



# Newham Business Improvement District (BID) Third term Consultation 2023-2028

Please respond by Friday 14th April 2023 and tell us what you think. See separate questionnaire or fill out online at - [www.smartsurvey.co.uk/s/NewhamBIDThirdTerm/](http://www.smartsurvey.co.uk/s/NewhamBIDThirdTerm/)



**On behalf of our Newham BID Committee, I would like to thank all our businesses for their contributions to Newham, whether that be through the BID levy or by giving their time, skills, knowledge or expertise to Newham BID during the last ten years.**

Together, we have successfully delivered projects and services to raise the profile of our industrial estate, to protect it through safety and security initiatives and to promote Newham and our business community via our PR channels including articles in the West Briton, videos and social media. More recently, we have come together as a business community to challenge issues which affect our ability to trade and to learn about new funding opportunities or ways to reduce our costs.

Newham BID's second term finishes 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.

Your feedback and ideas will inform a new five-year business plan to be published in May 2023 ahead of a ballot in June/July 2023, where you will have the chance to vote 'yes' or 'no' for the continuation of the BID. For the BID to proceed to a third term, there must be a majority voting in favour by number and by rateable value of premises.

Feedback from businesses so far indicates that there is an appetite for the BID to be renewed to ensure that the BID's activities continue for another term from September 2023 to August 2028; without a BID they will finish on 31st August 2023 and all the projects and services that the BID delivers will end.

We have used what we have heard so far to shape our draft business plan and would really welcome your thoughts and ideas on whether what you read resonates with you. New ideas to support the future prosperity of Newham and meet your needs as an important player on our thriving estate, are always welcome.

The first ten years demonstrate what can be achieved by businesses working together towards a common aim, pooling their skills, knowledge and funds. With your support and involvement, we want to keep this momentum going.

Please do tell us what you think and how we can support your business and Newham as a great place to do business.

## **Leigh Ibbotson**

**Chair of Newham BID and  
Owner of Cher Varya on Heron Way**

## **The Newham Bid Committee**

**Leigh Ibbotson**  
Cher Varya / Chair

**Carole Theobald**  
iSight Cornwall

**Jordan Kennedy**  
Vickery Holman

**Simon Hendra**  
Brooklands Classics

**Russell Dodge**  
BLS Estates

**Mark Killingback**  
Truro Harbour Authority

**Rolf Munding**  
Routenote

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

**Katie Harland**  
Cornish Mutual

**Peter Kelland**  
South West Water

**Adrian Tubb**  
Trusted Tech

**Emily Carter**  
Cornwall Garage Doors

**Nicola Chandler**  
MJ Medical



## REMINDER ABOUT BIDS

Newham BID is one of 332 BIDs that operate across the UK in towns and cities as well as on industrial estates. BIDs are business led initiatives supported by Government legislation which gives businesses the power to raise funds locally to be spent locally on improving a defined commercial area in accordance with the priorities identified by those who contribute towards the scheme. A BID is created when the majority of business ratepayers within that area vote to invest collectively. For more information, go to [www.newhamtruro.co.uk/newham-bid/what-is-newham-bid](http://www.newhamtruro.co.uk/newham-bid/what-is-newham-bid) or [www.britishbids.info](http://www.britishbids.info)



## WHAT WE HAVE HEARD SO FAR

In November 2022, we consulted with a cross section (35%) of levy payers from different business sectors and areas of Newham inviting feedback about the BID's current term and a prospective third term. From the completed surveys received, there were the following results:

**100%**

Said that Newham BID has benefitted Newham.

**100%**

Supported a third term of Newham BID.

**100%**

Happy with engagement through Newham BID.

- Benefits mentioned by the majority included raised profile of Newham, increased opportunities for engagement, more attractive, cleaner, safer and secure environment. Some businesses had received new client leads on the back of PR undertaken.
- Place and Business Promotion was the highest ranked project theme with Enhance the Environment and Safe & Secure both ranked equally important.

- Challenges for the future highlighted by respondents included escalating business costs, creating safe and suitable access for Newham businesses, parking issues and the need for improved broadband.

- New ideas were put forward which have been incorporated into this wider consultation for your comments

**70%**

Said that the BID has made a positive difference to their own business.

**100%**

Were satisfied with the support Newham BID provided during the pandemic.

