



Vote  
**YES**  
From 5th June to  
5th July 2018

**Newham Business Improvement District  
Renewal Business Plan 2018 - 2023**

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## What is a BID?

**Newham BID is a business led initiative supported by government legislation which gives businesses the power 'to raise funds locally to be spent locally' on improving a defined commercial area. A BID is created when the majority of business ratepayers within that area vote to invest collectively in local improvements.**

Newham's BID first became operational in September 2013. Over the past five years, the BID has invested levy payer's money into Newham; the resulting achievements are documented in this business plan.

The BID is independent from local authorities and other statutory agencies and delivers projects over and above the baseline service provided by them.

# Welcome from the Chair

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**I am pleased to have been appointed as the new Chair of Newham BID last autumn and since then, I have enjoyed being involved in driving the BID's projects and services forward as well as planning ahead for the new term. Newham BID is steered by a committee of 14 members drawn from organisations across Newham, all of whom give their time voluntarily.**

As the Director of iSight Cornwall, one of a number of charities on Newham, I recognise the benefits of working here - the pleasant riverside location, the proximity to Truro City Centre but most importantly, the community spirit that exists amongst us; that is something that Newham BID fosters and can build upon further in the next five years.

We have the only commercial area BID in Cornwall and it stands out as a business area that is well looked after with proactive and thoughtful people who want to do their bit to make Newham & The Port of Truro a great place to work and trade.

The BID has done much to improve Newham from security measures such as CCTV, environmental improvements including hedge and scrub maintenance, new signage which helps with navigation and our profile and more recently, a PR and Marketing campaign. With over 100 diverse businesses, it's important that we shout about what we do and we have a safe and pleasant environment in which to work.

Through our recent consultation we have heard that you like the projects we have delivered so far and you want to keep the momentum going. Thank you for this feedback as well as the new ideas you put forward which are really appreciated.

Your views together with your prioritised projects have informed this business plan so I really hope that what you read resonates with you and that the proposals are ones that you will support when it comes to casting your vote next month.

Of course, one of the added benefits of Newham BID is that we can represent your interests and have done so on various issues such as planning and road maintenance. Our relationships with the Local Authority and the Police have yielded positive results as you will read in the achievements section of our business plan.

We plan to continue working with these partners to make Newham tidier and safer as well as taking part in strategic projects where it might be in the interests of our levy payers on Newham; we have been invited to participate in a Truro Master-thinking project to shape the vision for Truro over the next 25 years and our Newham Road improvement project is still on Cornwall Council's transport programme.

We will also be smart with ensuring that our delivery costs are kept to a minimum - we have achieved this in our first term through working with Truro BID to share management costs and this will continue in the future.

With your support, we can continue to improve Newham & The Port of Truro, raise its profile and ensure it continues to be a commercial area that works for business, is attractive to new investors and somewhere we all enjoy working. We want you to see a return on your investment irrespective of where you are located within Newham, the size or sector of your organisation.

A 'no' vote will mean that all project and services that the BID has been responsible for will finish on 31st August 2018 - no other organisation will have either the capacity or resources to step forward and maintain these assets or improve Newham further.

**Please have your say and vote 'yes' in our postal ballot by 5th July 2018. Look out for your ballot paper which will arrive on or around 5th June 2018.**

Thank you



**Carole Theobald**  
Chair of Newham BID Committee and  
Director of Operations and Deputy Chief  
Executive, iSight Cornwall

# Highlights from our First Term

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## Access & Attractiveness

Installed **16 new signs** to help visitors locate businesses and to promote our distinctive commercial area; 'Newham & The Port of Truro'. Negotiated with Cornwall Council for Cormac to resurface most of Newham Road at a cost of **£240,000** funded by the Local Authority. **22 grass cuts** per year, **3 weed sprays** per year equating to **5km** of edges sprayed, **200 metres** of dense scrub clearance, **300 metres** of hedges line trimmed, **3 truck-loads** of green waste removed per year and **200 metres** of overhanging branches reduced away from the road - all this through the BID's maintenance contract to keep Newham looking neat and tidy.

## Safety & Security

Installed **30 CCTV** cameras across Newham & The Port of Truro including ANPR vehicle number plate recognition cameras and infra-red zoom lens.

## Services to Businesses

Raised the profile of Newham and its businesses through a **new website** ([newhamtruro.co.uk](http://newhamtruro.co.uk)) and a **new brand** for Newham & The Port of Truro. The BID's PR and Marketing Campaign has generated the following from September 2017 to March 2018: **48,465** video views, **7,664** website views on [www.newhamtruro.co.uk](http://www.newhamtruro.co.uk), Facebook social reach of **58,200** and Twitter social reach of **99,087**; a **15** second Newham video running on **27** park and ride buses (one of only two videos being shown) which have **45,000** passengers travelling on them every month; fortnightly pages in the West Briton (all editions) profiling Newham & The Port of Truro and its businesses - readership of **142,000**; **106 businesses** listed on the Newham BID Map/directory; exhibited at Cornwall Business Fair reaching a business audience of circa **2,000** people on one day; sponsors of Pirate FM Secret Sound with a weekly reach of **163,000** listeners.



# What Newham BID has delivered

## Access & Attractiveness

Improving the environment was a key priority for businesses before the BID began in 2013. Businesses were concerned that they were poorly signed, that Newham was generally untidy and unattractive, that the grassland and hedges needed maintaining and the roads repaired.

