

From April 2017, Newham BID will be focusing on delivering a marketing and social media strategy/action plan to generate more footfall and create awareness of Newham & The Port of Truro's unique offer to help drive business growth.

Newham BID is a business led initiative to improve the trading environment of businesses and social enterprises within Newham & 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.

## \* Marketing - New Website

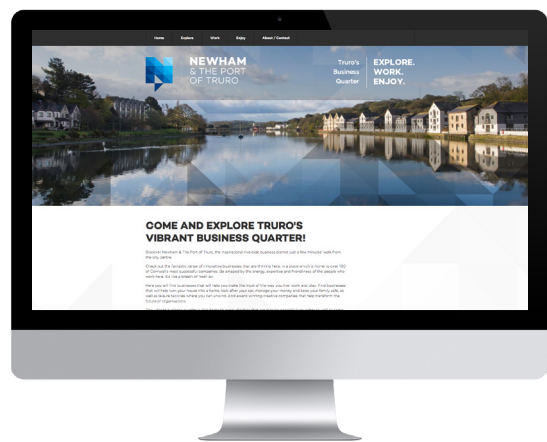
### New website now live!

Our new website for Newham & The Port of Truro is now live at [www.newhamtruro.co.uk](http://www.newhamtruro.co.uk) Every business has an entry listed by A-Z and by category.

We are encouraging businesses to let us know of any special offers they are running, vacant units and staff vacancies so we can promote these.

Our planned marketing and social media action plan will drive traffic to the website over the coming months and we will be in a position to monitor its performance. Alongside the website, we will also ensure we utilise social media channels.

If you wish to know more or wish to get involved, contact Mel [mel@newhambid.co.uk](mailto:mel@newhambid.co.uk)



## \* Marketing & Social Media Strategy & Action Plan

### Marketing and Social Media Strategy & Action Plan

Many Newham businesses open their doors to consumers but lack of awareness means that Newham is potentially missing out on custom. Equally, there are lots of businesses who trade with other businesses and whose profile may benefit from being raised.

We want to put Newham on the map for both businesses and consumers. Our plans are likely to include PR, direct mail and advertising in local papers and on radio, use of social media, poster board sites, mobile media and video.

We intend to run a number of campaigns relevant to businesses on Newham e.g. 'everything for the car', 'everything for the home', 'everything about finance' etc and also link our marketing to new innovative products, ideas or special offers that Newham businesses have developed. Where there is mutual benefit and it is appropriate, we will also be working with our neighbouring BID, Truro BID to make maximum use of available resources giving more reasons to visit Newham and Truro. To start things off, we have taken out a 10 foot X 5 foot billboard advert opposite Truro railway station for the next six months at a very modest cost.

If you wish to know more or wish to get involved, contact Mel [mel@newhambid.co.uk](mailto:mel@newhambid.co.uk)



### Signage

Fifteen signs are now installed across Newham improving the appearance, profile and navigation around Newham & The Port of Truro. A further three signs are planned for the bottom of Harvey Road, outside HSBC on the approach to Newham and opposite the exit from Tesco within the Staples verge.

The latter one will be an advertising sign similar to the one already installed near Gas Hill. We have received expressions of interest from businesses to advertise on these and will be in touch shortly with details of prices and terms. Consent from Hilco (now overseeing Staples) is being actively sought via their Board.

## CCTV

Twenty five cameras are now installed across Newham including two ANPR cameras that record the number plates of all vehicles entering or leaving Newham regardless of the light visibility.

We regularly supply footage to the police in respect of recorded crime. Access to CCTV footage is by authorised personnel only and there is a CCTV policy regarding its use which is available on request. If you feel you have a legitimate claim to see footage, please email Mel at [mel@newhambid.co.uk](mailto:mel@newhambid.co.uk)



## Summary of BID Financial Arrangements

In the third full year of Newham BID, Cornwall Council, the billing authority was due to collect levy payments totalling **£82,839** from 126 levy payers that have operated in the BID during 2016/17.

By 1 February 2017, 98.4% of the levy had been collected providing **£81,514** at Newham BIDs disposal for the 12 month period. The forecast for expenditure to 31 March 2017 is as follows:

|                             |         |
|-----------------------------|---------|
| Access & Attractiveness     | £40,000 |
| Safety & Security           | £19,500 |
| Services to business        | £13,000 |
| Management & administration | £18,000 |
| Total expenditure           | £90,500 |

Funds rolled over from the previous year enabled Newham BID to spend **£91,000** in this financial year to progress large infrastructure projects in the original business plan (e.g. signage and CCTV)

In accordance with the BID Business Plan, it is planned to spend the BID income in the year to 31 March 2018 as follows:

|                             |         |
|-----------------------------|---------|
| Access & Attractiveness     | £20,000 |
| Safety & Security           | £10,000 |
| Services to business        | £33,514 |
| Management & administration | £18,000 |
| Total expenditure           | £81,514 |

## Cornwall Skills Programme

Truro College are running a series of training courses for businesses during 2017 funded by the Skills Funding Agency and the European Social Fund. The range of courses, the majority of which are fully funded, include digital, marketing, trade, finance and health and safety. The College can also organise bespoke training for businesses.

Alison Francis-King, HR Manager at Skinners who are celebrating their 20th anniversary year, has already taken advantage of this opportunity and booked 30 staff on 8 training courses ranging from Health and Safety and Risk Assessment to Leadership and Wines and Spirits with a bespoke ales element especially tailored for the brewery. Alison said, 'Skinners see this as a great opportunity to build up the skills and experience of our team who are integral to our business success. The training will complement our compulsory beer tasting programme for staff!'

For further information please call the Truro and Penwith College Business Team on **01872 242711** or click on [www.truro-penwith.ac.uk/working-with-business/how-we-support-you/cornwall-skills-programme](http://www.truro-penwith.ac.uk/working-with-business/how-we-support-you/cornwall-skills-programme)

## Truro Loops

Truro River Working Group, a Community Interest Company are bidding for LEADER (European) funds to carry out a comprehensive feasibility study into the Truro Loops project, an innovative and ambitious proposal to reconnect Truro with the river by linking walkways and cycle paths including the possibility, subject to viability, of creating a new bridge.

The project focuses on Newham and Malpas.



## Newham BID Committee:

Peter Beaumont - **Cornish Mutual (Chair)**  
Melinda Rickett - **Creative Edge (Vice Chair)**  
Alan Treloar - **Vickery Holman**  
Simon Hendra - **Brooklands Classics**  
Russell Dodge - **BLS Estates**  
Michael Galligan - **South West Water**  
Mark Killingback - **Truro Harbour Office**  
Rob Nolan - **Cornwall Council**  
Bill Osborne - **Cornwall Garage Doors**  
Carole Theobald - **Isight Cornwall**  
Alison Elvey - **Robinson Reed Layton**  
Kean Roberts - **Cornwall Woodburners**

[www.newhambid.co.uk](http://www.newhambid.co.uk)

Contact: [mel@newhambid.co.uk](mailto:mel@newhambid.co.uk)  
or call: 07968 508295

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newham business improvement district