

A round up of recent Truro BID activities and what's coming up - for everyone working in Truro



## Introduction from Alun Jones, Truro BID Manager.

Welcome to your Winter 2020 Truro BID newsletter. We recognise this year's been a very challenging time for businesses. We hope that since Truro's reopened, you're adapting to 'the new normal' and trade is steadily improving. Feedback from many businesses is currently positive, considering the circumstances.

Please keep up to date with all BID activities by following us on Facebook @trurobid and reading the weekly e-newsletter to help us communicate with you effectively. To subscribe to the e-newsletter, see: [www.trurobid.co.uk/subscribe](http://www.trurobid.co.uk/subscribe)

Also, do not hesitate to get in touch with Truro BID about business matters so we can help support you the best way that we can.

Many of you will know, I was taken seriously ill at the end of February so was off work recovering until July. Our remaining two part-time employees Lindsey & Sian, worked extremely hard throughout Lockdown to keep Truro BID running, along with support from Newham's BID Manager. Their achievements are detailed at [www.trurobid.co.uk/coronavirus](http://www.trurobid.co.uk/coronavirus) and include:

- Responding to media and business queries, and directing businesses (via the weekly e-newsletter and social media) to Government and Industry Guidance.
- Having regular online meetings with MP Cheryl Mackrory to discuss Government initiatives and matters facing businesses.

- Taking part in online meetings with BIDs across the South West to understand best practise and how other BIDs were supporting businesses.

- Proactively contacting many BID Levy payers who were eligible for the small business grants to check in and see if they had received the grants.

- Attending regular Truro Safe virtual meetings to represent the Shopwatch Group and the businesses still open.



- Working with Visit Truro and Truro City Council on a reopening plan for Truro, and working with Cornwall Council's Highway Team to implement this. These are the temporary road closures in parts of the city to give customers reassurance to return to the high street.

- Working with Visit Truro on an online list of Truro businesses trading during lockdown, promoted on @visittruro.

- Offering BID levy payers a free webinar on GDPR and trading online.

Some of our committee members also helped out, mainly by attending some stakeholder meetings. A huge thank you to everybody who mucked in, including our partners at Truro City Council and Visit Truro.

During the reopening phase since 15 June, to support businesses and the wider economy of Truro, we've done various activities detailed online at [www.trurobid.co.uk](http://www.trurobid.co.uk). Highlights are:

- Along with Truro City Council and Visit Truro, working with Cornwall Council to monitor the temporary road closures in Truro, that create space to shop.

- Helping businesses to co-ordinate potential queues by spraying social distancing markers on the pavement.

- Working with Truro City Council to place social distancing signs across Truro. Signposting businesses to downloadable social distancing posters for premises.

- Achieving good media coverage for Truro via four BBC radio Cornwall interviews, on BBC Spotlight, Cornwall Live and in the Truro Voice about Truro's reopening, trading, the Eat Out to Help out scheme and Christmas Lights.

- Working with Visit Truro to promote the hospitality businesses reopening, and those signed up to Eat Out To Help Out by working with Visit Truro and posting on @trurosavers.

- Directing businesses to free webinars organised by Cornwall Council's Business Regulatory Support service to help businesses operate safely during COVID.

- Requesting free parking from Cornwall Council.

- Delivering a Truro Traders meeting to engage with businesses about matters.

- Requesting extra police cover on behalf of the Shopwatch Group leading to Inspector Rick Milburn achieving more police cover for the town centre.



- Brightening up St Nicholas Street by wrapping two empty premises with colourful vinyl stickers that direct people to [www.visittruro.org.uk](http://www.visittruro.org.uk)

Find out about what we're currently working on and more about some of our ongoing activities in the centre pages. See the back page for dates of festive activities.

Keep updated with Truro BID and other activities in Truro by following @trurobid on Facebook, and reading the weekly e-newsletter. To subscribe to the e-newsletter, go to: [www.trurobid.co.uk/subscribe](http://www.trurobid.co.uk/subscribe)

Along with our partners at Visit Truro we've launched our 'Space to Shop' marketing campaign for the end of October. This includes advertising on Heart FM, the backs of buses and social media. (See example Space to Shop creative below).

The 'Space to Shop' campaign exploits that in our great little city, unlike many other Cornish towns, there's space to shop in Truro with its wide, main streets that are closed off to traffic at peak times. It's also timely as the national picture suggests that people are Christmas shopping earlier this year.