Keeping on top of these issues is an ongoing task which will continue in the BID's second term. In its first five years, the BID has made Newham & The Port of Truro a better place to work and engendered community pride through the following:

- Installed 16 Newham & The Port of Truro signage boards and two black and white highways signs providing better navigation and an enhanced profile for Newham businesses. Slats are updated as and when businesses change hands
- Ensured Newham, its grassland and hedges are kept tidy and the communal areas are maintained from March to November each year
- Negotiated for most of Newham Road and Heron Way to be resurfaced by Cormac at a cost of £240,000 providing a better road surface for vehicles - this work was funded by the Local Authority not BID funds. The BID has also lobbied for pot holes on Lighterage Hill to be filled and co-ordinated works on Higher Newham Lane, a privately-owned road
- Solved issues of access for businesses on Higher Newham Lane through brokering an arrangement between the owner of the road and Amtrac Security Services to prevent cars from parking on the lane which had impeded business access and created safety issues
- Worked with businesses and Cormac to install double yellow lines on Lighterage Hill and Newham Road in response to business feedback whose access was severely compromised by parked vehicles
- Established a working partnership with Cornwall Council's Public Health and Protection team and their contractor, Biffa, to address litter and fly tipping on the public highway on Newham. This has resulted in swift and effective removal of these items whilst focussing on reduction and prevention
- Assisted Truro Rivers Working Group CIC (TRWG) with their application for LEADER funding for a feasibility study into Truro Loops, an ambitious and innovative project that could open up walking/cycle only routes around the Truro river waterfront. This project could ultimately include an iconic bridge connecting Newham with Malpas.



# What Newham BID has delivered

## Services to Businesses

Before the BID, there was no collective marketing and for smaller businesses without the capacity or resources to do this, potential trade may have been lost. During the last year of the BID, a new website and a concerted PR & Marketing campaign has addressed this issue with some outstanding results.

- Developed a Newham & Port of Truro brand now used on signage, website etc and adopted by some businesses on their letterheads raising the profile of Newham
- Developed a new outward facing website - [www.newhamtruro.co.uk](http://www.newhamtruro.co.uk) with a page for every levy payer, promotion of special business offers, job vacancies, units to let and walking/cycling information on Newham & Port of Truro. Since September 2017, this website has had 7,664 views with some businesses having up to 450 views on their individual directory page
- Produced a series of high quality videos on Newham and on individual businesses which have had a strong impact online - 48,465 video views to date
- Prepared fortnightly editorial pages in all editions of the West Briton as well as online at CornwallLive. Newham and its businesses have been profiled with stories so far including a focus on DIY, motoring, accountancy firms, finance, recruitment, charities and fitness. Readership is estimated at 142,000 people
- Ran regular social media promotions of businesses across a range of sectors and used the 'Find it in Newham' campaign as a key hook - since September 2017, outcomes include Facebook social reach of 58,200 and Twitter social reach of 99,087
- Produced a short 15 second film promoting Newham as Truro's riverside business district on the Truro park and ride buses which have 45,000 passengers travelling on them every month
- Advertised Newham in a focal position opposite Truro railway station and exhibited at Cornwall Business Fair in April 2018
- Published a pocket-sized map/directory listing every business on Newham, circulated across Newham and other Truro outlets
- Represented the interests of businesses on Higher Newham Lane including successfully challenging a residential planning application for employment land which it was feared would adversely impact the ability for businesses to trade successfully



# #FINDITIN NEWHAM

## Safety & Security

Newham's location makes it vulnerable to anti-social behaviour activities including theft, vandalism, speeding, drug using and fly tipping. Newham BID has installed a comprehensive CCTV surveillance system with 30 cameras covering the area. This CCTV along with the BID's relationship with the police helps to deter criminal activity and detect those who threaten Newham's security.

- Installed 30 CCTV cameras across Newham & Port of Truro including ANPR (vehicle number recognition cameras) and infra-red zoom lens (to enable good facial recognition in poor lighting) to deter 'boy-racer' activity, theft and vandalism. CCTV signage has also be installed to deter prospective thieves. The CCTV footage has led to the identification and conviction of thieves and has assisted businesses with insurance claims
- Productive relationships established with the Police to share CCTV footage and encourage incidents to be reported including anti-social behaviour taking place on the riverside paths



## And rest assured... we have not lost sight of the following:

### Road Improvement

Newham BID has invested time in working with Cornwall Council and Cormac to put together a plan to try and secure funding for a road improvement between Gas Hill and Lighterage Hill. The proposals include the widening of the road and a cantilevered dual footpath/cycle path to make access safer for vehicles and pedestrians.

The scheme is dependent upon £2.6M of funds being identified and whilst the proposal has been earmarked as a priority on Cornwall Council's transport plans, it will only progress if suitable funding can be identified and consents can be granted.

Newham BID is continuing a dialogue with Cornwall Council to see how this project can progress and is also around the table participating in the Truro Master-thinking project to shape the vision for Truro over the next 25 years.

### Signs

Four signs are still due to be installed awaiting landlord, tenant and planning consents; two of these are likely to be installed by the end of the calendar year.

### Cost Savings

A successful pilot has been carried out with a company who can save businesses hundreds and sometimes thousands of pounds on costs such as telecoms, merchant services, energy. This project will become part of BID 2.





# What you said...

During February to March 2018, Newham BID undertook a comprehensive consultation process with the circulation of a questionnaire sent to circa 136 businesses locally and to head office addresses where appropriate.

Levy payers were given the opportunity to complete the survey in hard copy format or via survey monkey. Email reminders were also sent both locally and nationally throughout the consultation phase and businesses were contacted individually to put their responses via one to one meetings with business owners and managers, and through phone conversations.

The engagement campaign included visits to every part of Newham, to every business type and liaison with the smallest to largest levy payer.

## The Results

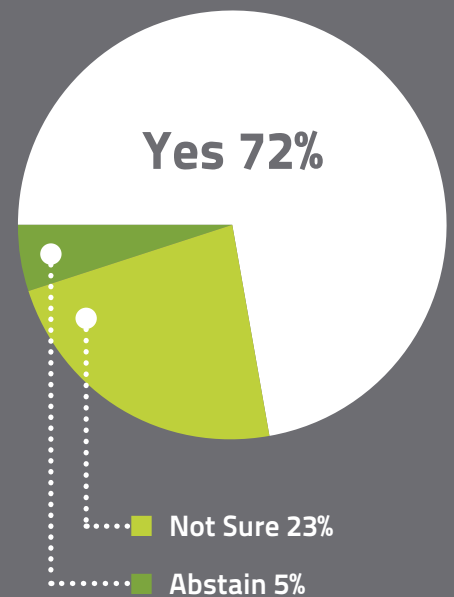
64% (87) of levy payers engaged with the BID consultation process giving valuable information about how the levy income should be spent.

