

Stakeholders of Truro Summer Update 2026

Working together to support Cornwall's only city – Our Great Little City



Welcome

Following the first **Stakeholders of Truro** meeting hosted by the Mayor earlier this year, we'd like to keep partners informed about the work taking place to promote Truro, share opportunities to collaborate and provide updates on projects that support the city's visitor economy.

By working together and keeping one another informed, we can create stronger marketing campaigns, improve the visitor experience and continue to raise the profile of Cornwall's only city.

Latest Updates

Visitor Survey - Visit Truro

Our annual visitor survey remains live until the end of August and has already received more than **500 responses**.

Thank you to everyone who has helped promote the survey through your own channels. If you haven't yet had the opportunity, we'd be grateful if you could share it through your E-newsletters, social media channels, websites or other communications. Every response helps us better understand our visitors and provides valuable evidence to inform future destination marketing and development.

The results will also be made available to stakeholders and may be useful for your own planning, marketing activity and future decision-making. Draft results are expected in September.

Take part or share the survey at:

www.sogolytics.com/r/YzFChK



Latest Updates

Our Great Little City Campaign

This summer, we'll be working with **Oatey Media** to develop new promotional campaign content centred around **Our Great Little City**. The project will include **two filming days** and the production of **five targeted digital adverts**, using engaging video and motion graphics to bring Truro's story to life while creating a distinctive visual style for Visit Truro.

The campaign builds on the **Our Great Little City** brand, celebrating Truro's unique position as Cornwall's only city and highlighting what makes it different from Cornwall's coastal destinations. From Boscawen Park and Truro Farmers Market to independent businesses such as Native Grain and Sabzi, the campaign will showcase the authentic experiences that encourage people to visit, stay longer and explore more. Thank you to those who have agreed to take part.

Our Great Little Kids Club

Our Great Little Kids Club returns from **28th July to 29th August**, offering a free programme of weekday activities in **Victoria Gardens** (NB Tuesday sessions will be held in the Learning Room at Cornwall Museum & Art Gallery) from **2.00pm to 3.00pm** throughout the summer holidays.

This year's programme includes a number of new businesses and organisations taking part in the **Denzel's Hedgehog Trail**, encouraging families to explore more of Truro throughout the holidays. We look forward to welcoming **Swamp Circus** as a new activity provider in Victoria Gardens this year.



A free activity leaflet, including the full programme, trail and participating businesses, is available to collect from the **Visitor Information Centre** and **Truro Community Library** during August. For further information on the activities and the trail, go to: www.visittruro.org.uk/whats-on/our-great-little-kids-club

Website & Digital Development

Over the recent months, we've been refreshing the core pages of the Visit Truro website, creating more engaging, consumer-focused content designed to inspire visitors while improving the site's visibility online. Working with **Niddocks**, content is being updated using the latest **Search Engine Optimisation (SEO)** and **Generative Engine Optimisation (GEO)** techniques, helping ensure Truro performs strongly across traditional search engines as well as emerging AI-powered search platforms.

At the same time, we are in discussions with **Digital Natives** about ways to strengthen Visit Truro's social media activity. Digital Natives currently work with **Newquay BID** on the "I Love Newquay" channels, and we are also exploring the potential for a future social media training session for partners & businesses in Truro.

We would also welcome your support in signposting visitors to the Visit Truro website. If you send out visitor information, accommodation confirmations, event details, itineraries or newsletters, please consider including a link or call to action such as: "**Find out more about Truro at: visittruro.org.uk**". Helping visitors discover more before and during their visit benefits the wider city and encourages them to stay longer, explore further and support more local businesses.

Group Visits & Travel Trade

Group travel continues to provide an important opportunity for Truro's visitor economy. This year, we have welcomed private groups from **Dacey's Tours**, with a further three visits scheduled for the autumn. **Viking Cruises** excursion groups also continue to visit the city, with guests enjoying a 30-minute orientation tour before exploring Truro independently. Lionel, our Town Crier, continues to provide a warm Cornish welcome by meeting and greeting visitors on arrival.

To support future growth, we are developing a dedicated **Travel Trade Fact File** to promote Truro to tour operators and group travel organisers. We are also exploring membership of the **Coach Tourism Association** to help raise Truro's profile within the UK group travel market and create new opportunities for the city.

Boscawen Park & Pavilion

Work continues on the transformation of Boscawen Park, with the new Pavilion due to open in August/September, followed by an official opening later in the autumn. The new Pavilion will provide flexible community and event space, including a **Main Sports Hall, River Studio** and **Park Studio**, together with modern changing facilities.

