



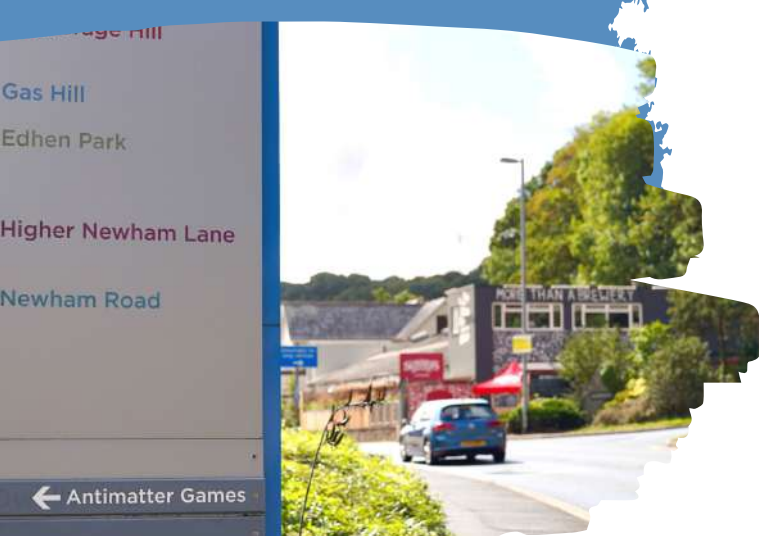
"WE SAID", WE HAVE DONE - SECOND TERM ACHIEVEMENTS

Theme 1 - Enhance the Environment

① "We said": We would lobby for road and path improvements

What we have done

- Undertaken numerous discussions with statutory partners regarding safe access between Lighterage Hill and Gas Hill. Project has been on Cornwall Council's transport programme for many years. Newham BID worked with Cornwall Council and the Town Deal Board to agree that access to the new bridge, proposed for installation with Town Deal funding, will be routed via the Newham Trail until such a time that the road infrastructure can be upgraded.
- Achieved an agreement with Cornwall Council to work together on an economic study of current transport issues and future opportunities on Newham highlighting infrastructure challenges and business constraints providing a baseline for the development of solutions. This work is being undertaken by AECOM and funded by Cornwall Council.
- Mediated between South West Water and CORMAC to ensure drains were cleansed and an outfall repaired to prevent flooding on Newham Road.
- Influenced CORMAC to put road markings on Heron Way to improve safety at the junction following levy payer concerns and lobbied for Lighterage Hill to be resurfaced.
- Worked with Truro Loops to support better connected walkways and paths providing they are not counter-productive to essential vehicular access. Newham Trail now being resurfaced with funding via Cornwall Council securing ERDF grant (£1.8M package of improvements).
- Resolved parking issues on Newham Road through discussions with Cornwall Council and our MP.





② "We said": We would keep Newham & The Port of Truro clean & tidy

What we have done

- Maintained communal areas of the estate between April and November each year. Carried out additional maintenance to business frontages at no extra cost during COVID lockdown period.
- Included litter removal within the maintenance contract – litter is removed from the riverside path at the back of Newham Road offices.
- Maintained a good working relationship with Biffa who swiftly deal with any issues of fly tipping. Biffa have also removed debris arising from tent encampments at the entrance to Newham.
- Influenced CORMAC to install a new litter bin near Gas Hill car park following levy payer feedback.
- Worked with Truro BID to organise litter picks involving employees of Newham's levy paying businesses.

③ "We said": We would ensure customers can find businesses

What we have done

- Installed Newham BID signs, repairing, cleaning and maintaining them and ensuring slats are updated when businesses change.
- Installed an interpretation board and sign on Lemon Quay (by M&S) promoting Newham, part funded by Truro Lions.
- Installed new signs during the pandemic including a banner sign welcoming people back to work and slats advising businesses to 'stay safe and social distance' on existing signs.
- Installed Newham Cycling Trail signs promoting Newham website and including COVID message.

④ "We said": We would make Newham more visually attractive

What we have done

- Commissioned landscape architects to work with Newham BID and businesses to landscape various areas of Newham. Landscaping strategy agreed and planting has begun. It is likely that further planting including trees, sculpture, wildlife areas, incredible eating/planting areas, bee-hives to help biodiversity, murals, sculpture and interpretation will be part of the projects delivered under this strategy on a phased basis going forward.
- Planted out the grassy bank at the entrance to Newham deterring tent encampments.