Of those that engaged, 72% said they would vote 'yes' to the BID with 23% either uncertain or who would need to refer the decision elsewhere. A further 5% said that their national company would probably choose to abstain. None of the respondents said they were not in favour of the BID proceeding.

The core projects and services identified by respondents as 'essential' or 'important' included the following:

- ✔ Lobbying for improvements to the roads around Newham e.g. resurfacing and road widening and enforcement of traffic regulations
- ✔ Maintaining the CCTV system, providing a monitoring / review service and liaison between police and businesses who are the victims of crime
- ✔ Representing the views of businesses on key issues such as access, fly tipping, parking, planning and drainage
- ✔ Continuing to maintain the communal areas of Newham, keeping it tidy with hedges and grass cut and landscaping or planting areas to make them more attractive
- ✔ Marketing and PR for Newham and its businesses including using printed press, social media and the website
- ✔ Maintenance of current signs ensuring slats are updated when businesses change
- ✔ Making cost savings for businesses through savings on areas such as telecoms, energy and merchant services
- ✔ Security patrols to provide a visible presence to deter and detect criminal activity

Your feedback has shaped this final business plan and the projects and services Newham BID plans to deliver in its second term.





Newham looks a lot better than it did five years ago. The BID has delivered a comprehensive signage system which has long been overdue as well as other enhancements brought about either directly or after lobbying. Further improvements and maintaining the good work that has already been done is important and so building on that with BID 2 would receive my full support.

Alan Treloar, Director, Vickery Holman

Whilst the BID is an additional cost, the best thing about it is quick and helpful support via the BID manager. Without the BID, we would have to spend a lot of time liaising with various authorities which, in reality probably just wouldn't happen as time is also a business cost.

Alex Callister, Managing Director, Trial Balance Consulting

We have noticed an increase of customer enquiries both through our website and local customer drop-ins to our reception since the BID started its marketing. Although the bulk of our work is based upon insurance instructions, we also acknowledge the need to be in the local market place and with your support this year I think we have achieved this.

Richard Bullen, P. Abraham & Son Accident Repair Centre

It was great to see Pure Financial Services profiled in the West Briton. The Marketing and PR service alone makes this BID worthy of support.

Steve Powell, Pure Financial Services

It's great working on Newham and being part of the BID. Newham BID gives us a voice and a resource without which we would be isolated and much worse off. The BID has been a fantastic asset for all businesses based at Newham.

Melinda Rickett, Director, Creative Edge

You have our full support. As a new business on Newham, we particularly like the marketing. Our recent video has received over 5,000 views. We are also keen for a Newham BID sign to be put in place which we understand is being progressed.

Dan Morris, Owner, Truro Trade Centre

Signage is great, on-line presence is fab. Not a lot needed from our point of view to be honest! For BID 2, it is great to hear that you will be trying to get businesses on Newham to trade with each other so that we look within our own area to place business where that's practical.

Newham BID is really appreciated by us. Claire Eason-Bassett, Executive Producer, Mackerel Sky Events

Direct benefits to our business are probably negligible as we are off the beaten track and self-sufficient. However, we are strongly in favour of the BID continuing as we appreciate that Newham needs to be kept tidy. We are pleased that there is good CCTV coverage. Newham BID helps businesses to be more aware of each other and fosters community spirit.

Karen and Cameron MacQuarrie, Macsalvors Plant Hire

As a new business to Newham, we are delighted to be part of the BID. Through the marketing the BID has undertaken, we have received more website traffic including from local companies and schools wishing to use our music studio. This has really benefitted our business. The BID also allows us to be part of a community and that's something worth building on.

Jamie Chown, Facilities Manager, Routenote

I have been on Newham for 30 years and it is now much better than it used to be. A lot of that progress is down to the BID. Newham isn't perfect and there is still more to do but the BID has made a significant difference. I believe we need to keep that momentum going by voting yes to a second five-year term.

Russell Dodge, Managing Director, BLS Estates

# What you said...

Newham BID has been great for our business. Not only has the CCTV helped us identify a vehicle who ploughed into our sign and recover the costs of replacing that but also it has sorted out serious issues around access on Higher Newham Lane. We have also had customers from Truro and Falmouth contacting us who saw us in the West Briton articles that the BID co-ordinated.

Bill Osborne, Owner,  
Cornwall Garage Doors

As a company that has large delivery vehicles, keeping an eye on access is important to us. We appreciated the BID's support with getting a 'give way' marking on the road at the end of Heron Way and certainly, the maintenance of the roads has improved overall since the BID came in.

Tony Valter, Site Manager,  
Truro Cold Store

Cornwall Woodburners took part in a pilot with Meercats to see what costs could be saved. Through Meercats, my merchant fees will reduce by circa £13,000, an incredible saving and one that I would not have discovered had it not been for Newham BID. I fully support the BID continuing and hope other businesses on Newham will find their levy is cost neutral if they can make these kinds of savings.

Kean Roberts, Managing Director,  
Cornwall Woodburners

I really like the environmental side of the BID. It's a small amount to pay compared with rates and I feel I get value for money.

Alan Harris, Owner, City MOT's

I believe that the signage, CCTV and particularly the representation that Newham BID provides is a real benefit to businesses who just wouldn't have the time to do this individually. Access is imperative to us and with the BID's support, we have been able to sort out recent issues. Skinners Brewery has featured in a number of newspaper articles co-ordinated through the BID and together with the social media activity, this has driven footfall to our Brewery shop.

Alun Morgan, Managing Director,  
Skinners Brewing Company Ltd

I have been impressed with the BID's PR and Marketing. Stringers Gym were featured in one of their West Briton editorial articles and we also had a video made which had around 12,000 views. This has resulted in a lot of enquiries for gym membership. It's been brilliant.

Ian Stringer, Owner, Stringers Gym

Being part of the Newham Bid has helped us not only with more information about our site partners, but also has helped promote BWF and our services, complementing our own marketing campaigns. We also appreciate the regular email updates from the BID Manager. It's good to work together to put Newham Truro on the map! Kathleen Green, Building with Frames / Building with Boxes / Cornwall Cladding

I support the BID and what it is doing to make Newham a better place to work. I am particularly keen on making sure Newham is safe and secure so support any new measures to address issues such as safe access and minimising speeding.

