

***Local businesses supporting each other and the town***

**St Austell BID Levy Payers March 2019**

Dear Levy Payer,

Following the successful ballot we commenced our second 5yr term on the 1st April 2018. It is fair to say that the last twelve months have been challenging for everyone irrespective of the type of business you run. I would like to assure you that your BID Board continue to work hard, and give time, to ensure that your levy contribution is supporting the ‘Aims and Objectives’ you said were important, whilst at the same time delivering value.

**Your Levy**

As was anticipated and prior to our second term commencing, the levy available for collection has reduced. Several reasons caused this to happen: reduction for some in business rates against which the levy is fixed, premises change of use (mainly to residential) and unfortunately businesses going into administration.

On a positive note, as a BID Board we have generated additional contributions from various sources making 2018/19 a record year. In the last year we have generated an extra income of 33.7% - this is 23.7% over the industries guide lines of 10%.

We will continue to work on drawing in additional sponsorship and in-kind contributions from funders and partners for 2019/2020.

**Aims and Objectives**

These remain as outlined in the ballot, the Board is however conscious that it needs to be mindful of the changes town centres are going through, take on board feedback and adjust direction as required.

**To raise the profile of St Austell through marketing activities encouraging more visitors into our town to spend more money in our businesses.**

* Published and distributed over 37,500 town guides and flyers.
* Social Media - increased content and grew the Town Facebook page.
* St Austell Town App – continued to manage and update.
* St Austell Loyalty Card – continues to grow, should you wish to list your business contact our BID Manager.
* Events – Continued support of events into the town, which included Torchlight Carnival, Garden Festival, Whitegold Festival, Zombie Walk and Santa’s on their Bikes.
* Christmas – Successful light switch-on and late nights, in partnership with White River Place.
* Pirate FM – Continued the ‘Positive St Austell’ campaign in partnership with St Austell Town Council and White River Place.
* St Austell Voice – Promoted events and BID, and we received some great coverage.

**To create a welcoming, safe and secure town centre working alongside other agencies to tackle anti-social behaviour.**

* Security Patrols – These continue to be successful.
* Storenet Radio – This continues to grow, with trial radios now available.
* We continue to engage and work with the PPC’s Office, Safer St Austell, Town Council’s ASB Group, and all the agencies linked with these groups to work collaboratively in managing the challenges that impact on our town centres.

**To create an attractive and accessible town through investment in planting and by working with other agencies to keep our streets clean.**

* Additional Street Cleaning - in collaboration with Cornwall Council & St Austell Town Council.
* RHS In Bloom Awards - National Finalist in 2018, being awarded a Silver Gilt in the prestigious competition.
* New Town Visuals - Embraced and utilised for ‘dressing’ of shop windows and signage at the train station, with plans to develop further use into 2019.

To progress the BID’s objectives and with the support of Cllr Sandra Heyward we are engaging with Cornwall and St Austell Town Councils, along with their principle contractors to improve the services within the town centre by looking at ways to work smarter together.

Your Board represents you, all levy payers, in the decision making process of running our company. All Directors act on a voluntary basis and give their time to help support St Austell. If you would be interested in joining the Board you have that opportunity at the AGM to be held in May/June or speak to your BID Manager Annette Miller.

If you would like to share any comments, possible opportunities or ideas please contact, in the first instance, your BID Manager:

Annette Miller on 07734 910858 or [staustellbid@gmail.com](mailto:staustellbid@gmail.com)

As we undoubtedly face another year of change, it is clear that collaborative working is key to the way forward, your Board recognises this and is working closely with many groups in the town. Our BID strapline, ‘Local businesses supporting each other and the town’ is perhaps more relevant than it has ever been, thank you for your ongoing support.

Kind Regards

Richard Hurst

Chair, St Austell BID