

Newham Business Improvement District 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. For more information or to get involved contact Mel Richardson at [mel@newhambid.co.uk](mailto:mel@newhambid.co.uk)

## \* PR & Marketing Contract

Following a competitive tender process, a PR and Marketing company has now been appointed to deliver a year-long campaign to raise the profile of Newham & the Port of Truro and increase footfall to the area.

DCA Public Relations is a long-established Cornwall agency with considerable BID experience. They currently manage communications for the St Ives BID (for which they won an award earlier this year) and have previously acted for the City Centre and Waterfront BIDS in Plymouth.

DCA's dedicated Newham team is led by director Jason Clark, who has more than 25 years' experience in media and public relations. He is being supported by DCA's digital content manager Greg Ibbotson, who specialises in video and social media, and copywriter Cherie Woodhouse, who has a background in newspaper journalism having previously worked for the Western Morning News, Cornish Times and The Cornishman.

DCA is putting together a promotional campaign based around the theme of 'Find it in Newham', which will showcase the diversity of businesses in the BID area.

The campaign will feature monthly video content shot by Greg, regular editorial features in the local press, a social media campaign, a video advertising campaign that will run all year on the Park & Ride buses in Truro, and a six-month radio campaign.

Jason, Greg and Cherie will be out and about in Newham in the coming weeks and months and are keen to hear any stories about business success, new contracts, awards, business anniversaries or anything else that might help raise the profile of Newham and the Port of Truro.

If you've got a story and want to contact the DCA team directly, they have set up a dedicated email [newham@dca-pr.co.uk](mailto:newham@dca-pr.co.uk) and this will automatically forward to each of the team.

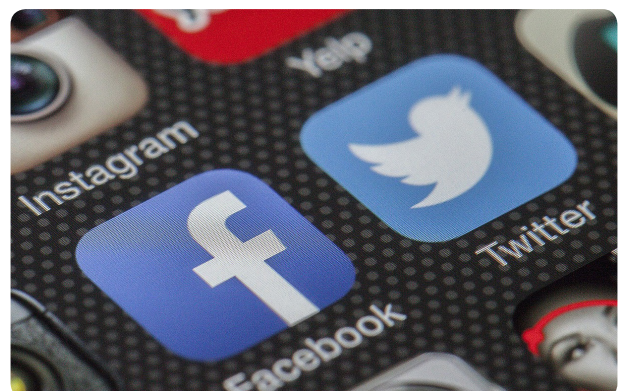


## Social Media

Greg has already set up a new Twitter account called [@newham\\_truro](https://twitter.com/newham_truro), and the same for Instagram, and will be keeping the Newham Facebook page fresh with regular new content. If your business has social media accounts then please follow the Newham accounts so that Greg can share any of your news.

All tweets from [@newham\\_truro](https://twitter.com/newham_truro) will include the hashtag #finditinNewham, so please try and use this in your own social media as part of the awareness-building campaign.

Later in the year, DCA is also planning to deliver social media and digital marketing workshops for BID businesses and details of these will be published when available.



## Website

Arrangements are also being made to update the [www.newhamtruro.co.uk](http://www.newhamtruro.co.uk) website so that it reflects the 'Find it in Newham' campaign.

This will include links from your business web page on the site to any social media links such as Facebook, Twitter and Instagram that you may use for your business.

Newham BID also wants to make more of the business offers and vacancies pages on the website. If you have any business offers, promotions or vacancies that you want to highlight then please let Mel know and she can upload them and make sure DCA spreads the word.



## Filming

DCA is going to make short films about different sectors of business in Newham over the next year, starting with automotive and home/DIY, so you may see them out and about filming. These films will be used on the [www.newhamtruro.co.uk](http://www.newhamtruro.co.uk) website, on social media and with local media websites.

## Contact Details - Keep Newham BID Up to Date

To ensure our marketing and PR is effective, please keep Newham BID up to date with your contact details including key contact people in your organisation and email addresses.

## CCTV/Anti-social Behaviour

Newham BID continues to work with the Police to supply CCTV footage in respect of crimes committed, the most recent of which was the arson attack on Truro Recycling Centre and vandalism to property at Brain Associates and Rhoda Mary Shipyard. Newham BID CCTV of the villains has recently been posted on Pirate FM's website in the hope that someone might recognise the culprits.

25 cameras currently cover Newham including ANPR and three more are planned to be installed; Newham BID is continually reviewing the coverage provided.

The Police have recently viewed Newham CCTV footage of boy racers who are plaguing our area in the evenings and are following up on the number plates that have been recorded. If you do witness crimes or anti-social behaviour, please do call 101 or email [101@dc.police.uk](mailto:101@dc.police.uk)

Please could businesses that have their own CCTV covering their premises, let Mel know ([mel@newhambid.co.uk](mailto:mel@newhambid.co.uk)) so that Newham BID can build up a picture of our overall coverage.

A leaflet has been published that provides information on the key organisations that support vulnerable people in Truro together with contact numbers to call to report specific issues <http://safercornwall.co.uk/make-a-difference/truro/>

## LEADER Funding

Business grants are still available through the LEADER programme; so far 32 small and micro businesses have benefitted including food and drink and manufacturing companies. Cornish Natural Spring Water received funding towards a bottle blowing machine and Treway Farm Cornish Turkeys have installed a walk in chiller which has meant the business can now meet increased demand for its turkeys.

To find out more and if your business idea might be eligible for a grant, contact [Josyanne Clarke](mailto:Josyanne.Clarke@cornwalldevelopmentcompany.co.uk) on 01872 326735 or by email at [josyanne.clarke@cornwalldevelopmentcompany.co.uk](mailto:josyanne.clarke@cornwalldevelopmentcompany.co.uk)

## Truro Loops

Truro Rivers Working Group, a community interest company, has secured funding of circa £60K from the LEADER programme to undertake 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. CEC are the consultants appointed to carry out the survey and will be consulting relevant organisations over the coming weeks. Let Mel know if you wish to find out more.

## London Marathon 2018 - Run for ISight Cornwall on Newham

Isight Cornwall have been offered a charity place in next year's London Marathon taking place on Sunday 22nd April 2018.

If anyone on Newham is interested in running for Isight Cornwall, please visit <http://www.isightcornwall.org.uk/londonmarathon2018/> for an application form.

Applications are welcome from visually impaired runners and sighted runners and it is hoped that whoever is selected, can raise around £1,000 for the charity



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

Mel Richardson is the Newham BID Manager. Mel works part time and can be contacted on [mel@newhambid.co.uk](mailto:mel@newhambid.co.uk) or 07968 508295

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