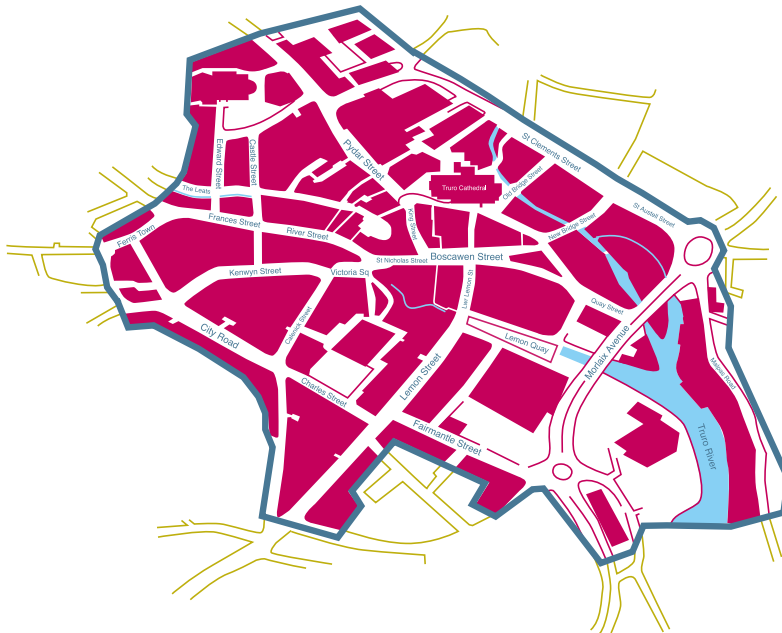
Project 4





# The renewed BID area

The following streets are included, either in whole or in part, and the BID area currently contain 428 businesses that are entitled to vote and liable to pay the BID levy. The proposed renewed BID boundary contains the main retail, leisure, financial and hospitality 'quarters' of the city centre.



- |                   |                      |                        |
|-------------------|----------------------|------------------------|
| Back Quay         | Kenwyn Street        | River Street           |
| Boscawen Street   | King Street          | Roberts Ope            |
| Calenick Street   | Lemon Mews Road      | St Austell Street      |
| Castle Street     | Lemon Quay           | St Clement Street      |
| Cathedral Lane    | Lemon Street         | St Dominic Street      |
| Charles Street    | Little Castle Street | St Marys Street        |
| Church Walk       | Mallets Ope          | St Marys Street Mews   |
| City Road         | Malpas Road          | St Nicholas Street     |
| Coombe Lane       | Morlaix Avenue       | Tabernacle Street      |
| Duke Street       | Nalders Court        | Tippets Backlet        |
| Edward Street     | New Bridge Street    | Tonkins Ope            |
| Fairmantle Street | Oakway               | The Leats              |
| Ferris Town       | Old Bridge Street    | The Moorfield Car Park |
| Frances Street    | Phoenix Wharf        | Town Quay              |
| Garras Wharf      | Princes Street       | Union Place            |
| Green Street      | Pydar Mews           | Union Street           |
| High Cross        | Pydar Street         | Victoria Square        |
| Infirmary Hill    | Quay Street          | Wilkes Walk            |

## Mix of businesses by sector

Retail	56%
Restaurants and leisure	16%
Professional services	18%
Public sector related	6%
Other	4%



## Mix of BID levy by sector

Retail	70%
Restaurants and leisure	9%
Professional services	9%
Public sector related	8%
Other	4%



# Consultation

Consultation on the Truro BID, which included over 330 face-to-face meetings and 208 detailed questionnaires being completed and returned - a robust basis from which to develop this business plan - has helped prioritise the issues and activities that local businesses want to see addressed, and to gauge the level of support for continuing the BID as a delivery mechanism to improve the local trading environment.

Further consultation has been conducted with retail head offices, the financial sector, the hospitality industry, local media, Truro Chamber of Commerce, Cornwall College, Devon and Cornwall Police, Truro City Council and Cornwall Council. The result of the consultation process is this business plan, which sets out the proposed services that the renewed BID will deliver, and costs them.

