

A round up of recent Truro BID activities and what's coming up in our great little city

Events and promotions

Over the last few months we have held two successful events, City Clean Up Week and Children's Day.

The #SuperSaverMonday campaign now has 23 businesses taking part making Monday's great value for deals.

We are also trialling late night shopping for every Wednesday in August and will be promoting this alongside Visit Truro. We will supply you with promotional posters to put up and a social media kit so you can help spread the word on your social media channels too.



Hanging baskets and Truro in Bloom

We fund the hanging baskets that have just been put up outside many businesses by the Parks Department at Truro City Council and which help make our great little city look lovely and smell amazing.

Truro in Bloom arranges the Shop Window Competition. This year's theme which will be judged on Friday 3rd August is 'Summer in the City'. If your business would like to enter or if you'd like to more details email: truroinbloom@outlook.co.uk.

Contact our new team member to take part in Truro Trend

If you're a fashion retailer or hair and beauty business and would like to take part in the city's annual fashion week please email Truro BID's new Marketing and Events Officer, Lindsey Craik at: lindsey.craik@trurobid.co.uk by 25th July.

Organised and funded by Truro BID, the event highlights the diverse range of quality businesses on the city's high street via in-store events and the high-profile catwalk show at Truro Cathedral on Wednesday 3rd October in the evening.

Please also ask about our sponsorship opportunity that is available. Tickets are on sale soon!



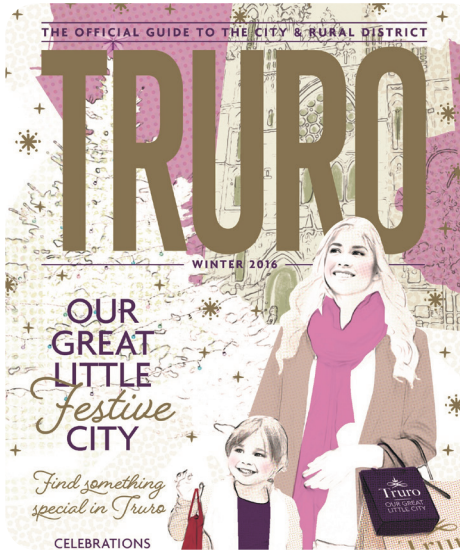
City of Lights sponsorship opportunities

The City of Lights, which attracts 30,000 people will be on Wednesday 21st November.

There are various sponsorship packages that businesses can choose from - email: trurocol@gmail.com to find out more.

Trade at the Christmas Street Markets

The City Centre Christmas Street Markets will be on again this year in the heart of Truro in the busy Boscawen Street every Wednesday and Saturday from 28th November – 22nd December 2018. Building on success from previous years we are extending the opening times for the Wednesday market from 9am to 9pm and are looking for traders to sell quality gifts, food, drink and street food. To book a booth or for more information, please email: sian.knights@trurobid.co.uk. We will ensure there are a limited number of food vans.



Feature in the Winter 2018 Truro Guide

The Winter edition of the Truro Guide will be available across Cornwall from 22 October to December. Produced in partnership with Visit Truro and Truro BID 40,000 copies of the edition will be distributed and this will feature a full winter event listing. To book advertising or enquire about editorial opportunities please email: abi@truro.gov.uk. Call Visit Truro (Tourist Information Centre) on 01872 273999 if you are interested in having a supply of the Guide publications for people to pick up.

A message from Hall for Cornwall

The Hall for Cornwall have been emptying the building so they can soon hand over the keys to the contractor. The site contractors are working with Truro BID to arrange a "Meet the Team" event to give local businesses a chance to speak to the people who will be managing the construction so you have direct contacts should you have any questions as the build progresses. The Hall for Cornwall are working closely with Truro BID, Truro City Council and Cornwall Council. They will provide regular updates in the BID's newsletter, attend meetings and give details of any events they hold or host where there's a chance to involve local businesses. The Hall for Cornwall recognise this is a challenging time for businesses in Truro so if you have any specific questions contact Trisha Hewitt, who is supporting their communications, at: TrishaH@hallforcornwall.org.uk or 07946654121.



Shopwatch - meeting reminder and radios

Everyone is welcome to come along to the Shop Watch meetings on the first Tuesday of each month which shares information and aims to help Truro businesses feel safe and prevent crime. The next meeting is August 7th, 10am in the Truro BID meeting room, first floor above the Library main entrance. As part of Truro Safe, Devon and Cornwall's Police and Crime Commissioner has awarded Truro BID £3,000 to improve communications and help reduce shop lifting. We've bought Shopwatch radios which we will distribute at suitable locations around our City Centre.

Contact: alun.jones@trurobid.co.uk
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