

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 sixth Children's Day to Truro. Families enjoyed more, mostly free entertainment and activities than ever before. Some of Truro's eateries and shops joined in with in-store activities and offers.

On Sunday 30 July, we held the Truro Classic Car Show, which saw Lemon Quay 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 increase in footfall, 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 month-long program of Christmas festival activities to the city for 2023.



Celebrations will begin with our Festive Friday event on 24 November, featuring Truro's Christmas Lights Switch-on.

From 3pm, Pirate FM's Johnny Cowling and Lucy Start will be broadcasting from the city centre. Entertainment organised by The Hall for Cornwall starts at 4.45pm on the stage in Boscawen St. This year, once the lights are switched-on at 7pm, we are continuing the celebrations with more live music until around 9pm.



On Festive Friday, The Big Festive Shop Small Market, hosted by Cornwall Shop Small will be back on Lemon Quay next to Truro Farmers Market and trading all day until 9pm. Festive Friday also falls on Black Friday so we recommend that retail and hospitality businesses stay open late if you have the payroll budget.

To continue with the Christmas festival activities, we are moving the parade part of Festive Friday to Wednesday 29 November, which is the first late night shopping. This new, extra event for Truro's festive calendar is The Father Christmas Parade. As well as Father Christmas, local dance groups, musicians and circus performers will be parading around the city centre Peter Pan style!

There will be four Wednesday Late Night Shopping evenings, from 29 November. To enhance the festival activities we're organising street entertainment, and a selection of street food on Boscawen St.

We are working with Truro Farmers Market to provide traffic-free shopping streets on Saturdays in December and Late Night Shopping Wednesdays. Boscawen St will host a selection of Truro Farmers Market produce stalls during the day for the four late night shopping Wednesdays and four Saturdays in December. On Wednesdays these stalls will change from produce to seasonal goods from 4pm.

All the stalls will help to create more of a festive buzz on Boscawen St, as well as attract footfall.

The BIG Christmas Market hosted by Truro Farmers Market will be on Lemon Quay from Wednesday 29 November until Christmas Eve, featuring seasonal gifts in festive wooden cabins.

Once again, we are delighted to be working with Coppice Theatre to bring back 'Finding Father Christmas.' The storytelling and grotto experience will run for seven dates from Wednesday 6 December and this year families can meet Father Christmas at a new location, the Royal Cornwall Museum.



Many of Truro's shop windows will be decorated with our Christmas reindeer lights from 24 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 on a first come, first served basis, please email: alun.jones@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 visittruro.org.uk, the Official Visitor Information Centre for Truro.

With so much going on, we're confident that in spite of continued concerns about the rising cost of living, residents and visitors will still come in to shop, eat, drink and enjoy Christmas in Truro.

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

Autumn 2023 Newsletter

Festive Events Calendar 2023



There will be temporary road closures for ten dates in total over the festive period on: Friday 24 Nov, four Wednesdays (29 Nov, and 6, 13 and 20 Dec) and five Saturdays (25 Nov, 2, 9, 16 and 23 Dec. See below for details. Road closures are funded by Truro BID and Truro Farmers Market. 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 24 Nov - 'Festive Friday' with Pirate FM's Johnny Cowling. Brought to the city by Truro BID and sponsored by Coodes Solicitors. Features entertainment from the stage on Boscawen St from 4.45pm, Christmas Lights Switch-on at 7pm, followed by live music until 9pm! The Big Festive Shop Small Market will be on Lemon Quay all day and evening. Pirate FM will be in the city from 3pm. Road closures from 6am to midnight. A big thank you to all the Truro BID Levy Payers who enable us to deliver Truro's Christmas Lights and festive activities each year.

Sat 25 Nov – The Big Festive Shop Small Market continues alongside Truro Farmers Market on Lemon Quay, from 9am to 4pm. Traffic-free main shopping streets (road closures from 6am to 7pm). Street food in Boscawen St all day.

29 Nov, 6 Dec, 13 Dec and 20 Dec – Wednesday Late Night Shopping until 9pm with entertainment dotted around. Road closures from 6am to 11pm, so customers can enjoy traffic-free shopping streets. A selection of Truro Farmers Market stalls in Boscawen St to 2pm, and seasonal market stalls from 4pm plus street food in the afternoon.

Wed 29 Nov - The Father Christmas Parade at 6.30pm. Coincides with the first late night shopping. Featuring Father Christmas and his sleigh, local dance groups, musicians, 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.

From Wed 29 Nov to Christmas Eve – The Big Christmas Market on Lemon Quay hosted by Truro Farmers Market. Open 9am to 5pm Monday to Friday, extended to 9pm for Wednesday Late Night Shopping. Trading 10am to 4pm Sundays.

Fri 1 Dec & Sat 2 Dec - Made in Cornwall Christmas Fair at Truro Cathedral. Open 10am to 5pm.

Sat 2, 9, 16 and 23 Dec – A selection of Truro Farmers Market produce stalls in Boscawen St, street food, entertainment, and traffic-free main shopping streets (road closures from 6am to 7pm).

Sat 2 Dec – Truro Free Parking Day in Cornwall Council Carparks and free use of the Truro Park and Ride. Coincides with Small Business Saturday.

From Wed 6 Dec - Finding Father Christmas at the Museum. A Father Christmas Grotto and unique storytelling experience with Coppice Theatre at the Royal Cornwall Museum (RCM). In addition to Wed 6 Dec, also on Sat 9 Dec, Wed 13 Dec, Sat 16 Dec, Wed 20 Dec, Thurs 21 Dec and Fri 22 Dec. Brought to the city by Truro BID in association with Coppice Theatre and with kind permission from the RCM.

Sun 31 Dec - Family New Year's Fireworks at 7.30pm & New Year's Fireworks at midnight. Organised by Truro City Council with kind permission from Truro School. Midnight display funded by Truro City Council.

We put on Christmas events to increase customer footfall into the city. We were delighted to see so many Truro businesses hosting Cornwall Pride event posters. Please help us to help your business, by also hosting Truro's Christmas event posters.