We held out on doing a big marketing campaign to promote Truro's reopening in June as the Government advertised that towns were reopening and we had a strong feeling that holiday makers would boost trade.

We also thought that the Eat Out to Help Out scheme announced in July would support trading in Truro.

We therefore decided to use our budgets more efficiently and wait to promote Truro until after the summer period and during the key period for retail – the run up to Christmas.



With Christmas approaching, as well as installing the City Centre Christmas Lights, we're busy organising activities that can take place this year.

We've been working closely with Truro City Council and Visit Truro on the whole Christmas offer for Our Great Little Festive City to decide what's appropriate given COVID.

Along with the Space to Shop element, we're working with our public facing partners at Visit Truro to market Christmas. This includes door dropping 29k flyers to reach households in Cornwall, including outside of Truro, and using social media to promote Our Great Little Festive City.



We'd like to thank, once again, Truro's Town Crier Lionel Knight who has contributed £11,000 this year towards additional angel lights for the City Centre Christmas Lights Scheme which will be lighting up Lower Lemon St and St Nicholas St. Both Lionel and his wife Carol kindly donated towards new Christmas Lights scheme in 2018.

As we're unable to have a live Christmas Lights Switch-on event, which usually is part of City of Lights, we're organising a pre-recorded Virtual Christmas Lights Switch-on, to be streamed on 18th November. See: [visitruro.org.uk](http://visitruro.org.uk) for details.

As we announced in September on Facebook and in our e-newsletter, to attract footfall and support our resident businesses, Truro BID is arranging five late night shopping Wednesdays from 25th November.

We will be focusing on entertainment and as with previous years, the main shopping streets will be closed to traffic until 9pm to give people space to shop, eat and drink.

Note that the Truro Christmas Street Markets on Boscawen St, which we've delivered on Wednesdays and Saturdays for the past few years, will not take place this year due to COVID restrictions.

We therefore urge Truro's hospitality businesses to think about their takeaway offer for the festive period, and ways to make it easy for people to dine-in, such as booking apps, since we expect footfall to increase in the run up to Christmas.

We usually organise some street entertainment and music on late night shopping Wednesdays and during the day on Saturdays in the run up to Christmas. We've been working out how we can best do this for 2020 whilst considering COVID.



The street entertainment programme includes funding two artists from Swamp Circus who will be adding to the atmosphere by doing walkabout performances as various Winter Festive characters on the five late night shopping Wednesdays.



Large visuals will also be projected for the third year on the TUI building and on the Arts Café in River St on Wednesdays after dark. Truro BID owns the projectors and funds JHAV Media to operate them.

As with 2019, we are sponsoring Father Christmas at the Museum. Father Christmas will be at the Royal Cornwall Museum from 2nd Dec on Wednesday evenings & the last two Saturdays before Christmas offering families a festive, socially distanced experience. The attraction will also draw more people to River Street.

Following last year's success, we're delighted to be able to sponsor Coppice Theatre again this festive season for socially distanced, mainly outdoor theatre performances.

Coppice Theatre will be doing a brand new show, Jack's Frosty Stories 4: Adventures around the World. The performance is exclusive to Truro and following the success of last year, Coppice Theatre will be doing lots more shows in our great little city!



Booking details for both Coppice Theatre and Father Christmas at the Museum will be available on [www.visitruro.org.uk](http://www.visitruro.org.uk).

We're still aworking with our partners to make the city a safe place, including via Shopwatch and Truro Safe. Shopwatch aims to help reduce crime, such as shoplifting and anti-social behaviour by sharing local knowledge and issues affecting businesses.

Throughout Lockdown Truro BID represented businesses that are part of the Shopwatch group at bi-weekly Truro Safe meetings. We're continuing to attend Truro Safe meetings and have recently reinstated monthly Shopwatch meetings which are currently virtual.

The next Shopwatch meeting is on Tuesday 3rd November at 10am. All Truro businesses are welcome to attend contact: [Sian.Knights@trurobid.co.uk](mailto:Sian.Knights@trurobid.co.uk) and you will be sent a link to take part.

It's really important that all businesses report all incidents of shoplifting and crime so that the Police can investigate. Email: [101@dc.police.uk](mailto:101@dc.police.uk) for a non-emergency crime and in an emergency call 999. Reporting also impacts on the amount of police time that is allocated.

**Truro SuperSavers**  
enjoy offers throughout the city



We're still managing the Super Saver Monday scheme. This was renamed in August as Truro Super Savers as it promoted businesses taking part in Eat Out to Help Out and is a flexible way to support current businesses in the scheme. Whilst most of the deals are on Mondays and based around a £5 deal or a £5 saving, there are some daily deals.

