

## **Totally Truro update – March 2014**

### **Truro Festival**

Our second annual arts, culture and music festival will be held between 4 - 20 April and has a packed programme of large and small scale events throughout the fortnight for all audiences. Activities will include music, art, film & photography, theatre, comedy, dance, literature, story-telling and Cornish culture. In addition to holding events in a variety of business locations, there will be a festival marquee on Lemon Quay, a series of 'festival huts' throughout the city and events in empty shops. We are working with a wide range of other partner organisations, artists, musicians and will launch with an outdoor music event and end with a large community party on Lemon Quay on 20 April. Anticipated highlights include. We will be animating the city with bunting, banners, poster sites, advertising, radio campaign, a community radio launch and have produced a full colour 32-page festival guide.

### **iOrchestra**

The iOrchestra initiative follows the theme of 'large-scale events' for Truro and is a project led by London Philharmonia and will be visiting Torbay, Plymouth and Cornwall in 2014 and again in 2015. It aims to develop new audiences through a digital interpretation of classical music and will consist of a walkthrough, immersive installation, providing a massive virtual experience of the orchestra in a bespoke structure on Lemon Quay. Commencing in Truro on 30 June, the event will culminate with a free open-air performance on 13 July. The project structure to deliver the activities across all the various locations is vast and, on a local level, Alan Wallace has been commissioned to support and deliver activities in Truro.

### **'Enjoytruro' website**

Our website usage continues to grow and has attracted over 2,350,000 page visits since its launch and is now achieving around 2,900 page hits per day. Currently, over 50% of the traffic arrives via smart phones or tablets and we have concern that whilst traffic increases, dwell time decreases as the site is not fully compatible with smartphones/tablets. Therefore, we are currently investigating how best to upgrade the platform to make it more compatible

### **Signage/way-finding/interpretation**

Work has progressed in developing a brief for this important project as more funding is (hopefully) coming forward.

### **Best for Business**

A new project heading for the renewed BID which includes business parking, training, utilities and special offers initiatives for businesses and will be launched at an event on 22 May.

### **Truro works**

South West Water and Wales & West Utilities works continue with anticipated completion dates of 13 June and 28 March respectively. Work on the Truro Eastern District Centre has commenced.

### **New business update**

- Tesco – taken lease on ex-Mash, Pydar Street
- Great Escape – expanding into ex-Creperie, New Bridge Street
- House of Fabrics – relocating from Lemon Street to Pannier Market
- Lewis Houghton Wills – opening in ex-House of Fabrics, Lemon Street
- Hawkins Bazaar – closed, St Nicholas Street
- The Real Bread Shop – opened in ex-Cornish Food Box, Charles Street
- 3 - opening in ex-Game, Pydar Street
- The Attic – opened in ex-Live Bar, River Street
- Aqua Skincare – opening in ex-ELC, River Street
- Ladbrokes – opened in ex-Specsavers, River Street