Lynn Peters, Practice Manager,  
Charles French & Co Solicitors

We are impressed by the BID's achievements. A number of projects have improved the environment for our clients and staff. For our business, I feel projects relating to the environment, security and parking are the most important. Very supportive of a second five-year term. Matt Dewhurst, Company Secretary, Worldwide Financial Planning

# Newham BID's Vision, Aims and Objectives

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Newham BID's Vision for a second term is 'to improve and raise the profile of Newham & Port of Truro through making it more attractive, accessible, safer and better promoted'  
**100% of businesses who responded to our survey supported this vision**

## Aims & Objectives for the 2nd term:



**Theme 1: Enhance the Environment** - To create a Newham & The Port of Truro that is an accessible and attractive place to do business by maintaining and landscaping communal areas and signage and lobbying for improvements to roads and footpaths



**Theme 2: Safe & Secure** - To create a safe and secure commercial area through maintaining CCTV surveillance, by introducing security patrols and working closely with other agencies to solve issues



**Theme 3: Place & Business Promotion** - To enhance the profile of Newham & The Port of Truro and promote individual businesses to drive footfall and sales through a concerted PR and Marketing campaign



**Theme 4: Creating Connections** - To support Newham's businesses through representing their interests, lobbying on issues that matter to them or impede their ability to trade to their full potential



# 1

## Enhance the Environment

Our consultation told us that you really care about the environment of Newham and ensuring the roads are well maintained and fully accessible was the highest rated project along with CCTV. Maintaining our current assets such as our signs was also a priority for 91% of respondents. You were really keen to continue with our maintenance contract to keep hedges trimmed and also want to make Newham & The Port of Truro more attractive through the addition of planters or flower beds in appropriate areas.

### Roads and footpaths - lobbying for improvements

lobbying for the proposed road and pedestrian improvement to Newham Road between the Gas Hill and Lighterage Hill junction to make this stretch of road safer for vehicles and pedestrians. We will do this by working with the statutory authorities to identify suitable funding and staff capacity to progress this project.

'Continue from BID 1'

The resurfacing of roads and opportunities to create safer footpaths alongside the existing road will also be highlighted to relevant authorities. 'Continue from BID 1'

### Keeping Newham & The Port of Truro tidy

maintaining the communal areas of Newham by trimming hedges, grass, spraying weeds, clearing scrub etc - our maintenance contract will continue, ensuring that Newham looks tidy and cared for and that overgrown areas do not provide hazards for motorists or pedestrians. 'Continue from BID 1'

### Keeping Newham & The Port of Truro clean

keeping litter under control and controlling fly tipping - ensure that litter on the public highway on Newham is cleared away and fly tipping dealt with swiftly through working closely with Cornwall Council and their contractors, Biffa. Discussions will take place with landlords or tenants where litter or clutter is on private land. 'Continue from BID 1'

Regular monitoring of grotts spots and action taken to organise community litter picks at least once a year. 'Expanded from BID 1'

### Ensuring your customers can find you - signage

maintaining the current signs, ensuring slats are updated when businesses change and completing the signage programme subject to consents. 'Continue from BID 1'

Securing opportunities for Newham & The Port of Truro to be signed from other locations, for instance on a proposed heritage sign at Lemon Quay by Compton Castle and a finger post sign from the subway near M&S both of which promote Newham to visitors in Truro City Centre. 'New for BID 2'

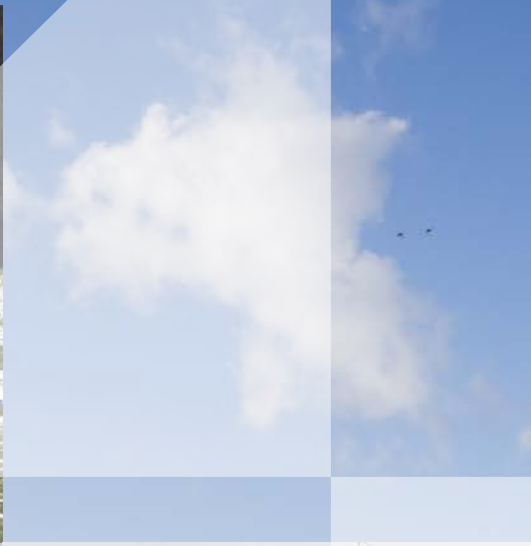
### Making Newham & The Port of Truro more visually attractive

planting and flower beds - communal areas of Newham will be planted out and maintained to make them more attractive for visitors and employees. One identified location is the grassy bank opposite HSBC as you enter Newham. 'New for BID 2'

### Making the most of our riverside location and heritage

new infrastructure such as benches, heritage/interpretation boards, sculpture and making more of our location on the Sustrans Cycle route will be explored - this project is subject to the results arising from the Truro Loops Feasibility Study and the potential for grant funding. 'New for BID 2 subject to grant funding'





### This theme will be monitored by:

- The works carried out to roads and footpaths on Newham
- Attractiveness and tidiness of Newham measured by levy payer feedback
- 'Before' and 'after' pictures of overgrown areas or grot spots
- The number, quality and maintenance of signs installed within the BID boundary
- New infrastructure installed on Newham
- Grant funding secured



# 2

## Safe & Secure

Newham BID has invested its first term resources in a comprehensive CCTV system which requires maintaining, monitoring and reviewing for it to be an effective means of deterring and detecting crime. Every business who responded to our consultation regarded the CCTV and the BID's liaison between the Police and businesses as either 'essential' or 'important'. In addition, random security patrols will be organised to provide a visible presence on Newham.

