



Welcome to your Truro BID Newsletter, featuring a Festive Calendar and road closure details for 2026 on the reverse.

Summer Events

We hope you've had good summer trading. In June, we were delighted to hold Children's Day, which welcomed 33,334 visitors to the city on the day, up over 21% compared to the 2025 event date. Our Truro Classic Car Show in August, saw 13,000 extra visitors compared to a usual Sunday, and 4,000 more visitors than the 2025 event. Thank you to Coodes Solicitors who sponsored both events.

Social Media – Digital Natives

A BID team member recently joined Visit Truro's destination and social media strategy workshop with Digital Natives on strengthening Visit Truro's digital activity. Digital Natives manage Newquay BID's 'Love Newquay' destination channels, promoting visits and footfall. Their destination marketing experience has led Visit Truro to work with them.

The workshop explored Truro's distinctiveness, target audiences and how to shift from information-led posts to inspiring destination content that encourages visits. A new Visit Truro social media strategy is being developed by Digital Natives, and we're exploring social media training for local businesses from Digital Natives.

Christmas

We're pleased to be one of the main partners delivering Christmas activities and events in Truro again. As usual, we'll be funding and installing the City Centre Christmas Lights. The lights will come on automatically during the afternoon of Saturday 21 November to coincide with the start of the Christmas markets.



On Wednesday 2 December we're delivering the Father Christmas Parade to celebrate the first Late Night Shopping. The Parade starts at 6.30pm from Boscawen St, with Rock Choir Cornwall singing at 6pm. Thank you to Coodes Solicitors for sponsoring the event.

We're organising traffic-free shopping areas and encouraging businesses to stay open for Wednesday Late Night Shopping, which runs from 2 until 23 December. We appreciate that some retailers will only be able to open until 8pm. Both outdoor Christmas Markets will open until 9pm for Late Night Shopping.

The Boscawen Street Christmas Markets (BSCM) will be on Wednesdays and Saturdays from 21 November, and we're co-hosting the BSCM with Truro Farmers Market and Cornwall Shop Small from 28 November. In addition to our activities, the Truro Christmas Market (organised by Truro Farmers Market and Kyn Events) will be on Lemon Quay from 21 November to 24 December.

As communicated in our e-newsletter and on social media, we'll be distributing around 90 Reindeer Christmas Lights to businesses that have requested them to enhance their window displays.

Along with Visit Truro (a service provided by Truro City Council) we're promoting Christmas in Truro via a marketing campaign, which signposts to event listings on visittruro.org.uk, Truro's Official Visitor Information

Centre. With lots going on, we're confident residents and visitors will shop, eat, drink, and enjoy Truro's Festive Season.



ABOUT TRURO BID

Our Mandate is to deliver the five year Truro BID Business Plan (2022-27), which has 3 themes: Marketing and Events, Safety, Security and Environment and Business Support. The plan was shaped by Truro BID levy payers in 2021.

Our fourth term ballot result was 85% in favour of a BID. We're a small team of 2.2 FTE.

There are c.360 businesses in Truro BID, generating an expenditure for 2026/27 of c.£292k.* Truro BID's accounts are available on our website and on Companies House.

During 2027, all Truro BID Levy payers will have the chance to vote and decide if Truro BID should have their fifth, five-year term, and what Truro BID should support and deliver for Truro City Centre.



Truro BID's two biggest projects are:

- Delivering Truro's Christmas Lights (includes funding maintenance, storage, installation, and electricity).
- Funding 46 hours of Truro Rangers Security Patrols per week and part-funding (with Cornwall Council and Truro City Council) Truro's Anti-Social Behaviour Officer.

During this current term, we've been responsible for:

- Delivering events: Truro Classic Car Show, Children's Day, and the Father Christmas Parade.
- Co-hosting the Boscawen Christmas Street Markets, supporting the city's Father Christmas Grotto, outdoor markets such as the Truro Antiques and Collectables Market, and the monthly BIG Truro Market.
- Delivering marketing campaigns and PR to promote BID events and initiatives.
- Promoting Christmas in Truro, alongside Visit Truro and other event organisers.
- Delivering colourful bunting, organising the City Clean Up event and part-funding the annual summer floral displays delivered by the City Council's Parks Team.
- Working collaboratively with Visit Truro and Truro City Council.
- Maintaining the city's Wayfinding Signs to encourage footfall across Truro.
- Funding and delivering the DISC online reporting tool for businesses for five years and now working with UKPAC to deliver the new SentrySIS crime reporting tool.
- Representing local businesses on matters such as planning, transport, car parking, and crime.
- Campaigning for free parking, resulting in free after 4pm parking at Edward St and Moresk Car Parks**
- Providing a daily operational support role to the city's businesses.**
- Providing businesses and the city with commercial insights by funding the customer footfall data reports.

*Expenditure based on collection rate of 96%, plus £17k for refunds

**Delivered by working collaboratively with Cornwall Council and Truro City Council.

Additional Income

In addition to Truro BID's annual budget (of around £292k) from the levy paying businesses, other BID income has been achieved from Police & Crime Commissioner / Government grants for security projects and hotspot patrols.

We've achieved a small amount of extra income from local sponsorship, renting out parking spaces outside our unit where we store the Christmas lights, exhibitor fees (car dealers at the Classic Car Show) and sponsorship banners at events.

