



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 in difficult times

Newham BID is in year three 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 in Newham for their continued support and optimism during the last two challenging years. A warm welcome to new businesses who have chosen to relocate to Newham and be part of our valuable business community.

Some of our BID activities during the last 12 months:

1. Enhancing the Environment

- Maintaining signage across Newham and keeping slats updated as businesses change.
- Keeping Newham tidy through our maintenance contract with Truro City Council and by working with Cornwall Council and their contractors, Biffa.
- Organising a litter pick in association with Truro BID with Newham businesses volunteering their staff time.
- Landscaping the area at the entrance to Newham, providing a more attractive entrance to the estate.

2. Place and Business Promotion

- Keeping a high profile for Newham and its businesses through PR and Marketing activities including website and videos. To see our West Briton features, go to: www.newhamtruro.co.uk/news

3. Safety and Security

- Helping to **detect and deter crime** through the maintenance of **CCTV cameras** (32 in total) including 3 ANPR (vehicle recognition cameras) and 3 infrared zoom lens cameras to provide facial recognition in poor lighting. The CCTV software has been upgraded in February 2022 to improve functionality together with a new agreement to ensure footage can be downloaded within 48 hours.
- Providing additional security and peace of mind through **Kestrel Security Guards**, patrolling Newham more frequently since the pandemic. Businesses who need Kestrel urgently should call their 24-hour control room on **02380 666760** and quote the Newham site reference number of **CM505**.

4. Creating Connections

- Supporting businesses throughout the pandemic - Newham BID has provided free sanitiser and regular updates on grants available alongside other support and advice.
- Representing the interests of businesses including solving issues around poor drainage, pot-holes and anti-social behaviour. During 2021/22 the flooding issues along Newham Road have been resolved through liaison with Cormac and South West Water and Newham BID worked closely and sensitively with the statutory agencies to handle fly-tipping and tent encampments. During January 2022, Newham BID liaised between levy payers, Western Power and their contractors to mitigate the impacts of the power outages.

Newham News

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



- Publishing a new edition of the pocket-sized map/directory listing every business on Newham, distributed across Newham in October 2021.



- Representing Newham on the Truro Towns Fund Board overseeing the City's £23.6million award to deliver transformational projects across Truro including safer and more connected walkways and cycle paths and a bridge across the river from Newham to Boscawen Park, the site of a proposed Sport and Recreation Hub. Further details can be viewed at www.trurotownfund.com.
- Hosted visit by Cherilyn Mackrory MP to Newham in Summer 2021. Cherilyn met a number of business owners to hear about their business successes, issues and challenges. The need for the road to be widened between Gas Hill and Lighterage Hill was also raised and subsequently, Cornwall Council is revising the feasibility study with a view to this being considered alongside access proposals as part of the Truro Town Deal.

Place and Business Promotion – let us promote your business

Our marketing and social media plan is designed to enhance the profile of Newham and its businesses to drive footfall and sales through PR and marketing campaigns. This is done via a variety of methods:

Videos that have a strong impact online; video interviews have allowed us to expand on written articles, giving business owners and staff the chance to promote what they do and why they enjoy being based in Newham.

Go to www.facebook.com/pg/newhambid/videos/

Social media - news, videos and links to Newham-based businesses are regularly posted on Twitter and Facebook, providing important updates of the services offered at Newham.

If your business has social media accounts, please follow the Newham Twitter and Facebook profiles and share your news with us.

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.



What's Next - More information will be coming soon

- Newham BID has appointed landscape architects, Meiloci to create an exciting landscape strategy including planting, art and sculpture using recyclable materials from businesses on Newham. Following the landscaping at the entrance to Newham, the verge adjacent to Skinners will be planted next. Other ideas for implementation across the estate include the installation of bug hotels, outdoor seating and vegetable/herb plots where Newham employees can grow produce. It is also hoped to install beehives with a view to having 'Newham honey' in the future.
- Newham BID will be looking at how it can do more to create a 'green' industrial estate, supporting businesses to reduce their carbon footprint.

Summary of BID Financial Arrangements

In the third year of the second term of Newham BID, Cornwall Council, the billing authority was due to collect levy payments totalling **£76,316 from 143 levy payers that have operated in the BID during 2021/22**. By 1st March 2022, 98% of the annual levy had been collected providing £75,050 at Newham BIDs disposal for the twelve-month period with the remaining levy pledged to be paid shortly.

The forecast for expenditure to 31st March 2022:

Enhance the Environment	£8,000
Safe & Secure	£10,050
Place & Business Promotion	£36,000
Creating Connections	£1,000
Management & Administration	£20,000
Total expenditure	£75,050

Newham & Port of Truro Website: news and business directory.

Hard Copy Map and Directory: recently updated

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.



Stats

Figures compare the last 12 months to the previous year.

24,896^{+8.3%}
Website page views

14,356^{+5.5%}
Website user

206,660^{+183%}
Video views on Facebook & Twitter

1,138^{+5%}
Facebook Followers

622^{+5%}
Twitter Followers

Get in touch

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

- Meet your neighbour – following a difficult two years, Newham BID would like to get businesses on Newham together to meet, find out new information, share good practices and do business together. We also want to know what you like, don't like and what you might need for the future.



The planned spend in the year to 31st March 2023:

Enhance the Environment	£15,000
Safe & Secure	£10,000
Place & Business Promotion	£36,000
Creating Connections	£2,000
Management & Administration	£20,000
Total expenditure	£83,000*

*Reserves will allow Newham BID to respond to other business needs throughout the year and to allocate additional funds where required

Members of the Newham BID Committee are:

Leigh Ibbotson // Chervarya (Chair)
Carole Theobald // iSight Cornwall
Alan Treloar // Vickery Holman
Katie Harland // Cornish Mutual

Simon Hendra // Brooklands Classics
Russell Dodge // BLS Estates
Mark Killingback // Truro Harbour Authority

Rob Nolan // Cornwall Council/Truro CC
Rolf Munding // Routenote
Peter Kelland // South West Water

Applications for new committee members from different sectors and across Newham are always welcome – if you are interested please get in touch with Mel Richardson

www.newhambid.co.uk // Mel Richardson is the Newham BID Manager. Mel can be contacted on mel@newhambid.co.uk or **07968 508295**