

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

Welcome to your latest newsletter. We've been engaging with many businesses for Truro Trend Fashion, Hair and Beauty Week from 5 - 12 Oct. The event celebrated and supported our high street via 52 in-store activities across 43 different fashion, hair and beauty businesses. The Catwalk at the Cathedral fashion show had a larger audience than 2018 with nearly 550 tickets sold. We achieved good media coverage, including on BBC Radio Cornwall, in the West Briton and on Cornwall Live, plus ran Instagram and Facebook campaigns (@trurotrend).



Over the summer we initiated and part-funded the Truro Antiques and Collectables Markets on Lemon Quay. These were on two Wednesdays in August to complement the Truro Farmer's Market and help increase footfall. The markets were deemed a success by the traders and created a buzz on Lemon Quay.



Construction is planned to start for the Pydar Regeneration Project in January 2021. As part of the project, and with funding from Cornwall Council, the former Hardy's Carpet Unit has been turned into a short-term community space whilst regeneration project plans are being developed. This 'Pydar Pop-Up' space, which we lease, can be booked for community activities, meetings and light entertainment. We're managing bookings so contact us for details.

We're concerned about the effect on the city centre businesses if the proposal for the West Truro Retail Park at Langarth goes ahead. We've put in an objection to Cornwall Council as the plan includes 12 out of town large stores, and fast food outlets. To comment on the application go to the planning application section on [www.cornwall.gov.uk](http://www.cornwall.gov.uk) and enter ref: PA19/05930

To help clean up the city we've installed bright pink Gumdrops bins in five locations following our successful grant application from Cornwall Rural Community Charity. We hope people will put their used chewing or bubble gum in the bins so the gum can be recycled.



Super Saver Monday now has 41 deals from 30 businesses and 760 @Trurosaversmonday Facebook followers. We've given participating businesses posters and flyers to push the scheme and staff at the Visitor Information Centre are proactively pushing the scheme. We welcome even more businesses to join the scheme with a £5 deal or £5 off a certain spend email [lindsey.craik@trurobid.co.uk](mailto:lindsey.craik@trurobid.co.uk).

With Christmas approaching we are active in organising and managing various festive activities to promote the city and encourage footfall. As well as the Christmas Lights, this includes managing Truro Christmas Street Markets, co-managing the Father Christmas Parade with Truro City Council and working with Visit Truro to deliver the Christmas destination marketing campaign.

Truro BID have organised music around Truro to help you get into the festive spirit on Truro Christmas Street Market days. Large visuals will be projected again on the TUI building and on the Arts Café in River St on Wednesdays after dark. We're behind the projections and have collaborated with Truro and Penwith College students who have produced the content.



New for this year we're initiating and sponsoring Jack's Frosty Stories by Coppice Theatre, the walkabout version of their winter storytelling show, in Truro on 30 November and 7 December. We're sponsoring Father Christmas at the Museum on Wednesdays and funding the Christmas illuminations on Trafalgar Roundabout.

We're keen that everyone working in Truro knows about our BID activities so share this newsletter with your employees – electronic versions are available on request. I encourage you and your teams to sign up to our weekly e-newsletter at: [www.trurobid.co.uk/subscribe](http://www.trurobid.co.uk/subscribe) and follow us on Facebook @TruroBID.

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



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# Festive Events Calendar 2019

Where possible, please arrange for any deliveries to take place outside of the road closure times: **Wednesdays 6am–10.30pm & Saturdays 6am–6.30pm.**

## **Wed 20 Nov - City of Lights at 7pm & Christmas Lights Switch-on.**

Road closures in place from 2.00pm & 30,000 visitors are expected.

This year's City of Lights parade theme is 'Under the Clock'. The City Centre Christmas Lights will be switched on by the Town Crier, Lionel Knight, and his wife Carol Knight.



**Wed 27 Nov - Father Christmas Parade, First Truro Christmas Street Markets & Late Night shopping.** Full City Centre Road closures in place from 6am with the exception of Victoria Square and River St which is closed from 3pm. Shops open until 9.00pm. 20,000 visitors expected. See the reindeer from 6pm. At 6.30pm see Father Christmas and his reindeer as he rides through streets lead by Cambourne Youth Band. Parade Route - Victoria Sq, Kenwyn St, Little Castle St, River St, St. Nicholas St, King St, High Cross. Then back down King St, Boscawen St, Princes St, Green St, Lemon Quay, Lower Lemon St, St Nicholas St and Boscawen St, returning to Victoria Sq.

**Sat 30 Nov & Sat 7 Dec - Jack's Frosty Stories by Coppice Theatre** walkabout version of their popular winter storytelling show. Performances at 12noon, 2pm and 4pm. Tickets (£5 per adult with up to 3 children free) from Visitor Information Centre at Boscawen Street / online at [www.visittruro.org.uk](http://www.visittruro.org.uk).

**Sat 30 Nov - Small Business Saturday on Lemon Quay & free parking day in Cornwall Council Truro Car Parks.**

**Wed 11 Dec - Santa Fun Run in aid of Cornwall Hospice Care, starts from Cathedral Green at 6.30pm.** Route Pydar St, St Clement St, Victoria Gardens, along the Leats crossing at Edward and Castle St, Tonkins Ope, King St, Boscawen St, Princes St, Quay St, St. Marys St Mews cross at Old Bridge St, behind Truro Cathedral Green and back to Union Place.

**Wed 4, 11 & 18 Dec - Truro Christmas Street Markets 10.30am – 9pm, late night shopping & Father Christmas at the Museum.** 12-20,000 visitors expected. Road closures from 6am – 10.30pm to include Lower Lemon St, St. Nicholas St, Boscawen St and King St / Pydar St. Father Christmas at the Royal Cornwall Museum (4.30pm - 8.00pm). For tickets (£5.50 including museum entry) visit: [royalcornwallmuseum.org.uk](http://royalcornwallmuseum.org.uk).

**Sat 14 & 21 Dec - Truro Christmas Street Markets 9am – 5pm**

Road closures from 6am – 6.30pm to include Lower Lemon St, St. Nicholas St, Boscawen St & King St / Pydar St.

**Tues 31 Dec - Family New Year Fireworks at 7.30pm & Midnight New Year Fireworks on Lemon Quay.** Possible by kind permission of Truro School. Sponsored by Truro Community Property Trust (family fireworks) & Truro City Council.

## **Other events on Lemon Quay**

- Made in Cornwall Christmas Market – Wed 28 Nov to Sun 2 Dec
- Primestock Christmas Show - Wed 4 Dec and Primestock Craft Market – Fri 6 to Sun 8 Dec
- Mayor's Charity Day - Sat 7 Dec
- The Winter Gift Fayre – Wed 11 Dec to Thurs 19 Dec



**Park & Ride Service** – extended to run on Wednesdays until 10pm with a frequent service and usual Saturday service. Leaving the city from Quay St.

**Free parking in Truro** - Park for free in Long stay from 4pm and short stay from 5pm in Cornwall Council car parks.

For further event details see the Truro Winter Guide. Full of shopping inspiration & festive events - head to the Visit Information Centre on Boscawen St and grab some for your customers to browse and take away!

Use and direct customers too: [www.visittruro.org.uk](http://www.visittruro.org.uk) and @visittruro on Facebook.

Contact: [alun.jones@trurobid.co.uk](mailto:alun.jones@trurobid.co.uk)

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