



## **Truro City Council and Truro BID Joint Press Release: Space to shop in Truro this Christmas Season**

There's still plenty of time to have space to Christmas shop in Truro this festive season as from Wednesday 2nd December the main streets will be traffic-free at peak shopping times every day.

The Truro partnership (Truro City Council, Truro Business Improvement District and Visit Truro), along with Cornwall Council put temporary road closures in place to enable people to social distance in response to COVID when Truro reopened in June after lockdown one.

Reinstating the social distancing measures coincides with Truro being able to fully reopen following the end of the second national lockdown.

To provide the best experience for the customer, from Wednesday 2nd December, Truro's main shopping streets will be traffic-free on Mondays through to Sundays, from 11am until 3pm up to and including Christmas Eve. In addition to now have road closures on Sundays, these streets will be traffic-free from 11am until 9pm on Wednesdays to coincide with late night shopping, and on Saturdays from 9am until 5pm.

By extending the times of the road closure hours, the partnership is showing their commitment to keeping the Government social distancing measures in place during the busiest time of the year for Truro.

The partnership is also supporting the local economy in the run up to Christmas by giving residents across Cornwall reassurance to return to the high street.

As well as the streets being traffic-free, the social distancing signage has been refreshed with more signs placed across the city to remind everyone to keep left in the direction that they are walking.

The Mayor of Truro, Cllr Bert Biscoe said; **“Truro has been a behind-closed-doors hive of activity as shopkeepers spruce up, shine and polish, and re-display, think about distancing and prepare for the two-and-a-half-week dash to Christmas. News from the corporate side of retailing is not brilliant, but here in Truro the independent traders and local managers are leading the way in**



**welcoming customers to town - spending money in Truro this Christmas isn't just about having a good Christmas, it's also an investment in the future of the town - if you love Truro, invest and save! See you there!"**

Alun Jones, Truro BID Manager said: **"We're delighted that Truro can fully reopen from Wednesday and it's good news for hospitality businesses that Cornwall has been placed in tier one.**

**There is still plenty of time to enjoy Truro this festive season. By making the main streets traffic-free for longer there will be more time for people to spread out their Christmas shopping at what is usually the busiest period for retail. Whilst Christmas is going to be a different experience this year, the Christmas lights are up our great little city is looking very festive. Truro's huge selection of independent and national businesses are ready to welcome you back – so you can enjoy space whilst you shop, eat and drink under the Christmas lights. Just please adhere to the Government's social distance distancing guidelines and follow Truro's keep left system."**

To coincide with the reopening of Truro, the partnership is promoting that there is space to shop in our great little city, via a radio campaign and adverts on the backs of buses.

The Truro Partnership will continue to monitor the times of roads closures in the run up to Christmas.

For further information on the road closures and Christmas events go to: [www.visittruro.gov.uk](http://www.visittruro.gov.uk)

## **Ends**

### **Notes to editors**

- The roads are traffic-free in Boscawen Street, Pydar St, High Cross, King St, St Nicholas St, Lower Lemon St, Duke St and part of Quay St. All the other City Centre streets will remain open to vehicles as usual.
- To help maintain social distancing, streets have a temporary one-way, keep left pedestrian system. Signage directs pedestrians to 'keep left' on the footpath in the direction that they are travelling.
- There is signage across Truro reminding everyone to keep a safe distance and keep left.
- During the road closures times buses continue to operate in Victoria Square.



- Marshals are positioned at the busiest areas around the city to help people to navigate their way around Truro and help with queueing for shops where necessary.
- In September, Truro City Council, agreed to fund the temporary road closures until January and will be applying to Cornwall Council for a grant to cover the costs. Truro BID makes a financial contribution towards the cost of manning the road closures each week as well as funding the extended road closures on Saturdays and Wednesdays in the run up to Christmas.

**ENDS**

For further information please email [lindsey.craik@trurobid.co.uk](mailto:lindsey.craik@trurobid.co.uk) or [abi@truro.gov.uk](mailto:abi@truro.gov.uk) or call 01872 273999 / 01872 274555.