

# TRURO BID NEWSLETTER SEPTEMBER 2017

OUR NEW FACEBOOK  TRUROBID AND TWITTER  @TRUROBID

Welcome to your winter BID newsletter. I have now been in post as your BID Manager for one year, and following a very successful renewal campaign in the summer, I am delighted to now get on with the task of delivering your business plan for the next five years.

First on the horizon - Christmas! This season plays a pivotal role in Truro and therefore the BID are taking a more active part in the organisation and management of various activities. These include taking over the running of late night shopping markets, introducing a Saturday street market, managing the much loved Reindeer Parade, assisting Truro City Council with a new 'Winter Gift Fayre' and working closely with Visit Truro to deliver a Christmas destination marketing campaign for the City.

We want to continue to draw people into our City to experience the magic that Truro has to offer and we hope the refreshed organisation and structure will enhance the environment for traders, businesses and visitors. Thank you for a great first year, and I look forward to continuing to work with many of you on projects very soon.

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## CONNECTED TRURO

The eight welcome signs with the large maps were installed at the start of the summer at key arrival points across Truro. The remainder of the pedestrian signs will be installed by the end of the year.

## OUR GREAT LITTLE FESTIVE CITY

### WINTER ISSUE OF THE TRURO GUIDE

The guide, which features many Truro businesses and a full winter event listing, will be out w/c 23 Oct. The guide has been produced in partnership with Visit Truro and Truro BID. 40,000 copies will be distributed throughout Cornwall from October to December. Look out for the Truro BID team soon as they deliver the guide to city centre businesses. Alternatively call Visit Truro (Tourist Information Centre) 01872 274 555 for a supply.



# CITY OF LIGHTS

# GLOW

The City of Lights theme this year is 'Glow' and the lantern parade will be on **Wednesday 22 November at 7pm**. The BID-funded Christmas Lights will be turned on when the parade reaches Boscawen Street. To find out more about the event and donation opportunities, visit [www.cityoflights.org.uk](http://www.cityoflights.org.uk)



## CHRISTMAS EVENTS CALENDAR 2017

Wherever possible, please arrange for any deliveries to take place outside of the road closure times, which are Wednesdays 10am - 10pm, Saturdays 7am - 6pm. Victoria Square will remain open this year with the exception of: from 3pm on the Reindeer Parade November 29th.

### Wednesday 22 November

- City of Lights procession to start at 7pm and switch-on of Christmas lights throughout city centre. Road closures in place from 2pm
- 30,000 visitors are expected

### Wednesday 29 November

- First Truro Christmas Street Market and first official late night shopping evening - road closures in place from 10am, shops open until 9pm
- 20,000 visitors expected
- Reindeer Procession, viewing from 6pm, leaves at 6.45pm, through the city, reindeers pulling a sleigh with Father Christmas, bands, entertainers and dancers
- Truro BID and Truro City Council are the event organisers for the Reindeer parade.
- WC Rowe and Malletts Home Hardware are the main sponsors, there will be a 'Santa pit stop' at WC Rowes bakery on Lemon Quay during the procession.
- Reindeer Route - Victoria Square, Kenwyn Street, Little Castle Street, River Street, St Nicholas Street, King Street, High Cross. Then back down King Street, Boscawen Street, Princes Street, Green Street, Lemon Quay, Lower Lemon Street, St Nicholas Street and Boscawen Street, returning to Victoria Square

### Sunday 3 December

- Santa Fun Run in aid of Cornwall Hospice Care, 2pm Union Place start place - new distance 3km
- New route Pydar Street, St Clement Street, Victoria Gardens, along the Leats crossing at Edward and Castle Street, Tonkins Ope, High Cross, Cathedral Green, Old Bridge Street, St Marys Street, Quay Street, Green Street, Lemon Quay, Lower Lemon Street, Cathedral Lane, High Cross, Pydar Street, Union Place

### Wednesdays 6, 13 & 20 December (open until 9pm)

- Truro Christmas Street Market 12noon - 9pm
- Road closures from 10am - 10pm to include Lower Lemon Street, St Nicholas Street, Boscawen Street and King Street / Pydar Street
- Late night shopping
- 12 - 20,000 visitors expected per evening

### Saturdays 2, 9, 16 & 23 December

- Truro Christmas Street Market 9am - 4.30pm on Boscawen Street
- Road closures from 7am - 6pm to include Lower Lemon Street, St Nicholas Street, Boscawen Street and King Street / Pydar Street

### Events on Lemon Quay

- Made in Cornwall Christmas Market - Wednesday 29 November to Sunday 3 December
- Primstock Christmas Show - Wednesday 6 December
- Primstock Craft Market - Friday 8 and Sunday 10 December
- Mayor's Charity Day on Saturday - Saturday 9 December
- The Winter Gift Fayre - Tuesday 12 December to Sunday 17 December
- New Year's Eve fireworks

### Park & Ride

- Park & Ride service - extended hours of operation on Wednesdays until 10pm, running every 10 minutes
- The Park and Ride service will operate from Quay Street and Victoria Square
- There will be the usual Saturday service

For all further event information in Truro please use, and direct your customers to: [www.visittruro.org.uk](http://www.visittruro.org.uk) for all BID queries please visit [www.trurobid.co.uk](http://www.trurobid.co.uk)