



**Newham BID is a business-led initiative to improve the trading environment of businesses and social enterprises within Newham & The Port of Truro. A committee of volunteers drawn from the organisations that pay the levy meet regularly to oversee the delivery of the business plan which identifies how the funds are spent in line with business priorities under four key themes.**

## Thank you to all businesses on Newham

Newham BID is in year four of its second five-year term which started on 1st September 2018 following a strong mandate from businesses during a ballot; 86% of those who voted supported the BID's renewal.

Thank you to all businesses on Newham for their continued support and optimism during the last year. A warm welcome to new businesses who have chosen to invest and relocate to Newham and be part of our thriving business community.

## Newham News

The business plan which was put together following extensive consultation with Newham businesses delivers projects and services under four key themes.

### 1. Enhance the Environment

Newham BID keeps the Estate looking tidy by responding to issues such as fly tipping, pot-holes and overflowing drains. An annual litter pick is organised and we let a contract to maintain the communal areas of the Estate. As part of our landscaping strategy, areas across Newham are being revitalised starting with the grassy bank just past Tesco. Keeping slats updated on Newham's monolith signs also falls under this theme. Two salt bins have recently been provided for use by businesses during cold snaps.



#### What's Next?

By April 2023, two new areas across Newham will be landscaped including one on Heron Way which will include a seating area for employees to use during their breaks. Also planned is a Bee Hive making workshop alongside training to support those businesses who want to reduce their carbon footprint through adopting various policies in their workplace.

### 2. Place and Business Promotion

Newham BID, working with DCA has raised the profile of levy paying businesses through a variety of channels to include:

#### Newham & Port of Truro Website

Generating over 1,100 visitors per month and 25K views per year.

#### Hard Copy Map and Directory

Updated annually with thousands of copies distributed.

#### West Briton

Monthly full editorial pages in the Truro & Falmouth editions. These articles feature a wide range of Newham businesses, both established firms and new arrivals. Go to [www.newhamtruro.co.uk/news](http://www.newhamtruro.co.uk/news)

Feedback from the West Briton featured businesses has been very positive, with some saying the platforms have been a great marketing tool, while others have seen it as a useful opportunity to talk about how their company or organisation has developed.

Becky Edwards, from Barn Fresh Interiors, said she had received new enquiries. **"We were contacted by lots of people congratulating us on our new move and the article. We had people who don't use the internet reading the West Briton and coming in and we have definitely gained business from it."**

Newham BID would like to feature even more businesses this year, so do get in touch if you'd like to be included on our page in the West Briton and Cornwall Live. Let us know about interesting business stories, recent company developments, awards and staff news.

#### Videos

Our videos have a strong impact online and give business owners and staff the chance to promote what they do and why they enjoy being based in Newham. Go to [www.facebook.com/newhambid/videos/](http://www.facebook.com/newhambid/videos/)

#### Social media

News, videos and links to Newham-based businesses are regularly posted on Twitter and Facebook. If your business has social media accounts, please follow the Newham Twitter and Facebook profiles and share your news.

Tweets from [@newham\\_truro](https://twitter.com/newham_truro) include the hashtag [#finditinNewham](https://twitter.com/newham_truro), so please use this in your own social media as part of the awareness-building campaign..

[@newham\\_truro](https://www.instagram.com/newham_truro)

[@Newham Truro](https://www.facebook.com/newhamtruro)

[@newham\\_truro](https://twitter.com/newham_truro)



#### What's Next?

The next edition of Newham BID's hard copy map is currently being prepared and we will shortly be confirming details are correct for your business. Our website is being updated so please ensure the information on our directory pages is correct. Do also tell us about any job vacancies you have or information on any units to let - [www.newhamtruro.co.uk](http://www.newhamtruro.co.uk) Look out for our social media workshop which will be held in late Spring.

#### Get in touch:

If you've got a story, let Mel know at [mel@newhambid.co.uk](mailto:mel@newhambid.co.uk) or alternatively, contact our PR and Marketing team at DCA via [newham@dca-pr.co.uk](mailto:newham@dca-pr.co.uk)

### 3. Safety and Security

Newham BID maintains 32 cameras across the estate including ANPR (vehicle number plate recognition cameras) and infra-red zoom cameras (for facial recognition in poor lighting); footage can be downloaded in response to criminal activity.

Providing additional security and peace of mind, Kestrel Security Guards patrol Newham intermittently during the day and night. Businesses who need Kestrel urgently should call their 24-hour control room on **02380 666760** and quote the Newham site reference number of **CM505**

### Our Achievements

For a full list of our BID activities and what we have delivered so far, please go to the achievement page of our website - [www.newhamtruro.co.uk/assets/file/Newham\\_Achievements\\_Oct\\_2022.pdf](http://www.newhamtruro.co.uk/assets/file/Newham_Achievements_Oct_2022.pdf)

### Our Third Term

Newham BID finishes its second five-year term on 31st August 2023 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. All businesses will shortly receive a consultation document with a short survey so please do give us your feedback.

