

Totally Truro update – October 2014

Truro Trend

A city wide event that focussed on in-store events and exclusive special offers for the Truro Trend week with events ranging from guest talks by fashion suppliers, lucky dips, and living mannequins to discounts galore and a double-page spread in the West Briton with a range of offers from Truro businesses. The highlight of this year's fashion week was a fashion show held at Truro Cathedral on the evening of Wednesday 8th October with a catwalk running the length of the nave. A great collaboration, with nine different fashion retailers showing their new styles, plus accessorising, hair styling and makeovers and supporting exhibition stalls. The evening was extremely well received and the tills were ringing in the stores over the next few days. As Daphne Skinnard, compare for the evening, stated, 'couture in the Cathedral'!

Christmas

Planning for this year's activities is well underway. The popular 'Truro Christmas shopping and events' booklet goes to print in the next few days and has a circulation of 30,000 copies. Preparation for the installation of the city's Christmas lights has begun with the lights being checked and a new scheme for King Street and Pydar Street for this year. The first of the willow withies have been purchased to start building the large lanterns for City of Lights (19 November), road closure orders and traffic management plans have been submitted for late night shopping evenings and all of the entertainment has been booked for these evenings.

Marketing

A new and updated map has been commissioned for Truro and is being meticulously drawn as we speak. Work on developing a shared 'brand' for Truro to help communicate our unique message and offer continues to be developed and discussions between Totally Truro and Truro City Council are progressing to merge existing websites into one overall site for Truro, making our online presence more consistent and clear.

'My Truro'

One of the new projects under the 'Best for Business' offer, this scheme provides a simple mechanism for businesses to develop their own promotions and events which are then communicated out to customers and visitors via our existing database. The third set of offers will be circulated this week as part of the initial six-month pilot phase of this initiative and will include bespoke offers from over a dozen Truro businesses.

South West Water works

The South West Water works in the west of the city centre have finally completed! Our highways and byways will be cleared of closures and diversions as we approach the peak trading season.

New business update

- Bustophers – closed, Lemon Street
- Phones 4 U – in administration, Pydar Street
- Cash Generator – closed, Boscawen Street
- Roseland Furniture – opened, St Clement Street
- Jellis nail bar – opened, Princes House
- Truro Smoothie Bar – opened in ex-Marie Morrison, Victoria Square
- Radmores – opened in ex-RunTru, Duke Street
- Hub Box – opened in ex-One Eyed Cat, River Street
- Pieros – reopened, River Street
- The Phone Hut – opened in ex-Vodafone, King Street