## The consultation demonstrated the following:

Support for the BID to continue	86%
Do not support the BID continuing	4%
Don't know	10%

## Confirmed business priorities are:

Events	Project 1	89%
Marketing	Project 2	85%
Attractive and accessible	Project 3	85%
Best for business	Project 4	91%

## Priority projects

In addition to feeding back on existing projects that are being delivered through the current BID, the priority new projects that business told us that they wanted to see were:

- A range of car parking offers for customers and staff
- Cost saving initiatives including utilities and trade waste
- Working with Truro's main tourist attractions to jointly promote the city
- New street furniture for the city centre
- A stronger voice for business

These have all been incorporated into the renewed Truro BID proposal

# Managing the BID

The BID will be run by Totally Truro, a not for profit company limited by guarantee with a Board of 14 elected Board members representing all the business sectors within the boundary. Totally Truro will employ a BID Manager and a marketing and events assistant to deliver the programme, who will be accountable to the Board.

The BID area and the levy percentage (other than the 3% inflationary rise) cannot be altered without an alteration ballot. However, The BID projects, costs and timescales can be altered subject to Board approval providing the changes fall within the income of the BID.

## Existing baseline services

All of the renewed BID activities will be additional to those that are already funded by business rates and delivered by local, statutory bodies. In order to protect these 'baseline services', Totally Truro, Cornwall Council, Truro City Council and Cornwall & Devon Police will enter into an Operating Agreement to secure the ongoing commitment of these authorities and to define baseline service specification and performance monitoring arrangements. Totally Truro will not only be committed to monitoring these baseline standards, but also to pursuing higher standards where possible.

# Financing the renewed BID

## The renewed BID levy and liability

The initiatives outlined in this business plan can be delivered from an initial levy of 1% of rateable values. The liability to pay the levy is on all hereditaments (business premises) listed in the 2010 Non-Domestic Rating List that have a rateable value of £12,500 or more, and that are within the proposed BID area. Over 60% of businesses will pay less than £10 per week with the single largest charge being £13,800 per year and the lowest being £125 per year. The chart below shows some typical contributions:

Rateable value of property	Annual levy	Weekly cost	Daily cost
£12,500	£125	£2.40	£0.34
£20,000	£200	£3.85	£0.55
£50,000	£500	£9.60	£1.37
£100,000	£1,000	£19.23	£2.74
£250,000	£2,500	£48.08	£6.85
£500,000	£5,000	£96.15	£13.70

If you would like to find out the rateable value of your business premises you can check it at [www.2010.voa.gov.uk](http://www.2010.voa.gov.uk). As was the case in Truro's first BID, the levy will be subject to an annual inflationary increase of 3% on 1st April each year. The total cost of BID levy collection charged by Cornwall Council for the full five years will be £5,250 which equates to less than £2.50 per business per year.

## Renewed Truro BID - Indicative budget (in £000's)

	2012/13*	2013/14	2014/15	2015/16	2016/17	2017**	Totals
<b>Income</b>							
BID levy at 1% (97%)	139	285	294	304	312	161	1,495
Voluntary contributions	15	30	35	40	45	25	190
Interest	2	5	5	5	5	3	25
<b>Total income</b>	<b>156</b>	<b>320</b>	<b>334</b>	<b>349</b>	<b>362</b>	<b>189</b>	<b>1,710</b>
<b>Expenditure</b>							
Project 1 Events	61	113	118	125	130	50	597
Project 2 Marketing	27	67	69	72	74	44	353
Project 3 Attractive & accessible	23	62	66	69	72	30	322
Project 4 Best for business	7	15	15	15	16	6	74
<b>Total BID service plan expenditure</b>	<b>118</b>	<b>257</b>	<b>268</b>	<b>281</b>	<b>292</b>	<b>130</b>	<b>1,346</b>
<b>Management and administration</b>							
Reserve	33	58	60	61	63	42	317
Levy collection	5	5	5.25	5.5	5.5	15.5	41.75
	-	-	0.75	1.5	1.5	1.5	5.25
<b>Total expenditure</b>	<b>156</b>	<b>320</b>	<b>334</b>	<b>349</b>	<b>362</b>	<b>189</b>	<b>1,710</b>
<b>Net BID balance</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0 0</b>	

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



# The ballot and levy collection

The ballot will be conducted entirely by post by The Ballot Holder of Cornwall Council, Dolcoath Avenue, Camborne, Cornwall TR14 8SX.

All non-domestic ratepayers with a rateable value of £12,500 or over, listed on Cornwall Council's register on Thursday 31 May 2012 (the day of the notice of ballot) and that are located in the defined BID area will be entitled to vote in the ballot.

