

The following streets are included,  
either in whole or in part:

This list of streets is not definitive; refer to the map to  
check whether you are within the Penzance BID area.

- |                     |                    |                     |                      |
|---------------------|--------------------|---------------------|----------------------|
| Abbey Court         | Coulson's Place    | North Pier          | St Michael's Cotts   |
| Abbey Street        | Coulson's Terrace  | Old Brewery Yard    | St Michaels Court    |
| Adelaide Street     | Custom House Court | Old Bakehouse Flats | St Pirans Court      |
| Albert Pier         | Custom House Lane  | Parade Pass         | Station Road         |
| Albert Street       | Daniel Place       | Parade Street       | Tencreek Avenue      |
| Alverton Road       | Dock Lane          | Park Corner         | The Arcade           |
| Alverton Street     | East Terrace       | Park Court          | The Greenmarket      |
| Alverton Terrace    | Green Street       | Penalverne Drive    | The Harbour          |
| Barbican Lane       | Guildhall          | Penlee Park         | The Mission          |
| Battery Road        | Hanover Court      | Princes Street      | The Quay             |
| Bread Street        | Harbour Court      | Princess Court      | Trendeal Gardens     |
| Buriton Row         | Jennings Street    | Quay Street         | Trevean Gardens      |
| Camelot Court       | Kitts Court        | Queen Street        | Under Chapel Yard    |
| Carne's Buildings   | Leskinnick Place   | Queen's Court       | Union Street         |
| Causewayhead        | Marine Terrace     | Queen's Square      | Victoria Place       |
| Chancery Lane       | Market Jew Street  | Regent Buildings    | Voundavour Lane      |
| Chapel Street       | Market Place       | Regent Square       | Wellington Place     |
| Cherry Gardens      | Morrab Park        | Regent Terrace      | Western Promenade Rd |
| Chirgwin Court      | Morrab Place       | Simpsons Court      | Wharf Road           |
| Carminowe Crescent  | Morrab Road        | South Park          | Wharfside            |
| Clarence Street     | Morrab Terrace     | South Pier          | Wharfside Village    |
| Coinagehall Place   | New Street         | South Terrace       |                      |
| Coinagehall Street  | New Town Lane      | St John's Court     |                      |
| Coulson's Buildings | North Parade       | St Mary's Terrace   |                      |



**Penzance**  
Business Improvement District

# Ballot statement

A SUMMARY OF THE PROPOSED  
ARRANGEMENTS FOR THE PENZANCE  
BUSINESS IMPROVEMENT DISTRICT (BID)

Penzance BID is the Business  
Improvement District promoter for  
Penzance.

The BID Business Plan details how the BID will deliver a five year programme of actions aimed to increase footfall amongst locals and visitors through a programme of marketing and events, improving the town's appearance and provide benefits for businesses through collaborative arrangements. The BID will also offer parking incentives, improve the appearance of vacant premises and address anti-social behaviour. The aim is to improve the sustainability of businesses as well as to make Penzance a better place to work and do business.

February 2015

**Penzance**  
Business Improvement District

Over the past year Penzance BID has consulted widely with businesses within Penzance and their views have shaped the final BID Business Plan.

## The BID Business Plan in brief

With circa £160,000 each year for 5 years, Penzance BID will deliver four key projects -

### 1) Events & Marketing

To create an identity for Penzance to differentiate it from other towns, increase the frequency of visits and prolong peoples' stay. Projects will build on the Cornish Riviera, Love Penzance & Pirate 'brands' & themes. The town will be marketed to the whole of Cornwall and the UK, it will target locals, young people, visitors (including those in transit), and people wishing to relocate.

### 2) Physical Improvements

Aimed to help increase the number of visitors and length of dwell time by improving the town's appearance, encouraging people to spend more time in the town and enabling diverse uses of the town centre.

### 3) Parking & Access Improvements

Activities to make it easier for visitors and locals to come into the town, find their way around, discover points of interest, spend longer in the shops and use its facilities.

### 4) Security and Business Support

Adopt measures to make the town a safer and more hospitable place to visit and spend time both during the day and evening. Support businesses to prevent shop lifting. Provide opportunities for businesses to work together and be better informed.

The Penzance BID will provide additional services and will not provide any services currently being delivered by the local authorities.

## Governance Arrangements

The ballot will be conducted entirely by post by The Ballot Holder, Cornwall Council, Electoral Services, Room 11, Penwinnick Road, St Austell PL25 5DR

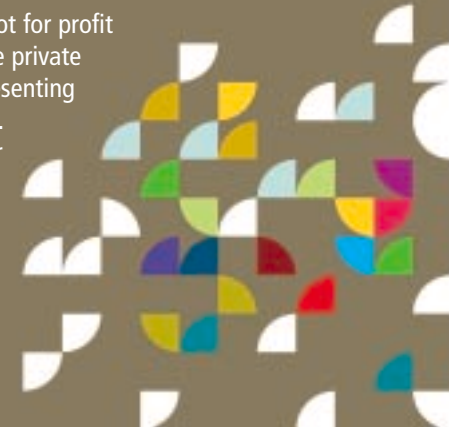
All non-domestic ratepayers with a rateable value of £6,000 or over listed on Cornwall Council's register on Friday 6 February 2014 (the day of the notice of the ballot), will be entitled to vote in the ballot.

Where a property is vacant, undergoing refurbishment or being demolished, the property owner will be entitled to vote and obliged to pay the levy with no void period.

The BID will be financed by a 2% mandatory levy on the rateable value of businesses within the BID area raising circa £800,000 over the five year BID term.

The BID will last for five years starting on 1st June 2015 and ending on 31st May 2020. The levy will be collected by Cornwall Council from June 2015, held in a ring-fenced account and transferred to Penzance BID at regular intervals to manage and spend in accordance with the business plan.

The BID will be run by Penzance BID, a not for profit company limited by guarantee, led by the private sector with elected board members representing the business sectors within the boundary. Penzance BID will employ a BID manager to deliver the programme who will be accountable to the board. Every levy payer will be a member of the BID company.



Full details of the Penzance BID can be found in the Penzance BID Business Plan which can be downloaded from the website - [www.penzancebid.co.uk](http://www.penzancebid.co.uk) To request a hard copy call Josyanne Thatcher on 01872 224378, write to Josyanne Thatcher, Penzance BID, c/o Cornwall Council, Chief Executive's Dept, Room 4S, New County Hall, Treyew Road, Truro TR1 3AY or email [josyanne.thatcher@cornwall.gov.uk](mailto:josyanne.thatcher@cornwall.gov.uk)