

## Totally Truro update – September 2013

**Be Active Truro** - this third annual event took place 6-10 August and was delivered in partnership with Truro City Council, Cornwall Sports Partnership and Event Cornwall. The event has a wide range of free activities every day between 10 am and 4 pm and included 'beach tennis', climbing walls, sports demos and a trail through the city centre.

**Truro Trend** - this event will take place 14-19 October and will be a celebration of Truro's fashion-related businesses, both multiples and independents, and will include a full programme of in-store promotions, fashion shows, demonstrations and master-classes. A full marketing and PR plan is being developed with a double page spread already secured in the West Briton.

**Christmas planning** – is understandably well underway. The season will launch with the City of Lights procession on 20 November (the date having been moved to accommodate the SWW works) which will follow a new route, entering the city centre from Lemon Street. The ice rink returns to the Cathedral Green for its second year. The supporting marketing and promotional campaign will be further extended across Cornwall for this year.

**Newham BID** – following the successful BID ballot, Newham businesses have now formed their BID Committee which will sit alongside a Truro BID Committee, both under the Totally Truro umbrella.

**Alan Wallace** – having now left his position as Chief Executive at Truro Cathedral, Alan Wallace has set up his own event management company and is working as part of the Totally Truro team two days per week to help develop our events plans, specifically the annual Truro Festival.

**South West Water proposed works** – have commenced! Starting in Victoria Square, the £3.5 million scheme will upgrade sewerage systems in the Victoria Square and westwards. Due to our intervention, the initially proposed 60 week continuous scheme to commence in April 2013, has been reduced to a sub-40 week scheme with breaks, commencing in September. Full details of the schedule of works can be found at [www.southwestwater.co.uk/truro](http://www.southwestwater.co.uk/truro) .

In parallel with the SWW works, Wales & West Utilities have also commenced a programme of works to replace and upgrade the gas mains and pipes in the city centre, currently working in Boscawen Street and St Nicholas Street. When combined with the ongoing Trafalgar Roundabout/Tregolls Road works, of serious concern is the 'cumulative impact' on the perception and reality of accessibility and permeability to, around and through Truro. SWW have commissioned a 'Truro Works' campaign to present a 'businesses open as usual' message and it is hoped that W&WU and Cormac will follow suit.

### New business update

- Angelatos – opened in ex-SJs, St Mary's Street
- Chalk – opened in Lemon Street
- Gracy's Tea Room – opened in Castle Street
- Kazbah – reopened, Quay Street
- Simply Allsorts – opened in Green Street Mews
- Indaba – rebranded as Hooked, Tabernacle Street
- The Bridal House – opened in Old Mansion House, Quay Street
- Spar – closed, Back Quay
- Hypnotherapist – opening in New Bridge Street
- Fair Lead Partners (finance and investment company) - opened in Mansion House, Princes Street
- Amanda Hewitt Financial Planning - opened in Mansion House, Princes Street
- Sublime Boutique – opened in Lemon Street