### Maintaining the CCTV system to deter and detect crime

Ensuring the existing 30 cameras are maintained and that Newham BID provides a monitoring and review service. 'Continue from BID 1'

### Installing new cameras subject to demand

Extending CCTV coverage if there is evidence to suggest this is necessary to protect the interests of businesses on Newham. 'Expanded from BID 1'

### Liaison between businesses and Police/other agencies

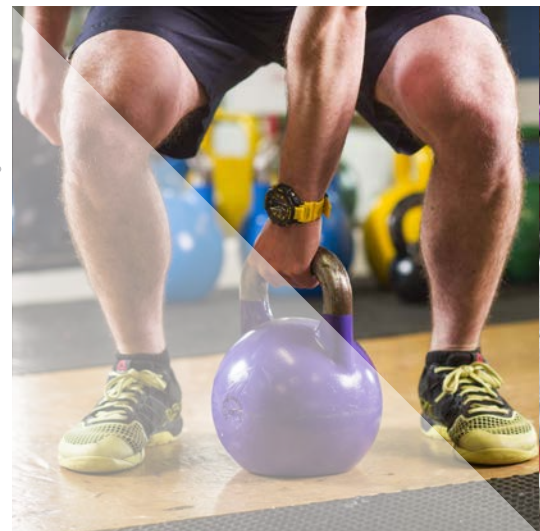
Assisting businesses to deter and detect crime by encouraging the reporting of incidents and providing necessary CCTV footage to help with convictions and insurance claims. Liaising with other agencies to tackle anti-social behaviour e.g through the implementation of an alcohol exclusion zone or introduction of speeding measures. 'Expanded from BID 1'

### Providing security patrols

Organising random security patrols through a professional security company patrolling Newham during the evenings and at weekends with some daytime visits to deter would be thieves who scout out Newham businesses during the daytime. This will provide a visible presence to further deter and detect criminal activity. 'New for BID 2'

### This theme will be monitored by:

- Reports from our security patrols on the number and type of incidents handled
- Feedback from the Police on crime/anti-social behaviour incident reports
- Requests to Newham BID to view CCTV footage







# 3

## Place & Business Promotion .....

Promoting your business whilst raising the profile of Newham & The Port of Truro was highlighted as 'essential' or 'important' by 95% of respondents. Feedback from you tells us that you have been impressed with the website, social media, videos and 'Find it in Newham campaign' that ran under BID 1 and testimonials indicate that many businesses feel that the campaigns have generated more footfall and sales.

### Newspaper articles in local papers and magazines

Profiling Newham and its diverse business community through editorial features. 'Continue from BID 1'

### Promotion of businesses via social media

Through our PR and Marketing contract, every business will have the opportunity to be promoted via social media channels such as Facebook, Twitter and Instagram. 'Continue from BID 1'

### Continue populating external facing website [www.newhamtruro.co.uk](http://www.newhamtruro.co.uk)

With a page for every levy paying business reaching residents, businesses and employees, this website will be expanded to include business offers. 'Expanded from BID 1'

### Business to business trading opportunities

Newham BID will facilitate opportunities for levy payers to promote their services to each other through meetings, via emails etc. 'New for BID 2'

### Joint marketing initiatives with Truro City businesses

Working with Truro BID, opportunities to promote Newham businesses to Truro businesses and vice versa will be explored. 'New for BID 2'

### Newham Map/Directory

Regular updates of the map/directory which will be circulated across Newham and further afield enabling visitors to explore all the businesses on Newham and for businesses to be aware of each other. 'Continue from BID 1'

### High quality promotional videos

Continuation of Newham videos which have had a strong impact on line in BID 1 with up to 11,000 views for individual businesses. 'Continue from BID 1'

### Showcasing Newham & The Port of Truro at exhibitions

Showcasing Newham & Port of Truro at exhibitions and public events where the costs of participating are modest and there is a likely return for levy paying businesses. 'Expand from BID 1'

### This theme will be monitored by:

- Media coverage
- Website and social media analytics on views and social reach
- Levy payer feedback on how the PR and Marketing is working
- Number of map/directories distributed
- Number of articles published and their impact
- Number of videos filmed and their impact

# 4

## Creating Connections

Representing business interests on key issues was one of the services that you have told us you appreciate most. It's important that we use the power of the BID working as a collective of businesses to lobby for change and to secure opportunities. This is partly up to you to tell us what support you need and when. We also want to save you money where we can and have a company lined up who we believe will be able to help you reduce costs.

### Representing business interests

supporting you on key issues such as access, fly tipping, parking, planning, traffic regulation enforcement etc and lobbying where the BID can make a difference. **'Continue from BID 1'**

### Making costs savings for businesses

we want you to save money as well as make money and in doing so minimise the cost of your levy. We have linked up with a support-based company who are recommended by other BIDs and have already proven to save Newham businesses money in a short trial that took place during BID 1. **'New for BID 2'**

### Facilitating networking opportunities for mutual business and social benefit

we will create opportunities for you to meet each other in an informal setting, share information, do deals and find out how you might be able to set up mutually beneficial partnerships. **'New for BID 2'**

### This theme will be monitored by:

- ✔ Levy payer feedback and actions taken
- ✔ Number of representations made and their impact
- ✔ Amount of money saved by levy paying businesses
- ✔ Networking opportunities and their outcomes



# Finance - The cost to your business

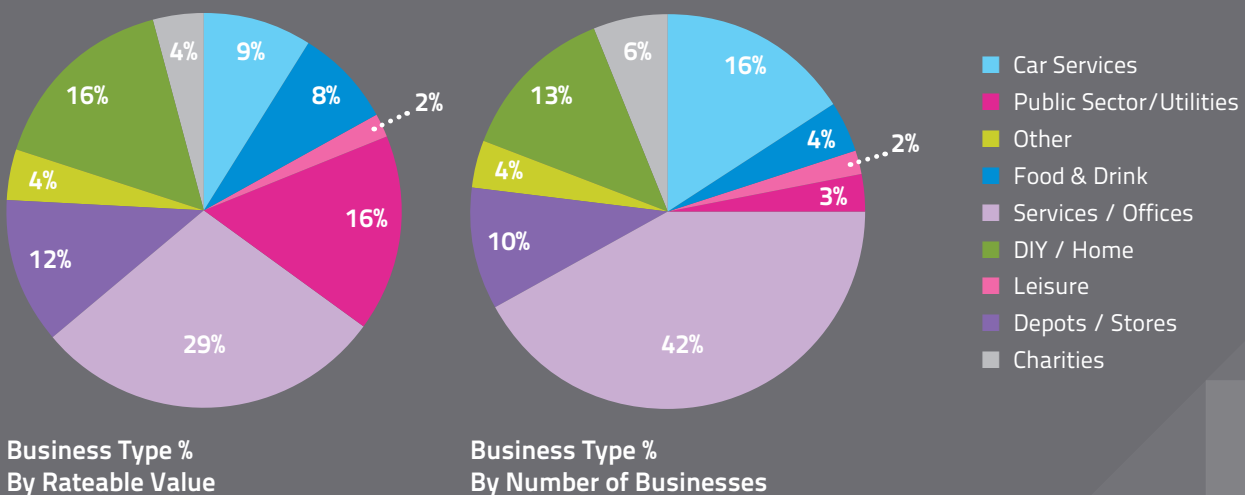
Newham BID is projected to raise circa £76K per annum based on 2.5% of the rateable value of all premises with a rateable value of £2,800 or over, approximately 136 ratepayers.

