

A round up of Truro BID activities and what's coming up in Truro to share with your teams

Welcome to your summer Truro BID newsletter. We hope that you're enjoying the warmer weather and appreciating how cheerful Truro's looking with the bright bunting and the lovely hanging floral baskets dotted around.

Truro BID funds the bunting and arranges for it to go up. We also fund approximately 50% of the hanging baskets located outside of the businesses. The bunting and baskets are just some initiatives that we do to improve the environment in our great little city.

In the last few months we've held two successful events – Children's Day and City Clean-up.

Children's Day in April was bigger than in previous years. Over 30 city centre businesses came together to organise special children's activities or in-store offers on the second Saturday of the School Easter holidays. The Royal Cornwall Museum offered free entry to families for the day as well!



Local organisations including Cornwall Dance School, Kids Yoga Cornwall and InspirAsian Dance joined juggling and stilt walking on Lemon Quay. Also, Mountain Bike Athlete Andrei Burton performed with Pip Anderson a brilliant 'Man vs Machine' show.

A big thanks to those businesses who supported Children's Day, as well as everyone else who joined in with the fun.

Our third City Clean-up held over three days collected 116 bags of rubbish with the help of 135 people made up from volunteer residents and businesses. This is the second time that we've collaborated with the Newham Businesses.

Those businesses involved by giving volunteer hours or donating in some way included Tesco, The Alverton, Lemon Street Lettings, Kartha Commercial Cleaning, BLS, Acorn Recruitment, Anytime Fitness, Wilko, City Road Vets, Truro and Penwith College ESOL students, Café Chaos, Pennyworths, Biffa, Hooked on Media, Costa, St Petros and Cornwall Hospice Care. Thanks to everyone who helped with the spruce up. The next City Clean Up will be in Spring 2020.



We're still supporting the Super Saver Monday initiative which offers 34 different £5 deals every Monday across food, drink, entertainment and shopping. Super Saver Monday has an advert and editorial in the current Truro Summer Guide which you can pick up at the Visitor Information Centre and selected local businesses. Find details of offers on [visittruro.org.uk](http://visittruro.org.uk) and on Facebook follow the scheme [@trurosupersavermonday](https://www.facebook.com/trurosupersavermonday).



If your business would like to join the Super Saver Monday scheme by offering a £5 deal or £5 off a certain spend contact us by emailing: [lindsey.craik@trurobid.co.uk](mailto:lindsey.craik@trurobid.co.uk).

Thanks to the businesses who have hosted a Truro Safe donation box, so far this year £395 has been raised which goes to help those move away from a life on the street. To host a donation box in your business email: [sian.knights@trurobid.co.uk](mailto:sian.knights@trurobid.co.uk).

We're continuing to work with various partners including Truro City Council, Visit Truro, Cornwall Council, Royal Cornwall Museum, City of Lights and Hall for Cornwall on a range of different projects. These include the Pydar Street Regeneration Project, Hall for Cornwall Redevelopment and promoting events and activities in our great little city.

We want to continue to draw people to Truro and ensure that businesses know what's going on. If you're a manager or owner, please share this newsletter with your employees - electronic versions available on request. I encourage you and your teams to sign up online to our weekly e-newsletter if you're not receiving it already by visiting [trurobid.co.uk/subscribe](http://trurobid.co.uk/subscribe), as well as following [@TruroBID](https://www.facebook.com/TruroBID) on Facebook.

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



Alun Jones, BID Manager  
[alun.jones@trurobid.co.uk](mailto:alun.jones@trurobid.co.uk)

# July 2019 Newsletter

A round up of what's coming up in Truro to share with your teams

For details of all events in Truro use and direct customers to [visittruro.org.uk](http://visittruro.org.uk) and @visittruro on Facebook

## July - South West in Bloom

Truro won National Britain in Bloom last year so this year Truro will have to take a break from the National competition and only enter South West in Bloom. Please ensure your premises are shining for the judging date on Thursday 11 July!

## August - Summer Markets on Lemon Quay

Last August, we trialled late-night shopping. This year we're planning an Antique and Collectables market on 7 and 21 August – more details to follow!

## September 27 to 29 - Truro Food Festival

We're supporting this event that will attract visitors to Truro - see [www.trurofoodfestival.com](http://www.trurofoodfestival.com). If you're a business that's interested in being involved then contact the event organisers ILOW by emailing: [roxy@ilowhq.com](mailto:roxy@ilowhq.com). They'd love to hear from local restaurants, pubs, potential sponsors and bands. Truro Traders will receive a 20% discount.

## October - Truro Trend Annual Fashion Week

Truro's fashion, hair and beauty celebration which we organise and fund returns on 5-12 October, with the Catwalk at the Cathedral on Wednesday 9 October. We've invited over 120 local fashion retailers, and hair and beauty businesses to join in with in-store events and offers. To take part email: [lindsey.craik@trurobid.co.uk](mailto:lindsey.craik@trurobid.co.uk) by Friday 19 July. Catwalk tickets will be on sale from September via our Facebook page @trurotrend. Contact us about the sponsorship opportunities available too!



## November and December - Truro Christmas Street Markets 2019

The markets selling quality gifts, food, drink and street food will be in Boscawen Street every Wednesday and Saturday from 27 November to 21 December. The Wednesday markets will run from 10.30am to 9am (previous start time 9am) and the Saturday markets will run from 9am to 5pm (previously 4pm). There's a public expectation to have street food and we always invite Truro based food traders first. Email: [sian.knights@trurobid.co.uk](mailto:sian.knights@trurobid.co.uk) if you're interested to have a pitch.

## October to December - Winter Issue of the Truro Guide

The Winter Guide, which features many of Truro businesses and a full winter event listing, is planned to be out from 21 October. Produced in partnership with Visit Truro and Truro BID, 40,000 copies will be distributed across Cornwall from October to December. To book advertising and for ideas on editorial email: [truroguide@wolfrockmarketing.co.uk](mailto:truroguide@wolfrockmarketing.co.uk).

## November - City of Lights

The City of Lights returns on Wednesday 20 November. The event attracts an audience of 30,000 and there are various attractive sponsorship packages that businesses can choose from, email: [trurocol@gmail.com](mailto:trurocol@gmail.com) to find out more.

## Attend Monthly Shop Watch Meetings to Help Reduce Crime

Shopwatch Meetings are on the first Tuesday of the month at 10am in the Truro BID Office, Truro Library, First Floor. Come and support other business colleagues by sharing local knowledge and issues affecting your business.

## Interested to support Truro BID to help fund additional initiatives?

We're inviting conversations about voluntary contributions to Truro BID (including from non-levy payers). Please contact us on the email address or phone number below to have a conversation.



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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