

A round up of recent Truro BID activities and what's coming up in our great little city

Welcome to your winter BID Newsletter. We've recently been busy with two successful events - promoting fashion and beauty retailers via Truro Trend Fashion Week in October and encouraging a sense of community and pride via City Clean Up.



Close to 600 people attended or took part in Truro Trend's highlight - the Catwalk at the Cathedral. We achieved great media coverage with BBC Spotlight filming on the night! 19 businesses along with volunteers from the community led to 100 people taking part in our second City Clean Up. 70 bags of rubbish were filled up, fewer than last time as there was less litter which needed to be collected.

I'm delighted that Truro was crowned the UK National Champion of Champions for Britain in Bloom in October. Truro BID enjoys sponsoring part of the cost of the hanging baskets that beautify the city as part of Truro in Bloom.

The compound for the Hall for Cornwall (HFC) redevelopment is progressing and we've been working closely with HFC, Cornwall Council and Kier. Visuals for the hoardings which will celebrate Truro's history and support businesses in the immediate vicinity with open for business messaging and two large Visit Truro maps of the city will be up soon. Truro BID have put up signs pointing to Tinnars Court, Green St and Lower Lemon St.



With Christmas fast approaching the BID are more active in various festive activities to promote the city and draw people into Truro. These include taking over the running of Truro Christmas Street Markets, co-managing the Reindeer Parade with Truro City Council and working closely with Visit Truro to deliver a Christmas destination marketing campaign.

The Truro Christmas Street Markets selling quality gifts and offering great street food will adorn a pedestrianised Boscawen St on Wednesdays and Saturday from 28 November to 22 December. We've extended the Wednesday market to run from 9am-9pm. There's space still available for quality gift sellers for some dates - we have enough street food.

The City Centre Christmas Lights which Truro BID maintains and installs will be switched on by the Town Crier, Lionel Knight, and his partner Carol Bane on Wednesday 21 November. Elements of the scheme are refreshed and renewed each year and thanks to the very generous donation from Lionel and Carol towards new lighting the schemes in both Princes Street and Boscawen Street can be fully replaced for both residents and visitors to enjoy.

We'll be adding to the festive atmosphere by projecting visuals on

to a city centre building for late-night shopping and for the City of Lights. The projections are possible as we have been awarded over £25,000 from the Rural Development Programme for England and Coast to Coast Local Action Group towards two Digital Phosphor Projectors. In the new year we'll be seeking commercial sponsors for projections.

To find out about having a stall at the Christmas Street Markets or for projection opportunities email: [sian.knights@trurobid.co.uk](mailto:sian.knights@trurobid.co.uk).

We want to continue to draw people into Truro and ensure that you are kept informed on what's happening in our great little city. If you're not receiving the weekly Truro BID e-newsletter, email: [lindsey.craik@trurobid.co.uk](mailto:lindsey.craik@trurobid.co.uk). You can follow also us on Facebook and Twitter @TruroBID.

I look forward to continuing to work with many of you on projects very soon.



Alun Jones  
BID Manager

# Christmas Events Calendar 2018

Wherever possible, please arrange for any deliveries to take place outside of the road closure times, which are Wednesdays 6am – 10.30pm and Saturdays 6am – 6.30pm.

## Wednesday 21 November - City of Lights parade at 7pm and City Centre Christmas Lights Switch-on.

Road closures in place from 2.00pm and 30,000 visitors are expected. The theme for this year's City of Lights parade is 'Remember'.

The City Christmas Lights will be switched on by the Town Crier, Lionel Knight, and his partner Carol Bane.



## Wednesday 28 November - Reindeer Parade, First Truro Christmas Street Markets and Late Night shopping.

Road closures in place from 6am. Victoria Square is closed from 3pm. Shops open until 9.00pm. 20,000 visitors expected. View the reindeer from 6pm and at 6.45pm the reindeers pull a sleigh with Father Christmas through the city - along with bands, entertainers and dancers. Sponsored by Malletts Home Hardware. Reindeer Route - Victoria Square, Kenwyn St, Little Castle St, River St, St. Nicholas St, King St, High Cross. Then back down King St, Boscawen St, Princes St, Green St, Lemon Quay, Lower Lemon St, St Nicholas St and Boscawen St, returning to Victoria Square.

## Saturday 1 December - Small Business Saturday on Lemon Quay and free parking day in Cornwall Council Car Parks.

## Sunday 9 December - Santa Fun Run in aid of Cornwall Hospice Care, starting 12noon from Union Place.

New route Pydar St, St Clement St, Victoria Gardens, along the Leats crossing at Edward and Castle St, Tonkins Ope, King Street, Boscawen St, Princes St, Quay St, St. Marys St Mews cross at Old Bridge St, behind Truro Cathedral Green and back to Union Place.

## Wednesdays 5, 12 & 19 December - Truro Christmas Street Markets 9am – 9pm and late night shopping

12-20,000 visitors expected. Road closures from 6am – 10.30pm to include Lower Lemon St, St. Nicholas St, Boscawen St and King St / Pydar St.

## Saturdays 1, 8, 15 & 22 December Truro Christmas Street Markets 9am – 4.30pm

Road closures from 6am – 6.30pm to include Lower Lemon St, St. Nicholas St, Boscawen St and King St / Pydar St.

## Events on Lemon Quay

- Made in Cornwall Christmas Market – Wednesday 28 November to Sunday 2 December
- Primestock Christmas Show - Wednesday 5 December and Primestock Craft Market – Friday 7 to Sunday 9 December
- Mayor's Charity Day on Saturday - Saturday 8 December
- The Winter Gift Fayre – Wednesday 12 December to Thursday 20 December
- New Year's Eve Fireworks

**Park & Ride Service** – extended to run on Wednesdays until 10pm with a frequent service and usual Saturday service. Operating mostly from Quay St and Victoria Square.

**Free parking in Truro** - Park for free in Long stay from 4pm and short stay from 5pm in Cornwall Council car parks.

For further event details check out the The Winter Guide to our Great Little Festive City. Packed full of shopping inspiration & festive events for the whole family - give Visit Truro a call (01872 274555) or pop in to the Visit Information Centre on Boscawen St and grab some for your customers to browse and take away!

Use and direct customers too: [www.visittruro.org.uk](http://www.visittruro.org.uk) and @visittruro on Facebook.



Contact: [alun.jones@trurobid.co.uk](mailto:alun.jones@trurobid.co.uk)

Call: 01872 273999 / 07835 310886 visit: [www.trurobid.co.uk](http://www.trurobid.co.uk)

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