Where a hereditament is untenanted, undergoing refurbishment or being demolished, the property owner will be entitled to vote and obliged to pay the levy with no void period. Charities or non profit making organisations will be liable for the full BID levy with the exception of charities in receipt of Cornwall Council's full discretionary relief who will be exempt.

The BID will be financed by a 1% mandatory levy on the rateable value of hereditaments within the BID area (with a 3% inflationary increase to be applied each year on 1 April) together with income from additional contributions giving a total income of at least £1,800,000 over the five years of the BID.

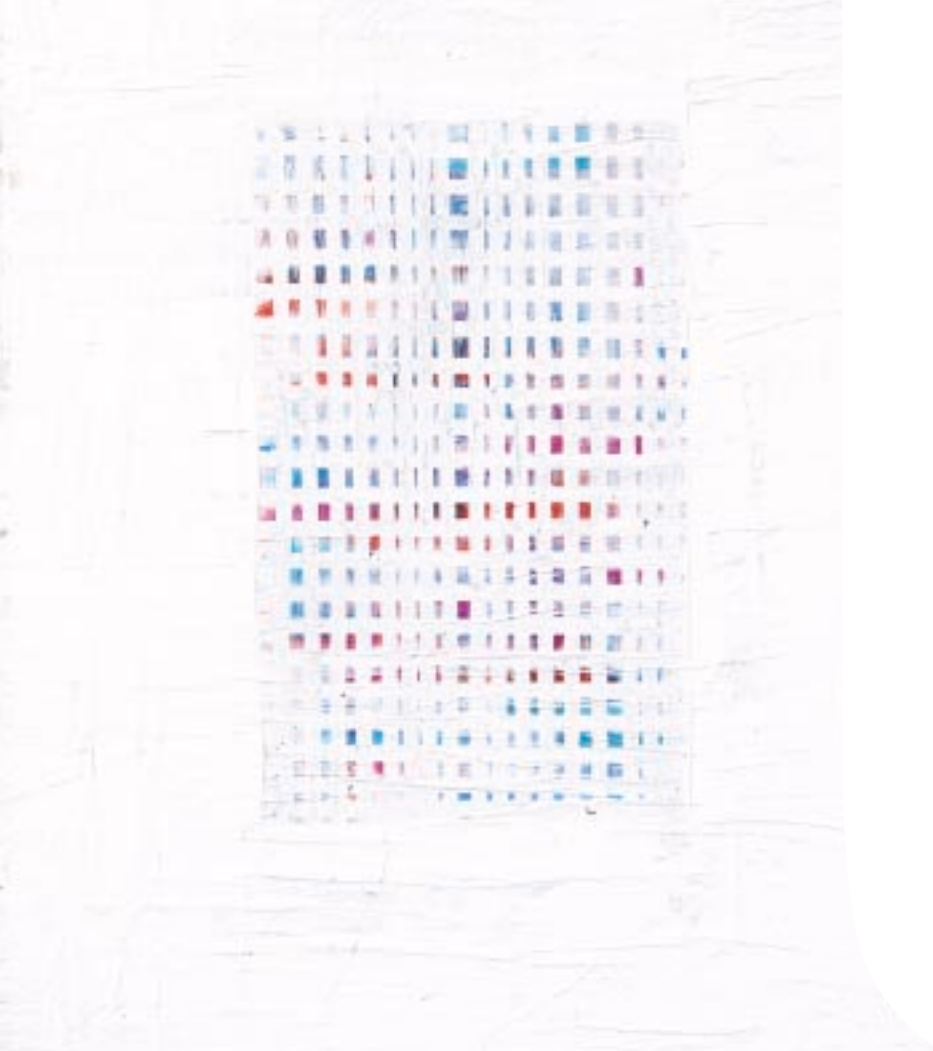
The BID will last for five years starting on 1 October 2012 and ending on 30 September 2017. The levy will be collected by Cornwall Council from 1 October 2012, held in a ring-fenced account and transferred to Totally Truro at regular intervals to manage and spend in accordance with the business proposal. The total cost of BID levy collection charged by Cornwall Council for the full five years will be £5,250 which equates to less than £2.50 per business per year.

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...and finally

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Front cover image: Tracey Hunter  
Back cover image: Chris Nixon  
Both were created during  
'Art in the City' 2012

For a full copy of the renewed BID Business  
Plan go to [www.enjoytruro.co.uk](http://www.enjoytruro.co.uk)

If you require any further information  
about the Truro BID and any of its  
activities or about BIDs in general, please  
get in touch.