The current Newham BID will cease trading on 31st August 2018. Voting 'Yes' means that this business plan can be delivered and together we can achieve our vision for Newham.

The chart below shows some typical contributions based on a 2.5% levy:

Rateable Value of Property	Annual Levy	Weekly Cost
> £2,800	£70	£1.35
> £5,000	£125	£2.40
> £10,000	£250	£4.81
> £25,000	£625	£12.02
> £50,000	£1,250	£24.04
> £100,000	£2,500	£48.08
> £300,000	£7,500	£144.23

The pie charts below illustrate a breakdown by business sector of those organisations contributing towards the BID.





# Indicative budget 2018 -2023

	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	Total
<b>BID Levy at 2.5%</b>	7 months			5 months			All Years
(98% collection rate) 0% inflation	44,350	76,000	76,000	76,000	76,000	31,650	380,000
<b>Total Income</b>	<b>44,350</b>	<b>76,000</b>	<b>76,000</b>	<b>76,000</b>	<b>76,000</b>	<b>31,650</b>	<b>380,000</b>

<b>Expenditure by Theme</b>							
1: Enhance The Environment	9,000	20,000	18,000	18,000	18,000	18,000	101,000
2: Safe & Secure	6,500	11,000	11,000	11,000	11,000	4,500	55,000
3: Place & Business promotion	19,000	33,000	33,000	33,000	33,000	14,000	165,000
4: Creating Connections	4,000	5,000	1,500	1,500	1,500	1,000	14,500
<b>Sub Total Project Expenditure</b>	<b>38,500</b>	<b>69,000</b>	<b>63,500</b>	<b>63,500</b>	<b>63,500</b>	<b>37,500</b>	<b>335,500</b>

<b>Delivery &amp; Running Costs</b>							
BID Manager	7,875	13,500	13,500	13,500	13,500	5,625	67,500
Insurance, levy collection, professional fees	2,000	3,500	3,500	3,500	3,500	1,500	17,500
Contingency/Renewal Reserves (5% until final renewal year)	2,250	3,800	3,800	3,800	3,800	6,000	23,450
<b>Sub Total Delivery &amp; Running Costs*</b>	<b>12,125</b>	<b>20,800</b>	<b>20,800</b>	<b>20,800</b>	<b>20,800</b>	<b>13,125</b>	<b>108,450</b>

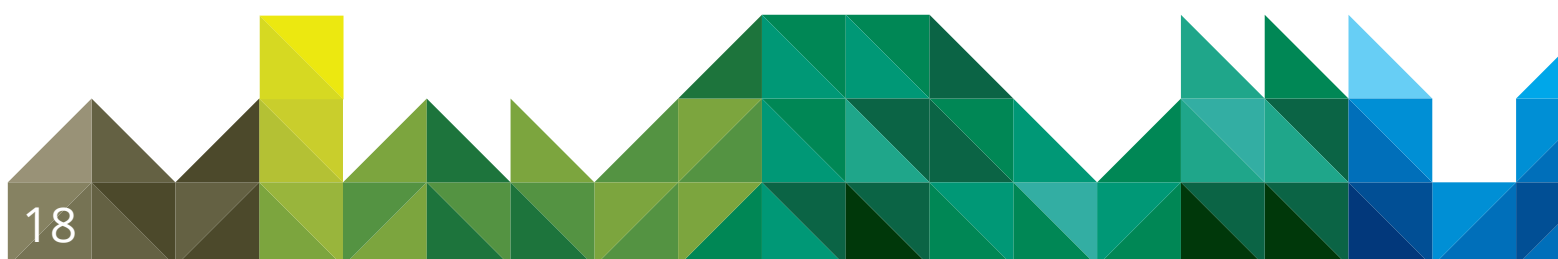
<b>Total Expenditure Per Annum</b>							
Expenditure Per Annum	50,625	89,800	84,300	84,300	84,300	50,625	443,950
<b>Sub Total</b>	<b>-6,275</b>	<b>-13,800</b>	<b>-8,300</b>	<b>-8,300</b>	<b>-8,300</b>	<b>-18,975</b>	<b>-63,950</b>
Carry Forward From Previous Year	75,000	68,725	54,925	46,625	38,325	30,025	75,000
<b>Balance</b>	<b>68,725</b>	<b>54,925</b>	<b>46,625</b>	<b>38,325</b>	<b>30,025</b>	<b>11,050</b>	<b>11,050</b>

## \*BID Delivery and Running Costs

Newham BID Manager's part-time salary costs required to deliver all four project themes are shown within the delivery and running costs. Newham BID receives use of an office as an in-kind contribution from BLS Estates at no cost to the BID. Working under Totally Truro minimises other costs such as professional fees through the efficiencies of sharing these costs with Truro BID. Any reserves at the end of August 2023 will be carried forward into the next term.

## Alterations policy

The BID projects, costs, time-scales and budgets can be altered subject to Board approval providing the changes fall within the income of the BID and meet BID objectives. This enables the BID to operate flexibly to respond to changing demands of levy payers, the economic landscape and potential opportunities. Any change to the BID boundary or to the levy rate would require an alteration ballot. Newham BID will adhere to the 2017 ratings list throughout the five-year term to the end of August 2023.



