

What's coming up in our great little city this festive season



Update from Truro BID Manager, Alun Jones

Welcome to your BID Autumn newsletter. We hope you've experienced good trading considering the challenges with the economy and the summer weather.

We're delighted that in July, the Truro City Centre businesses voted in favour of Truro BID for a fourth term until October 2027. Of those businesses who voted in the postal ballot, 85% voted yes to renewing Truro BID. As well as the 'yes' vote, we met the second test achieving 87% of the total rateable value of all the votes cast.

With Christmas approaching we've been working closely with various partners and are delighted to be bringing exciting events back to the city this festive season.

We're pleased to be working with Pirate FM for the third year. On Friday 18 November to mark the start of the festive season, 'Festive Friday' returns with the main event being the Christmas Lights Switch-on.



From 3pm on Festive Friday, Pirate FM's Johnny Cowling and Lucy Start will be broadcasting from the city centre. There will be special entertainment organised by the Hall for Cornwall (HfC) and then the lights will be switched-on by Johnny Cowling, and others. Once the lights are on, there will be a parade around Truro featuring professional performers, music and Father Christmas in his sleigh.

On Festive Friday Duchy Fairs will be back on Lemon Quay with The Big Festive Shop Small Market. We're supporting this market which will be trading all day until 9pm.

Last year we suggested that businesses stayed open late for Festive Friday and we recognise this was difficult due to payroll constraints. This year we suggest again that businesses trade late on Festive Friday if they can take advantage of the huge audience numbers.



We'll be delivering the illuminated reindeer trail for the third year so that from 18 November many of Truro's shop windows will be decorated with one of our Christmas reindeer lights. If you'd like to be loaned a reindeer Christmas light for your window which are available on a first come, first served basis, please email: alun.jones@trurobid.co.uk.

From 23 November, there will be five late night shopping Wednesdays. To enhance the festive offer we're organising street entertainment, delivering a selection of street food on Boscawen St and providing traffic-free streets for the three late-night shopping Wednesdays in December and on Saturday 17 December only.



Along with funding the installation and maintenance of the City Centre Christmas Lights, we're funding and installing the fun Christmas Lights in Victoria Gardens which will be switched-on from Wednesday 23 November. Thanks to Truro City Council who have given us permission to use the gardens.

The Truro Farmers Market's BIG Christmas Market, which we're supporting, will be on Lemon Quay for selected dates from Friday 2 December until Christmas Eve.

We've been working closely with Truro Cathedral and Coppice Theatre so that Father Christmas can return to his grotto at the Cathedral for the 'Finding Father Christmas' experience. The storytelling and grotto experience for families is on selected dates from 7 December.

Coppice Theatre will be back with their new walkabout show Jack Frost 6 in Truro City Centre on Saturdays in December.

We're working with Visit Truro again to promote Christmas via the Our Great Little Festive City marketing campaign and events will be listed on visittruro.org.uk.

With so much going on this festive season we're confident that in spite of concerns about the rising cost of living, residents and visitors will still come in to shop, eat, drink and enjoy Christmas in Truro. Please see the festive events calendar on reverse, which includes details of road closures.

Finally, we're still working to reduce crime and anti-social behaviour. We're currently working on our new project to provide either a dedicated police officer for the city centre or a double crewed private security patrol.

I look forward to continuing to work with many of you soon and wish you a very successful festive season.

Autumn 2022 Newsletter

Festive Events Calendar 2022



There will be temporary road closures for five dates in total over the festive period, these are Festive Friday 18 Nov, and on Wed 7 Dec, Wed 14 Dec, Sat 17 Dec and Wed 21 Dec. See below for details. These are funded by Truro BID and will be in Boscawen St, St Nicholas St, King St, Lower Lemon St, Princes St and by default Duke St and King St. Where possible, please arrange for deliveries to take place outside of road closures.

Fri 18 Nov - 'Festive Friday' with Pirate FM's Johnny Cowling & Lucy Start. Includes entertainment, Christmas Lights Switch-on at 7pm, parade featuring Father Christmas and on Lemon Quay, Duchy Fair's The Big Festive Shop Small Market. The fun starts from 3pm! Thank you to Lionel and Carol Knight for their past donations towards Truro's Christmas Lights and to all the Truro BID Levy Payers who enable us to deliver Truro's Christmas Lights each year.

Festive Friday Parade Route: Starts at King St right into St Nicholas St, across to Kenwyn St, turns right at Little Castle St and onto River St. Then back down St Nicholas St, Boscawen St, Princes St, Green St and finishes at Back Quay (adjacent to Lemon Quay). **Festive Friday Road Closures:** From 6am to midnight. Rolling-road closures only for Kenwyn St, Little Castle St & River St when the parade goes through at approx. 7.15pm.

Sat 19 Nov - Duchy Fairs Big Festive Shop Small Market. Alongside Truro Farmers Market on Lemon Quay, 9am – 4pm.

From 23 Nov - Late Night Shopping every Wed until 9pm. On 7, 14 and 21 December we'll be arranging entertainment and road closures from 2pm until 11pm so customers can enjoy traffic-free shopping streets and Street Food in Boscawen St from 3pm on the three Wednesdays in the run up to Christmas.

From 23 Nov at 5pm – Christmas Lights in Victoria Gardens illuminated at selected times. Lights first switched-on at 5pm until 8pm on Wed 23 Nov. From Thurs 24 Nov illuminated daily from 8am-10am and 2pm-4pm (except bank holidays) and extended from 2pm until 8pm on Wed 30 Nov, Wed 7 Dec, Wed 14 Dec and Wed 21 Dec where we're organising entertainment.

Fri 25th and Sat 26th Nov - Made in Cornwall Christmas Market at Truro Cathedral. Trading 10am until 5pm.

From 2 Dec - Truro Farmers Market BIG Christmas Market supported by Truro BID. Trading on Fri 2 Dec to Sun 4 Dec, Wednesdays to Sundays from 7 Dec until 18 Dec, then from Mon 19 Dec to Fri 23 Dec, followed by a Truro Farmer's Market on Sat 24 Dec. Open until 9pm on Wednesdays 7 Dec, 14 Dec and 21 Dec.

Sat 3 Dec, Sat 10 Dec & Sat 17 Dec - Jack Frost 6 in Truro City Centre*. Coppice Theatre festive walkabout show suitable for all ages. Supported by Truro BID.

Selected dates from Wed 7 Dec - Finding Father Christmas at Truro Cathedral*. A Father Christmas Grotto and unique storytelling experience with Coppice Theatre. With kind permission from Truro Cathedral and supported by Truro BID.

Sat 17 Dec - Street Food in Boscawen St. With entertainment and traffic-free main shopping streets (road closures from 6am – 7pm). Note there are no road closures on Saturdays apart from this date.

Sat 31 Dec - Family New Year's Fireworks at 7.30pm & New Year's Fireworks at Midnight. Organised by Truro City Council with kind permission from Truro School. Midnight display funded by Truro City Council.

Note: Information is correct at time of publishing. *Coppice Theatre activities subject to change.

Please help us promote Christmas in Truro. We'll offer businesses Our Great Little Festive City window posters, flyers or the Truro Christmas Guide in October!

Use and direct customers to www.visittruro.org.uk and @visittruro for event information.