To find out more about our third term go to [www.newhamtruro.co.uk/newham-bid/our-third-term](http://www.newhamtruro.co.uk/newham-bid/our-third-term) Or to take part in our survey go to [www.smartsurvey.co.uk/s/NewhamBIDThirdTerm/](http://www.smartsurvey.co.uk/s/NewhamBIDThirdTerm/)

### Summary of BID Financial Arrangements

In the fourth year of the second term of Newham BID, Cornwall Council, the billing authority was due to collect levy payments totalling £76,830 from 143 levy payers that have operated in the BID during 2022/23.

By 1st March 2023, 96% of the annual levy had been collected providing £74,102 at Newham BID's disposal for the twelve-month period with the remaining levy pledged to be paid shortly.

The forecast for expenditure to 31 March 2023 is as follows:

Enhance the Environment	£27,000
Safe & Secure	£14,000
Place & Business Promotion	£39,000
Creating Connections	£1,000
Management & Administration	£20,000
<b>Total expenditure</b>	<b>£101,000</b>

\*Reserves will allow Newham BID to respond to other business needs throughout the year and to allocate additional funds as required. Any under spend will be transferred into the third term of Newham BID if the ballot is successful.

#### Members of the Newham BID Committee are:

**Leigh Ibbotson** // Chervarya (Chair)

**Carole Theobald** // iSight Cornwall

**Jordan Kennedy** // Vickery Holman

**Simon Hendra** // Brooklands Classics

**Russell Dodge** // BLS Estates

**Mark Killingback** // Truro Harbour Authority

**Rob Nolan** // Cornwall Council / Truro City Council

**Rolf Munding** // Routenote

**Peter Kelland** // South-West Water

**Katie Harland** // Cornish Mutual

**Nicola Chandler** // MJ Medical

**Adrian Tubb** // Trusted Tech

**Emily Carter** // Cornwall Garage Doors

Applications for new committee members are always welcome - if you are interested please get in touch with Mel Richardson by emailing [mel@newhambid.co.uk](mailto:mel@newhambid.co.uk)

[www.newhamtruro.co.uk](http://www.newhamtruro.co.uk) // Mel Richardson is the Newham BID Manager.  
Mel can be contacted on [mel@newhambid.co.uk](mailto:mel@newhambid.co.uk) or **07968 508295**

#### What's Next?

Newham BID is considering whether to invest in new cameras and/or to extend coverage. Feedback from levy payers is welcome; to do this please take part in our third term consultation - Go to [www.smartsurvey.co.uk/s/NewhamBIDThirdTerm/](http://www.smartsurvey.co.uk/s/NewhamBIDThirdTerm/)

### 4. Creating Connections

Newham BID supports levy payers through representing their interests, whether that be finding parking solutions, resolving anti-social behaviour issues or anything else that restricts trading or blights our estate. Currently, lobbying for a fair deal on ease of vehicular access is our number one priority and Newham BID has recently facilitated meetings to discuss proposals under the Truro Loops scheme as well as continuing to lobby for wider roads across the Estate. For more information on how we are representing levy payers on this issue, go to [www.newhamtruro.co.uk/newham-bid/lobbying-on-behalf-of-newham-businesses](http://www.newhamtruro.co.uk/newham-bid/lobbying-on-behalf-of-newham-businesses)

During the last 6 months, following the pandemic, Newham BID has organised a series of events to bring levy payers together to discuss issues and grasp new opportunities. These include a grants workshop, rates support meeting and two transport meetings.

#### What's Next?

Besides a social media workshop in late Spring, we are also keen to bring businesses together to meet each other, find out new information, share good practice, socialise and do business together. More details on both of these to follow soon.

We also want to know what you like, don't like and what you might need for the future so do take part in our third term survey at [www.smartsurvey.co.uk/s/NewhamBIDThirdTerm/](http://www.smartsurvey.co.uk/s/NewhamBIDThirdTerm/)

Funds transferred over from the previous year have enabled Newham BID to spend circa £100K to deliver projects in accordance with the business plan.

Keeping a strong emphasis on enhancing the environment and promoting businesses on Newham, it is planned to spend the BID income in the following 5 months as per the chart below.

The forecast for expenditure to 31 August 2023 (pro-rata income) is as follows:

Enhance the Environment	£10,000
Safe & Secure	£5,000
Place & Business Promotion	£19,000
Creating Connections	£2,000
Management & Administration	£10,000
<b>Total expenditure</b>	<b>£46,000*</b>