**We have listened to what you have said so far and are now ready to share with you an outline of the draft Business Plan for 2023/2028.**

**Have we got it right? What else would you like to see in our plan for the next five years?**

**We want to hear from all levy-paying businesses of every size, sector and area of our BID boundary.**

## HOW MUCH LEVY PAYERS WILL CONTRIBUTE AND WHERE WILL THE BID OPERATE?

Newham BID Committee are currently considering the levy rate for the third term being mindful of maintaining a good level of service but also bearing in mind the rise in rateable values of the majority of business premises across Newham. The current rate is 2.5% for all premises of £2,800 rateable value or more with a discount for charities;

Newham BID are committed to keeping the levy rate as low as possible without compromising on delivery. On top of the levy income, the BID will lever in additional funds where it can do so; Newham BID is currently applying for Shared Prosperity Funding.

# SOME OF OUR ACHIEVEMENTS DURING THE LAST FIVE YEARS



## THEME 1 - ENHANCE THE ENVIRONMENT

### 'We Said':

- We would lobby for road and path improvements.
- We would keep Newham & The Port of Truro clean and tidy.
- We would ensure customers can find your business.
- We would make Newham more visually attractive.

### We Have Done:

- Facilitated numerous discussions with statutory partners regarding safe access between Lighterage Hill and Gas Hill and across Newham overall following proposals associated with Truro Town Deal and Truro Loops.
- Facilitated discussions between South West Water and CORMAC to ensure drains are cleansed; an outfall was repaired to prevent flooding on Newham Road.
- Influenced CORMAC to:
  - a) Put road markings on Heron Way to improve safety at the junction
  - b) Lobbied for Lighterage Hill to be resurfaced.
  - c) Installed a new litter bin near the Gas Hill car park.
- Installed Newham BID signs, repairing, cleaning and maintaining them and ensuring slats are updated when businesses change. Signs promote Newham's website where every business has an entry.
- Resolved parking issues on Newham Road through discussions with Cornwall Council and our MP.



- 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.
- Commissioned landscape architects to work with Newham BID on a series of planting schemes including the grassy bank at the entrance to Newham deterring tent encampments.
- Maintained communal areas of the estate between April and November each year including litter removal.
- Maintained a good working relationship with Biffa who swiftly deal with any issues of fly tipping or debris.
- Worked with Truro BID to organise litter picks involving employees of Newham's levy paying businesses.

## THEME 2 - SAFE & SECURE

### 'We Said':

- We would maintain the CCTV system to deter and detect crime.
- We would liaise between the police and other agencies.
- We would provide security patrols.

### 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.
- Liaised regularly between the Police and Statutory Authorities in relation to anti-social behaviour, tent encampments, fly tipping etc.
- Gained a commitment from Devon and Cornwall Police to make intermittent patrols of Newham.
- 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 the team have reported back to Newham BID on various issues as well as providing reassurance to levy payers who feel threatened.
- Increased patrols during the pandemic with the rear of premises being checked to provide additional peace of mind for our levy payers.





## THEME 3 - PLACE & BUSINESS PROMOTION

### 'We Said':

- We would run newspaper articles profiling Newham and its business community.
- We would promote our businesses via social media.
- We would populate our external facing website - [newhamtruro.co.uk](http://newhamtruro.co.uk).
- We would publish a hard copy of our Newham BID Map/Directory.
- We would produce high quality promotional videos.

### 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 - [www.newhamtruro.co.uk/news](http://www.newhamtruro.co.uk/news)
- Supported the letting of vacant units through Newham BID promotions and advertised vacancies at Newham BID businesses.
- 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.
- 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.
- 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.
- Produced a wide range of videos for Newham businesses with **206,660 views** during the last year, **up 183%** on previous year - [www.facebook.com/newhambid/videos/](http://www.facebook.com/newhambid/videos/)



## THEME 4 - CREATING CONNECTIONS

### 'We Said':

- We would represent business interests.
- We would make cost savings for businesses.
- We would facilitate networking opportunities for mutual business and social benefit.

### We Have Done:

- Supported with issues outlined under other themes including fly tipping, parking, planning, road resurfacing, drains, flooding etc.
- Hosted visit by Cheryl Mackrory MP in summer 2021, raising issues of concern to businesses
- 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 the pandemic 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.
- Saved some businesses money on their utilities by using a company who successfully renegotiated utility costs.
- Hosted meetings to discuss subjects and issues such as Superfast Broadband, grant funding, rates assessments and road issues.
- Promoted First Aid training being organised via Truro BID for Newham businesses.
- Promoted discount schemes that Newham businesses have offered.

