

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



Update from Truro BID Manager, Alun Jones.

Welcome to your latest Newsletter. We hope you've experienced some good trading over the summer months.

To help make Truro a more attractive destination, we organise and support events throughout the year.

In July, we were delighted to bring the seventh Children's Day to Truro. Families enjoyed mostly free entertainment and activities. Some of Truro's eateries and shops joined in with in-store activities and offers. On Sunday 28 July, we held the second Truro Classic Car Show, which saw the city transformed with classic and vintage cars for car lovers to appreciate.

We were pleased with the number of visitors who came along to both events and subsequent footfall numbers, and we thank our sponsor Coodes Solicitors.

With Christmas fast approaching, we've been working with various partners and are delighted to be bringing an exciting program of month-long Christmas activities to Truro this year.



Celebrations will begin with our Festive Friday event on 22 November, featuring Truro's Christmas Lights Switch-on.

Johnny Cowling and Lucy Start will be hosting the entertainment on the stage in Boscawen Street from 5pm. This year, once the lights are switched-on at 7pm, we are continuing the celebrations with live music until 8.15pm. We recommend that retail and hospitality businesses stay open late if you have the payroll budget.

On the same day the Truro Christmas Market opens on Lemon Quay daily until 24 December, showcasing local food, drink, arts and crafts in wooden cabins. The Market, which opens until 9pm on Festive Friday and for late Night Shopping, is hosted by Truro Farmers Market and Cornwall Event Cabins.



To continue the festivities, The Father Christmas Parade will be returning on Wednesday 27 November at 6.30pm to coincide with the first Wednesday Late-Night Shopping. As well as Father Christmas, dancers, musicians and circus performers will be parading around the city centre in the parade influenced by Jack and the Beanstalk!

We have invited City of Lights to be represented at our Father Christmas Parade. City of Lights will be delivering a full day of bookable workshops at the Hall for Cornwall for families on Saturday 16th November. These families will then be invited to parade their small lanterns as part of the Father Christmas Parade.

Thank you to Coodes Solicitors for sponsoring both Festive Friday and The Father Christmas Parade.

There will be four Wednesday Late Night Shopping dates, from 27 November. New for this year and part of the city's festive markets, we are working with Cornwall Shop Small and Truro Farmers

Market to bring stalls to Boscawen Street on Wednesdays and Saturdays from 23 November. The Boscawen Street Christmas Markets will feature a wonderful combination of festive gifts and produce from local and independent makers, along with some street food, traffic-free streets and music. The markets will help to create more of a festive buzz on Boscawen St, as well as attract footfall.



Once again, we are delighted to be supporting Coppice Theatre so that Father Christmas can return to the Royal Cornwall Museum. Taking place on eight dates from Saturday 7 December, Father Christmas at the Museum is a grotto and storytelling experience.

Many of Truro's shop windows will be decorated with our Christmas reindeer lights from 22 November when the illuminated reindeer trail returns for the fourth year. If you'd like to be loaned a reindeer Christmas light for your shop window, which are available every year on a first come, first served basis, please email: sian.knights@trurobid.co.uk.

We are working with Visit Truro (a service provided by Truro City Council) to promote Christmas in Truro via the Our Great Little Festive City marketing campaign. This includes full event listings on visitruro.org.uk, the Official Visitor Information Centre for Truro. We're also doing some separate marketing with Rewind Radio to promote shopping in person in the city this festive season.

With so much going on, we're confident that residents and visitors will come in to shop, eat, drink and enjoy Christmas.

Please see the events calendar and full details of all road closures on the reverse.

Autumn 2024 Newsletter

Festive Events Calendar 2024



There will be temporary road closures for ten dates over the festive period on: Friday 22 Nov, four Wednesdays (27 Nov, and 4, 11 and 18 Dec) and five Saturdays (23, 30 Nov and 7, 14 and 21 Dec). See below for details. Road closures are funded by Truro BID, Truro Farmers Market & Cornwall Shop Small. They will be in Boscawen St, St Nicholas St, King St, Lower Lemon St, Princes St and by default Duke St. Where possible, please arrange for deliveries to take place outside of the road closures.

Fri 22 Nov - 'Festive Friday', Featuring Truro's Christmas Lights Switch-on. Brought to the city by Truro BID and sponsored by Coodes Solicitors. Features entertainment on the stage in Boscawen St from 5pm, Christmas Lights Switch-on at 7pm, followed by live music until 8.15pm! Road closures from 6am to midnight. Thank you to Hall for Cornwall for organising the entertainment and to Truro City Council for supplying the stage. Thank you also to the Truro BID Levy Payers who enable us to deliver Truro's Christmas Lights and festive activities each year.

Fri 22 Nov to Tues 24 Dec - Truro Christmas Market. Cornwall's biggest Christmas Market showcasing food, drink, arts and crafts in festive wooden cabins on Lemon Quay. Hosted by Truro Farmers Market and Cornwall Event Cabins.

27 Nov, 4 Dec, 11 Dec, 18 Dec - Wednesday Late Night Shopping until 9pm and Boscawen Street Christmas Markets featuring local gift, produce and street food. Entertainment dotted around. Road closures from 6am to 11pm, so customers can enjoy traffic-free shopping streets. The Boscawen Street Christmas Markets are a collaboration between Truro BID, Truro Farmers Market and Cornwall Shop Small.

Wed 27 Nov - The Father Christmas Parade at 6.30pm, with the Rock Choir singing at Boscawen Street at 6pm. Coincides with the first late night shopping. Featuring Father Christmas and his sleigh, local dance groups, musicians, lanterns and circus performers. Brought to the city by Truro BID and 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 only for Kenwyn St, Little Castle St & River St when the parade goes through at approx. 6.45pm.

Sat 23, 30 Nov and 7, 14, 21 Dec - Boscawen Street Christmas Markets featuring local gift, produce & street food, along with entertainment dotted around. Road closures 6am to 7pm, so customers can enjoy traffic-free shopping streets.

Sat 7 Dec, Sat 14 Dec and Mon 23 Dec - Truro Free Parking Days in Cornwall Council Carparks and free use of the Truro Park and Ride. Sat 7 Dec coincides with Small Business Saturday.

From Sat 7 Dec - Father Christmas at the Museum. A grotto and storytelling experience at the Royal Cornwall Museum (RCM). Shows also on Wed 11, Sat 14, Wed 18, Fri 20, Sat 21, Mon 23 and Tues 24 Dec. A Coppice Theatre event, supported by Truro BID and with permission from the RCM. Tickets on sale from Mon 28 Oct at: www.coppicetheatre.co.uk

Fri 20 Dec & Sat 21 Dec - Made in Cornwall Christmas Fair at Truro Cathedral. Open 10am-5pm on Fri and 10am-3pm on Sat.

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

Note: Information is correct at time of publishing.

We hold Christmas events to increase customer footfall into the city. Help us make Christmas marketing budgets go further by hosting festive event posters and flyers in your business premises. Contact: lindsey.craik@trurobid.co.uk for details. Please use and direct your customers to www.visittruro.org.uk for event listings.