In the financial year to March 2026, we secured £67,500 in extra funding, mainly via grants to fund hotspot patrols and the remainder from the other sources.

Historically, we have been awarded government (Covid) grants of c.£130k for Christmas Lights (2020 & 2021), plus received private donations of c.£26k (2018 & 2020) for Christmas Lights.



Our Lobbying Role

- All BIDs, including Truro BID, have limited influence over business rates, policing levels, parking charges, and car park capacity.
- Business Rates are set by the Valuation Office (VO), independent of the main Government and not by Cornwall Council (CC). At our August Truro Traders Meeting, businesses were urged by MP Jayne Kirkham to do a 'Check and Challenge' to the VO.
- Along with Truro City Council (TCC), we've been meeting with CC since November 2024 to raise concerns about parking capacity and cost. CC have made it very clear that they need to raise a certain income from parking to help maintain Cornwall's 7,300km road network, and run the car parks. To fund free after 4pm at Edward St and Moresk Car Parks, CC added c.20p more to all other parking tickets in Truro.
- The Truro BID Manager regularly raises other city centre matters (such as policing levels, roadworks and business waste) with the relevant stakeholders e.g. MP Jayne Kirkham, the Local Police Inspector, CC, and TCC.

What we don't do

- Manage Lemon Quay, Truro's only official event space. TCC manage the Quay and let it out to private individuals for events.
- Organise the Truro Christmas Market, Truro Food Festival, Pride Celebration of Culture, St Piran's Day, Remembrance Day or Volunteers Day. However, we may support these events via promotion on our social media, lending event equipment, or small donations.

Putting on events in recent years

We know some of you would like more events across Truro, so thought we'd outline our options and restrictions:

- Christmas Lights Switch-On events are being dropped nationally; ours last cost £30k+, so we're prioritising maintaining Truro's Christmas Lights themselves instead.
- City of Lights would likely now cost £60k+, due to paid roles and security. Whilst not a Truro BID, TCC or CC event, Truro BID and TCC have previously supported it.
- An ice rink has been previously tried costing c.£50k PA.
- We often extend our event activity to Pydar St and Boscawen St. Having events in River St and Victoria Square is difficult due to the impact on the bus services (except on Sundays). Victoria Square is unsuitable for a market as it's small and now sloped.
- Events outside Lemon Quay require road closures staffed by seven security officers. For two weekly Boscawen Street Christmas Markets (BSCM), this costs c.£4k+ a week and £20k+ overall, partly offset by street food vendor fees, banner sponsorship and contributions from other BSCM organisers.

2026 FESTIVE EVENTS CALENDAR

For everyone working in Truro City Centre



There will be temporary road closures for ten dates over the festive period on:

- five Saturdays (21, 28 Nov and 5, 12 and 19 Dec) with closures from 4am until 8pm and
- five Wednesdays (25 Nov, and 2, 9, 16 and 23 Dec) with closures from 4am until midnight, apart from 25 Nov which is 4am until 8pm.

Road closures will be in Boscawen St, St Nicholas St, King St, Lower Lemon St, Lemon St, Princes St and by default Duke St. Closures are funded by Truro BID, Truro Farmers Market & Cornwall Shop Small, using income generated from the Boscawen Street Christmas Market traders.

Where possible, please arrange for deliveries to take place outside of closure times.

Sat 21 Nov to Thurs 24 Dec - Truro Christmas Market.

Cornwall's biggest traditional Christmas Market showcasing food, drink, arts, and crafts in cabins on Lemon Quay. Hosted by Truro Farmers Market and Kyn Events.

Wednesdays and Saturdays from 21 Nov - Boscawen Street Christmas Markets.

Featuring local gifts, produce and street food with traffic-free shopping (opening until 9pm on Wednesdays from 2 December). See above for road closure times. Co-hosted by Truro Farmers Market and Cornwall Shop Small, plus with Truro BID from 28 November.

2 Dec, 9 Dec, 16 Dec & 23 Dec - Wednesday Late Night Shopping.

Wed 2 Dec - The Father Christmas Parade, 6.30pm. Rock Choir singing in Boscawen St, 6pm.

Coincides with the first Late Night Shopping. Features Father Christmas and his sleigh, dancers, musicians, lanterns and circus performers. Truro BID event sponsored by Coodes Solicitors.

Parade Route: Starts at Boscawen St into St Nicholas St, across to Kenwyn St, 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). Rolling-road closures in place for Kenwyn St, Little Castle St and River St only when the parade goes through at approx. 6.45pm.

Sat 5 Dec - Small Business Saturday.

From Sat 12 Dec (selected dates) - Father Christmas at the Cornwall Museum and Art Gallery.

Wed 25 Nov to Sat 28 Nov - Cathedral Christmas Market at Truro Cathedral (Supported by Made in Cornwall).

Thurs 31 Dec - New Years Eve Fireworks. Family Fireworks at 7.30pm and Fireworks at midnight. Funded by Truro City Council with kind permission from Truro School.

Direct your customers to www.visittruro.org.uk for the full event information.

Please share this newsletter with your teams. E-versions are available at: trurobid.co.uk. Keep updated on our activities and business matters by subscribing to the Truro BID weekly e-newsletter (scan the QR code) and following @trurobid on Facebook, Instagram, and X.



For discounted parking options see: www.trurobid.co.uk/employee-offers

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