



## Update from Alun Jones, Truro BID Manager

Welcome to your latest newsletter. We hope all businesses are trading well given the ongoing challenges.

As you may know, Truro BID works to increase customer footfall into the city centre. For Christmas 2024, we launched festivities with Festive Friday, Truro's Christmas Lights Switch-on. It was also the launch of the Truro Christmas Market with their festive wooden cabins on Lemon Quay. Our footfall counters recorded 46.7k visitors into the city on Festive Friday, a slight increase on 2023.

We organised the Father Christmas Parade to launch late-night shopping. We were delighted that the footfall for this date was almost 40k, 20k more than a usual Wednesday and 3k more compared to 2023.

To help spread activity through the city we worked with Cornwall Shop Small and Truro Farmers Market to bring the Boscawen Street Christmas Markets on Wednesdays and Saturdays. We also supported Coppice Theatre to bring Father Christmas back to the Royal Cornwall Museum.

Our footfall counters saw an increase of 5.3% in December 2024 compared to 2023. The total number of visitors captured by our footfall counters in 2024 was 6.9 Million a 4.3% increase on the previous full year.

**For 2025, we're planning a range of events throughout the year to help increase footfall and attract residents and visitors to the city.**

We'll be organising Children's Day for Saturday 21 June. Along with activities on Lemon Quay we are encouraging Truro Businesses to join in with an in-store activity or offer to enhance the event and attract families. To take part in Children's Day please email the team at: [lindsey.craik@trurobid.co.uk](mailto:lindsey.craik@trurobid.co.uk).



On Sunday 6 July we will be bringing back the Truro Classic Car Show. If you have a classic vehicle you'd like to exhibit at the show, apply at: [www.trurobid.co.uk](http://www.trurobid.co.uk). Both Children's Day and the Classic Car Show are sponsored by Coodes Solicitors.



We'll be continuing to support Cornwall Shop Small by making a small contribution to their operating costs. The BIG Truro Market, hosted by Truro Farmers Market and Cornwall Shop Small, will be on the second Saturday of the month from March to October. The market consists of Cornwall Shop Small independent traders with locally made goods along with Truro Farmers Market stalls.



Thank you to all the businesses and everyone else who are helping to spruce up Truro for the City Clean Up which we're organising for March.

As well as organising events, we provide services for Truro and the city centre businesses. Since April 2023, we have provided the city with a security resource. Our Truro Rangers provide 56 hours of foot patrols a week and are a deterrent against low level crime and violence against shop workers. They wear body worn video cameras to help gather evidence and to support potential prosecutions and have been working well alongside the city's Anti-social Behaviour Officer who we help fund alongside Cornwall Council and Truro City Council.

Please help by reporting all crime or anti-social behaviour incidents via the correct methods as without a crime report, no action will be taken. Reporting methods (DISC or the police) are on the Reporting Crime & ASB page at: [www.trurobid.co.uk](http://www.trurobid.co.uk).

To help enhance the environment we'll be continuing to co-fund with Truro City Council the floral hanging baskets delivered by the City Council's Parks Team from June.

Finally, thank you to all the Truro BID levy payers who enable us to deliver events, projects, and services for the city. I look forward to working with many of you very soon.

# Spring 2025 Newsletter

For everyone working in Truro City Centre

## Summary of Truro BID Financial Arrangements

Truro BID was successfully renewed during the summer of 2022. The fourth term commenced on 1 October 2022 for five years so as of 1 March 2025 we'll have completed twenty nine months of BID 4. Cornwall Council the billing authority invoiced levy payments totalling £322,000 from 362 businesses that have operated in the Business Improvement District during the period 1 April 2024 to 31 March 2025. The in-year collection to 1 February 2025 for Truro BID is 96.45%.

### During the period of 1 April 2024 to 1 March 2025 the Truro BID levy spend was as follows:

Theme One – Marketing & Events*	£172,323
Theme Two – Safety, Security & Environment	£84,078
Theme Three - Business Support	£9,523
BID Core Cost (not project related)	£31,912
Insurance, Levy Collection Fees, Professionals, Office, IT	£20,909
Total Expenditure	£318,745
(Estimated Reserves spent to year end**)	£19,000)

### Planned Expenditure for 2025/26

In accordance with the Truro BID Fourth Term Business Plan and expected collection rate, it is planned to spend the BID income for the upcoming year 2025/26 as follows:

Theme One – Marketing & Events	£128,608
Theme Two – Safety, Security & Environment	£94,366
Theme Three - Business Support	£12,105
BID Core Cost (not project related)	£37,619
Insurance, Levy Collection Fees, Professionals, Office, IT	£27,062
Reserves***	£21,000
Total Planned Expenditure	£320,760

\*The spend on events was greater than in the Business Plan and has been funded by some of our previously accrued reserves.

\*\*The £19k reserves will be taken out of the £40K reserves carried forward from the Covid years.

\*\*\*The remaining £21K reserves are mainly planned for asset upgrades e.g. Christmas Lights, market equipment.

To keep updated on BID activities and business matters please subscribe to and read the Truro BID weekly e-newsletter. To subscribe go to: [www.trurobid.co.uk/subscribe](http://www.trurobid.co.uk/subscribe)  
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