# Governance and Management of the BID

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**The BID proposer is Newham BID, part of Totally Truro, a not for profit company limited by guarantee set up in 2007 (registered in England and Wales company number 6070111) to oversee Truro BID and subsequently Newham BID. Newham BID will deliver the renewed business plan should the BID be voted in for a second term.**

The Local Authority, Cornwall Council, is in full support of the renewed Newham BID proposal and has formally approved this business plan in line with the legislation. The Secretary of State for Communities and Local Government was formally notified of Newham BID's intention to hold a renewal ballot on 5th January 2018.

Totally Truro has positions on its Board for up to 12 elected Directors who voluntarily support Newham BID; there are currently 7 Directors drawn from organisations within both Truro and Newham BID areas. Totally Truro delegates decisions on operational delivery to the Newham BID Committee made up of businesses and organisations who pay the BID levy.

Newham BID employs a part time BID manager who is responsible to the Newham BID Committee and Totally Truro Board and who will deliver the projects and services in this business plan. Newham BID operates under the terms of Totally Truro's Articles of Association.

The BID is business-led for business benefit and all levy contributors will automatically become members of the company. All members will be invited to Annual General Meetings where past and prospective BID activities will be presented. Accounts are independently prepared each year and copies are available on request.

## **Currently, there are 14 Newham Committee Members:**

**Carole Theobald**, iSight Cornwall (Chair and Director of Totally Truro)

**Tom Kirk**, Cornwall Bathroom & Kitchen Centre (Vice Chair)

**Peter Beaumont**, Cornish Mutual

**Melinda Rickett**, Creative Edge (Director of Totally Truro)

**Alan Treloar**, Vickery Holman

**Simon Hendra**, Brooklands Classics (Director of Totally Truro)

**Russell Dodge**, BLS Estates

**Helen Sennett**, Charles French & Co

**Michael Galligan**, South West Water

**Mark Killingback**, Truro Harbour Authority

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

**Bill Osborne**, Cornwall Garage Doors

**Alison Elvey**, RRL (Director of Totally Truro)

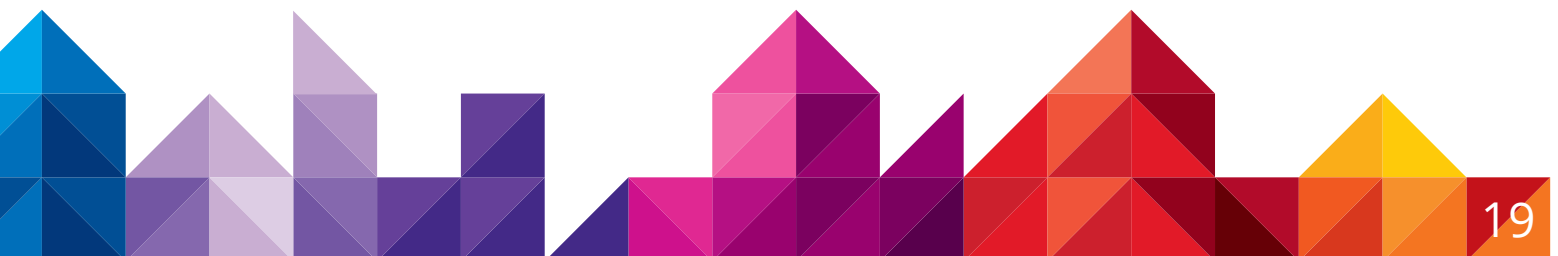
**Kean Roberts**, Cornwall Woodburners

## **Communications**

Our BID Manager can be contacted by either phone or email and the committee are always open to hearing your feedback or ideas. We will also issue regular newsletters and updates to keep you informed of projects and services. Our PR Company will also be in contact with you to help promote your business.

All our Committee meeting minutes are published on our website and levy payers are welcome to request details of our BID policies and procedures. We will also communicate via social media including Facebook and Twitter.

Annually, with your bill, you will receive information on how your levy has been spent. Members will be invited to attend our annual general meetings and entitled to be nominated to become a Board Director.



# Performance and Monitoring

## How do we measure the impact of Newham BID?

We want to measure the impact of everything we do to make sure that the money we spend is making an impact in the areas that matter to you. We want you to see a return on your investment. We have indicated in this business plan how we will monitor performance for each of our project themes.

We will also be checking that we are meeting the objectives outlined in this plan. To gauge how we are doing, we will utilise any other third-party information we are able to obtain such as vehicle movements, occupancy rates and a host of marketing data.

Most importantly, we will be asking you how we are doing. Intermittent surveys of BID levy-payers will take place to invite your feedback and to ensure that businesses feel they are getting value for money. Newham BID will also undertake a mid-term review of its delivery against the business plan.

## Where will the BID operate?

The following streets are included in the Newham BID area, either in whole or in part:



# What you need to know - The Rules

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## The BID Ballot

- 1 The person, organisation or registered company that is listed on the non-domestic ratings list as being responsible for payment of the rates of a property (also referred to in BID regulations as a hereditament) within the BID boundary on the day of the notice of the ballot (17th May 2018) will receive a ballot paper and ballot letter and will be entitled to vote in a secret ballot.

**For the BID to be approved, two tests need to be met:**

- a) More than 50% of those voting must vote in favour
- b) Of the 'yes' votes, they must represent more than 50% of the total rateable value of all votes cast

Under the legislation, if these conditions are fulfilled, payment of a levy of 2.5% of rateable value each year for five years until 31st August 2023 becomes mandatory for all eligible businesses (those with a rateable value of £2,800 or more within the BID boundary) regardless of how they voted.

- 2 The ballot will be conducted independently by Cornwall Council and will be a confidential postal vote. Voters will have until 5pm on the close of the ballot (Thursday 5th July 2018) to return their ballot paper. A proxy vote is available and details will be sent out with the ballot papers.
- 3 If a business has more than one rateable property it will receive a ballot paper for each property. Each returned paper counts as one vote.
- 4 If the BID is approved through both tests being met, it will operate for five years from 1st September 2018 to 31st August 2023, delivering the projects outlined in this business plan.
- 5 The number of hereditaments liable for the levy is 136 (at the time of writing - April 2018).
- 6 The results of the ballot will be announced on Friday 6th July 2018.