Theme 2- Safe & Secure

- ① "We said": We would maintain the CCTV system to deter and detect crime

What we have done

- Installed 32 cameras including 3 ANPR and infra-red cameras to provide facial recognition in poor lighting. Cameras used to detect crime and are reviewed on receipt of a request.
- Provided suitable footage to enable convictions and provided evidence for business insurance claims in some cases.

- ② "We said": We would liaise between the police and other agencies

What we have done

- Liaised regularly between Police and Statutory Authorities in relation to anti-social behaviour, tent encampments etc. Fly tipping incidents and excess litter dealt with swiftly by Biffa.
- Installed a temporary speeding sign pre COVID.
- Gained a commitment from Devon and Cornwall Police to make intermittent patrols of Newham.

- ③ "We said": We would provide security patrols

What we have done

- Provided 12 security patrols per week with access to a 24 hour control room for levy payers needing urgent support. Our security patrols have provided a visible presence and their team have reported back to Newham BID on various issues e.g. fly tipping, encampments, unlocked doors at business premises.
- Provided reassurance – our security patrols have dealt with immediate issues and supported levy payers who feel threatened. Patrols were increased during COVID and our security guards also checked the rear of premises to provide additional peace of mind to levy payers.

Theme 3- Place & Business Promotion

- ① "We said": We would run newspaper articles profiling Newham and its business community

What we have done

- Profiled Newham and our businesses through editorial content every month in the West Briton using the 'Find it on Newham' tag line, prepared by our PR Company. The lead story also features on Cornwall Live. Feedback from businesses featured demonstrates they value these features and there is evidence that some businesses receive a good return on their levy investment from business leads.

<https://www.newhamtruro.co.uk/news>



② "We said": We would promote our businesses via social media

What we have done

- Promoted businesses via social media with 1,138 Facebook followers on current available statistics and 622 twitter impressions, both up 5% on previous years. Social media analytics show good story over last five years and have held up well during pandemic via Facebook, Twitter and Instagram.



③ "We said": We would populate our external website - newhamtruro.co.uk

What we have done

- Populated external facing website with a page for every levy payer. 24,896 website views on current statistics, up 8.3% on previous year with 14,356 website users, up 5.5% on previous year. Individual business listings are viewed over 100 times per year on average. Success with promoting vacant units which have been let via the newhamtruro.co.uk website and filling vacancies for Newham businesses via our jobs page.



④ "We said": We would publish a hard copy Newham BID Map/Directory

What we have done

- Published two editions of the pocket size Newham BID Map/Directory with thousands of copies circulated across Newham and to other outlets such as Truro Tourist Information Centre.



⑤ "We said": We would publish a hard copy Newham BID Map/Directory

What we have done

- Produced a wide range of videos for Newham businesses with 206,660 views during the last year, up 183% on previous year – <https://www.facebook.com/newhambid/videos/>



Theme 4 - Creating Connections

① "We said": We would represent business interests

What we have done

- Supported with issues mentioned under other themes including fly tipping, parking, planning, road resurfacing, drains, flooding etc.





① "We said": We would represent business interests - continued

What we have done

- Hosted visit by Cheryl Mackrory MP in summer 2021 raising issues of concern to businesses including the road widening.
- Challenged residential application for houses at the top of Higher Newham Lane through working with businesses in that location who foresaw tensions arising if residents moved into an industrial area – planning application successfully overturned despite being recommended for approval.
- Supported businesses during COVID to secure their grants and raising the plight of small businesses with Government through our MP.
- Liaised between businesses and Western Power who replaced a sub station on Heron Way with extensive disruption for businesses in terms of electricity outages and access to their premises. Newham BID communicated and mediated between businesses, Western Power and contractors, CGS.
- Worked with St Johns Ambulance to fit a defibrillator outside their offices on Heron Way to complement (geographically) the other two defibs outside Cornish Mutual and Macsalvors.
- Provided businesses with branded sanitizer for use in reception areas of offices/garages. Branded with newhamtruro 'keeping safe at work on Newham'. Delivered direct to premises.



② "We said": We would make cost savings for businesses

What we have done

- Saved some businesses money on their utilities by using a company who successfully renegotiated utility costs.



③ "We said": We would facilitate networking opportunities for mutual business and social benefit

What we have done

- Hosted a meeting about Superfast Broadband issues
- Promoted First Aid training being organised via Truro BID to Newham businesses.
- Promoted discount offers that Newham businesses have offered and planned a programme of business and social events to start in year 4 of the current term.