The scheme is free to join, you just need to come up with an offer. Get in touch if you'd like to join the scheme, which is promoted @trurosupersavers and @visitruro on Facebook, by emailing: [lindsey.craik@trurobid.co.uk](mailto:lindsey.craik@trurobid.co.uk).

Truro BID continues to be stakeholders on a number of projects.

The Truro Town Fund is an opportunity to unlock investment to build a vibrant future for the city. The first step of the project is to bid for and secure £25m from the Government's £3.6 billion Towns Fund. A website has been developed for the project where local people and businesses can give their feedback on the vision and projects. See: [www.trurotownfund.com](http://www.trurotownfund.com)

The BID Manager is now back on the Town Fund Board. Two other Truro

BID Board members - Simon Hendra and Nick Seaton-Burridge also sit on the Truro Town Fund board.

We've been attending the Pydar St Regeneration Project stakeholder meetings. An outline planning application was submitted in July to Cornwall Council for the proposed regeneration project. The application is for up to 320 homes, 400 student bed spaces, 21,000 sq m of employment space including leisure, office, hotel, community, small retail, education/ innovation, plus food and beverage units.



The application is live for you to comment on via the planning register at: [www.cornwall.gov.uk](http://www.cornwall.gov.uk) (ref: PA20/00963).

Truro BID also had representation this year at a Langarth Garden Village virtual stakeholder event. More details of the project and the scheme are at: <https://www.langarth.co.uk/>

Thank you everyone who attended the Truro Traders Virtual Meeting in the summer. We will have another Truro Traders meeting in the new year.

For everyone working in Truro, thank you for all that you do - we wish you a successful and happy festive period.

We look forward to continuing to work with many of you soon.

Alun, Sian and Lindsey  
The Truro BID Team.

# Festive Activities Calendar 2020

Where possible, please continue to arrange for any deliveries to take place outside of the road closure times. In addition to the current, temporary road closures of 11am – 3pm on Monday to Saturday, there will be road closures on five Wednesdays from 25th November during 11am–9pm & Saturdays from 28th November during 9am until 5pm. These road closure extensions are being funded by Truro BID.

## Wed 18th Nov – Pre-Recorded Virtual Christmas Lights Switch-on.

Truro's Christmas Lights will be switched on by the Town Crier, Lionel Knight, and Carol Knight. See [visitruro.org.uk](http://visitruro.org.uk) for details.

A good opportunity for hospitality businesses to promote their takeaway offer.

## From Mon 23rd Nov

**Truro Farmers Market and Made in Cornwall Christmas Fair**  
on Lemon Quay

## Wed 25 Nov, 2nd, 9th, 16th and 23rd Dec

### Wednesday Late Night Shopping.

Full City Centre Road closures in place from 11am until 9pm. Shops open until 9.00pm.

Residents and visitors will have space to shop, eat and drink and there will be some street entertainment dotted around including Swamp Circus. Look out for Truro BID's projectors used to add to the atmosphere with large scale projections on the TUI and Truro Arts building.

## From 2nd Dec on Wednesdays and Saturday 12th and Saturday 19th Dec

**Father Christmas at the Museum**

4pm - 8pm on Wednesdays, 12 noon - 4pm on Saturdays. Tickets £5 per child.

Sponsored by Truro BID. To book head to [www.visitruro.org.uk](http://www.visitruro.org.uk).

## 5th, 12th, 19th, 20th, 21st and 22nd Dec

### Jack's Frosty Stories by Coppice Theatre

Walkabout version of their popular winter storytelling show with their exclusive performance in Truro. Sponsored by Truro BID. Performances at 11am, 12noon, 1pm, 2pm and 3pm. Suitable for all ages over 5.

Tickets (£5 per child with one accompanying adult. A family ticket based on two children and two adults is £10).

Tickets available from Visitor Information Centre at Boscawen Street / online at [www.visitruro.org.uk](http://www.visitruro.org.uk).



We will soon be providing businesses with window posters featuring the Festive Activities, along with flyers, so you can help promote Our Great Little Festive City to your customers!

Please use and direct your customers to the official tourist information centre for Truro: [www.visitruro.org.uk](http://www.visitruro.org.uk) and @visitruro 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)

Follow us on Facebook and Twitter @trurobid

Sign up to the weekly e-newsletter at: [www.trurobid.co.uk/subscribe](http://www.trurobid.co.uk/subscribe)