A new **Facebook page** has recently launched, which will provide project updates, news & information about activities taking place at the site. Follow the page at: **[Boscawen Park & Pavilion](#)**

Further information, booking details and updates will also be available on the **Truro City Council website** - truro.gov.uk.



Looking Ahead

Keeping each other **informed** helps us maximise opportunities, avoid clashes where possible and work together to make the most of everything happening across Truro.

Events & Campaigns

- **Denzel's Hedgehog Trail** – 25th July – 31st August
- **Celebration of Culture** – Saturday 1st August
- **Truro Classic Car Show** – Sunday 2nd August
- **Our Great Little Kids Club** – 3rd August – 28th August
- **Bandstand Concerts** – Every Sunday until end of September
- **Truro Food Festival** – 23rd – 27th September
- **Truro Christmas Market** – 21st November – 24th December

Destination & City Updates

- Our Great Little City campaign (ongoing)
- Boscawen Park Pavilion opens (August/September)
- Visitor Survey results (September)
- Website & digital development (ongoing)
- Truro 150 planning (ongoing)
- Christmas campaign planning (ongoing)



Looking Further Ahead

Truro 150

In **2027**, Truro will celebrate **150 years since being granted city status**. Plans are now underway to develop a **programme of events and activities** throughout 2027 that celebrate Truro's rich history, vibrant communities and exciting future.

The ambition is to create a city-wide celebration that brings together residents, businesses, schools, community groups, cultural organisations and partners to showcase everything that makes Truro a great little city.

Truro City Council's **150th Anniversary Working Group** is currently developing the programme; but, they want the celebrations to be a celebration of Truro as a whole and will shortly be inviting ideas for events, activities and projects. Whether you're considering a themed event, exhibition, performance, heritage project or business initiative, we'd encourage you to **get involved**.

Further information and opportunities to participate will be shared over the coming months. However, if you would like to know more or have ideas and suggestions, please email: events@truro.gov.uk

Cornwall Destination Update

Work continues at pace to establish a new **Cornwall and Isles of Scilly Visitor Economy Partnership** and **Destination Management Organisation (DMO)**, following extensive consultation with the visitor economy sector.

We're pleased to see positive progress being made, with a new independent Chair appointed and interim marketing and communications activity continuing to ensure Cornwall remains visible while the new organisation is established.

Truro City Council and Visit Truro continue to support this work, with David Rodda, Town Clerk, representing Town and Parish Councils on the Steering Group and the Marketing & Communications Working Group. This helps ensure the interests of Town and Parish Councils and Cornwall's only city are represented as future destination marketing and partnership activity develops.

We'll continue to keep stakeholders updated as the new organisation takes shape and look forward to working collaboratively to maximise opportunities for Truro and the wider visitor economy.



Planning an Event?

If you're organising an **event, exhibition, festival, business promotion or visitor experience**, we'd love to hear from you.

Submitting your event early helps us include it on the Visit Truro website, feature it in our marketing activity, coordinate promotion across the city and identify opportunities to work collaboratively. Ideally, we'd like to hear about an event/planned activity **4-6 weeks** in advance.

Submit your event: www.visittruro.org.uk/submit-an-event
Or contact the Visit Truro team at visittruro@truro.gov.uk



From Our Partners

*This space in the newsletter has been created for **you**.*



Future editions of the **Stakeholders of Truro** update will include news, upcoming events and achievements from organisations across the city. Whether you're launching a new exhibition, hosting an event, celebrating a milestone or have a project to share, we'd love to feature it.

Please send your stories, images and updates to: visittruro@truro.gov.uk

Working Together - How you can help

Visit Truro is the **official destination marketing** service delivered by Truro City Council, promoting Cornwall's only city as a vibrant place to visit, shop, eat, stay and explore. Working alongside businesses, attractions and partners across the city, we're here to help promote Truro and support the organisations that make it such a special place to live, work and visit.

Whether you're organising an event, launching a new exhibition, product or service, celebrating an anniversary or developing a new visitor experience, we'd love to help **share your story**.

How you can help:

- Send us your event information as early as possible.
- Share business news, new visitor experiences and milestone celebrations.
- Tag (@ not #) Visit Truro in your social media posts so we can amplify your content.
- Share high-quality photography and video for use across our marketing channels.
- Include a link to visittruro.org.uk in your visitor communications where appropriate.
- Contact us if you're interested in collaborative marketing, travel trade or group visit opportunities.
- Encourage visitors to complete and share our annual Visitor Survey.