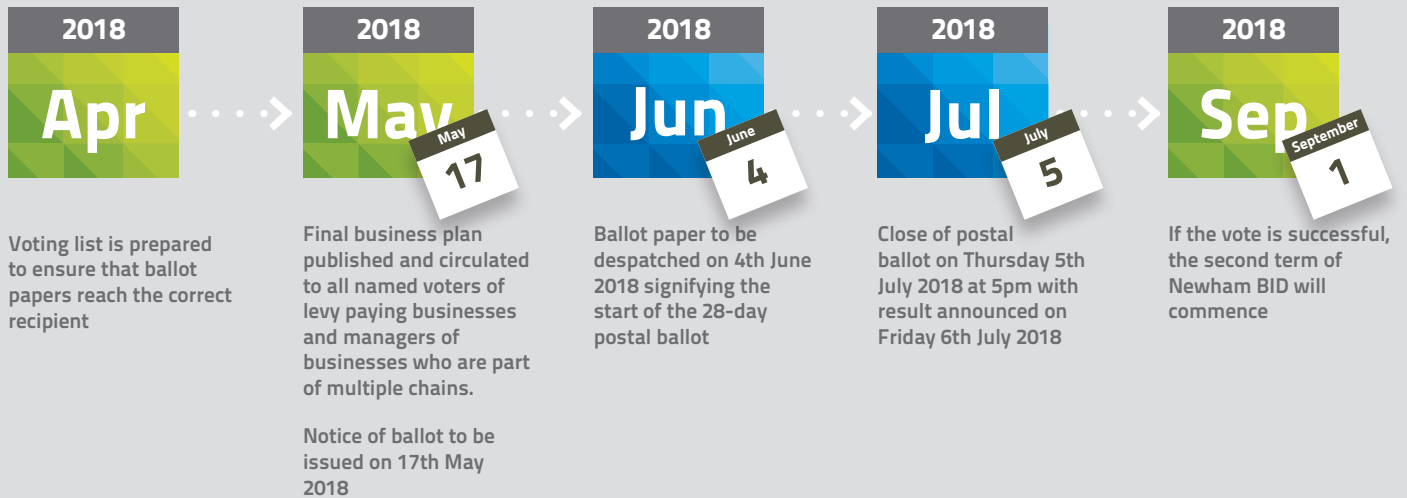


# The BID Levy

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- 1** The levy rate to be paid by each hereditament or rateable premises over a rateable value of £2,800 will be calculated at 2.5% of its rateable value using the 2017 non-domestic ratings list throughout the BID's second term. The first BID levy under the renewed BID will be due on 1st September 2018 with subsequent levies due each year until 31st August 2023. If you would like to know the rateable value of your premises, please refer to your rates bill or check [www.voa.gov.uk](http://www.voa.gov.uk)
- 2** Under the BID regulations, Cornwall Council will be responsible for collection of the levy on behalf of Newham BID and these arrangements will be formalised in an operating agreement that both parties sign. The levy income will be collected in a single instalment, kept in a separate ring-fenced account and transferred to Newham BID on a regular basis. Cornwall Council will charge a collection fee for this service of 1.25% of the total levy due. Newham BID is also charged summons and liabilities costs that are incurred when chasing non-payers. This is included in the outline budget.
- 3** Collection of the BID levy carries the same enforcement weight as collection of the non-domestic rates.
- 4** Where a hereditament is untenanted, tenanted, part-occupied or vacant and is undergoing refurbishment or being demolished, the property owner or person responsible for payment of the non-domestic rates will be entitled to vote and is obliged to pay the BID levy with no void period. Hereditaments that are let for non-commercial purposes are also liable for the levy whilst they remain listed on the non-domestic ratings list.
- 5** Premises occupied by charities or organisations who receive charitable relief will be liable to pay 50% of the levy based on the full rateable value; the discretionary relief that charities can apply for aligned to their non-domestic rates payment will not apply.
- 6** The BID levy will not be affected by the small business rate relief scheme and businesses who already pay service charges to landlords will not receive any discount.
- 7** Exemptions, reliefs or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Act 1988, will not apply.
- 8** The BID levy will be calculated using the 2017 Non-Domestic Ratings list for the duration of the BID. The exception to this will be any change of use or physical change to a property including new construction, merger, sub division, extensions and refurbishment where the hereditament has no entry in the 2017 list.
- 9** The BID levy will have to be paid by a new rate-payer occupying an existing or new rateable property within the BID area up until the end of the five-year term on 31st August 2023, even if they did not vote on the business plan. Likewise, any new rateable property created during the lifetime of the BID will be obliged to pay the levy.
- 10** The ratings list will be updated for any changes in rate-payer, appeals, additions or removals and liability will be adjusted accordingly. There will be no refunds given for retrospective years as a result of successful appeals but changes in values will be reflected by a corresponding change to the levy for the year in which notification is received and for subsequent years.
- 11** If a business rate-payer occupies premises for less than one year, the amount of BID levy payable will be calculated on the number of days they occupy the property, known as 'daily charging'.
- 12** Services provided by statutory organisations within Newham BID that have a correlation to the projects that the BID will deliver have been documented and can be seen at <http://www.newhambid.co.uk/newham-bid-renewal-second-term>. The purpose of this is to ensure that Newham BID is adding value to current service provision and supporting businesses rather than replacing or duplicating existing services. An agreement in principle, subject to a successful 'yes' vote, has been reached with Cornwall Council and Devon and Cornwall Police that these baselines will be reviewed each year and that issues associated with local baselines will be reported through the localism team at Cornwall Council or Inspector of the Police as appropriate and as and when they occur.

# What happens next?



## If you vote 'no' what happens?

A 'no' vote means that none of the projects outlined in the business plan will be delivered and Newham BID will cease to exist from 31st August 2018. That means:

- ✗ No managed CCTV or security patrols to counter crime including anti-social behaviour
- ✗ No marketing or PR done for Newham or its businesses
- ✗ No tidying up of Newham or works undertaken to make it more attractive
- ✗ No slats updated on signage or signs maintained
- ✗ No organisation to represent your interests or fight your corner

**A 'yes' vote means that the BID can continue delivering services and projects that businesses have said are important to them.**





### Get in Touch

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Facebook @newhambid

**Remember on 5th June 2018,  
your ballot papers will arrive**



# Newham Business Improvement District Renewal Business Plan 2018 - 2023