

Totally Truro update – October 2013

Truro Trend - took place 14-19 October and was a celebration of Truro's fashion-related businesses, both multiples and independents. Highlights included a fashion show at The Office nightclub, in-store promotions and a double-page spread in the West Briton with exclusive special offer vouchers for use in Truro stores. Feedback has been very positive indeed and we plan to run similar events in the future.

Christmas in Truro will launch on 20 November with the City of Lights lantern procession, switch-on of the Christmas lights and the opening of the ice rink. The key dates are as follows:

November

- **'City of Lights' procession and Christmas lights switch on** - Wednesday 20 November
- **Ice Skate Truro – opening of ice rink** - Wednesday 20 November
- **Late night shopping and reindeer procession** - Wednesday 27 November
- **Light Up a Life Service on High Cross** - Wednesday 27 November 6.30pm, High Cross
- **'Made in Cornwall' Christmas Show** - Wednesday 27 – Sunday 1 December

December

- **Christmas Primestock Show** - Wednesday 4 December from 9am, Lemon Quay
- **Late night shopping** - Wednesdays 4, 11 and 18 December
- **Primestock Craft Show and Mayor's Charity Day** - Fri 6 & Sat 7 Dec 10am-5pm
- **Victorian Christmas Market** - Tuesday 10 – Sunday 15 December
- **Christmas street market** - Saturday 14 and 21 December, 9am-5.30pm, Boscawen Street

This year's 'Christmas Truro – shopping & events guide' is in production and will be ready for distribution in November. It will be a full colour, 50 page guide with a circulation of 30,000 copies and with a tailored 16-page version being inserted in Cornwall Life magazine with an additional circulation of 40,000 copies. A dedicated section on our website, external advertising, posters and banners are also in hand.

City Centre works continue, with SWW currently working in Victoria Square, Wales & Wet Utilities in Boscawen Street and Cormac on the Trafalgar roundabout. Understandably, these have been testing times for businesses, residents and visitors in Truro. The good news is that the most intrusive works (gas) in St Nicholas Street and Boscawen Street have been completed and that Cormac will be off-site by the start of November and both SWW and W&WU will be off-site by 15 November to allow Truro to get 'back to normal' for the crucial Christmas period. They will be back on site in January to continue their programme of works. A fortnightly operational meeting attended by all three contractors plus representatives from Cornwall and Truro Councils (and me!) has proved to be a constructive and valuable forum for sharing and agreeing progress and forthcoming works.

Developments – plans have been submitted to combine some of the retail units on Lemon Quay to provide a large single space for 'an internationally renowned retailer'. Coyte Farm goes to planning on 21 November and is creating much discussion, positive and negative, amongst the Cornish towns and Stanhope, the proposers for the Pydar Street development in Truro are back in town on 24 October.

New business update

- Granite Outdoors – opened in ex-Evans, St Nicholas Street
- White Company – opened in ex-Burtons, Boscawen Street
- Calendar Club – opening in ex-Jessops, St Nicholas Street
- Sam's in the City – opening in ex-Amethyst, St Mary's Street
- Kernow Exotics (reptiles) – opening in ex-Blushhh, Quay Street
- The Beer Cellar – opening in ex-Red Elephant Bead Shop, Quay Street
- Cody's – closed, Kenwyn Street
- Phone Shop – opened, Little Castle Street