



IN BRIEF – YOUR BID IN 2019/20

Planned expenditure for the BID income in 2019/20 will continue to be across three priority areas on projects voted by you in the 2016 Business Plan.

Marketing, Promotion & Events – flying the flag for Tavistock

Placemaking – enhancing the Town's visual appeal

Putting Businesses First – fighting your corner, business support & communication

From increasing promotion of the town and focusing on more community-based events, your BID will continue to work hard to support the town and its businesses. Some highlights:

Tavistock Community Festival – Spring/Summer 2020: from the recent survey that was sent to businesses, the majority of you support a new town-wide festival in the Spring/Summer of next year. Along the lines of Dickensian, showcasing the town and its businesses will be the festival's priority. This is **your event** and your input and ideas will form the shape of it. Which month should this happen? What would you like to see in it? Please let us know.

Town Signage: the current signage is being revamped and the final design will be much more striking and user friendly. Take a look at the examples here tonight. We are also designing additional boards to capitalise on the empty space below, to allow businesses to advertise themselves within it.

Marketing Strategy: this year we will be working our strategy much harder – creating an extended Town Guide to sit in Visitor Information Centres regionally, creating a business directory for inclusion in New Home packs, using the reach of the Visit Dartmoor brand to further promote the town and improving our group travel offer by working directly with tour operators and cruise ship operators. We are also looking in earnest at the 'Tavistock Gift Card' and securing sponsorship for it.

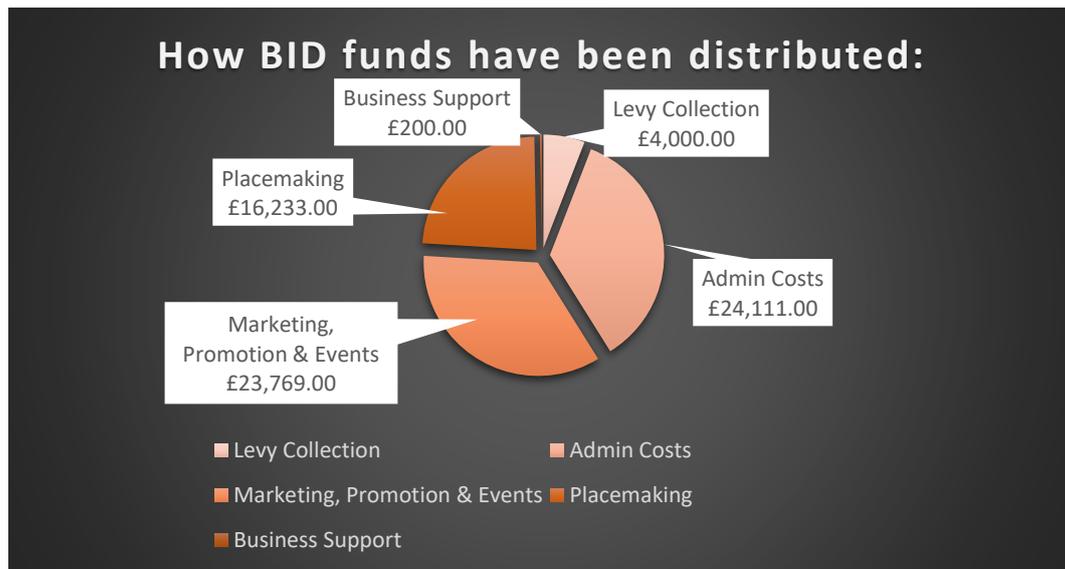
Town Centre Support: we are working with WDBC on a bid for the second round of High Street Funding and/or the Heritage Fund, working on a town centre promotion concept that focuses on getting people into town. We will continue to collaborate with WDBC to improve our car parking strategy with the BID having a direct input into the car parking tariffs and structure for 2020.

Christmas Lights: we will be increasing the reach of our lights up into King Street, outside Meadowlands and The Wharf. For 2020, we will look at allocating funds to replace the coloured lights in the centre of town for white ones, hopefully in partnership with the Town Council.

Fighting your corner: by working as part of the SW BID Group, we can positively influence the regional agenda thereby ensuring focus and funding for place and the businesses, communities and visitors they serve. We are starting discussions with key bodies around the topics we believe are relevant to the next generation of consumer. Through this group, that represents over 4000 businesses across the region, we also have a direct line into our Local Enterprise Partnership (LEP) with whom we will collaborate in order to influence Town Centre policies on a national level. Your voice matters and will be heard through this partnership.

Visit Tavistock Website & Social Media: the town website has undergone a transformation and the result is great – a really fresh and vibrant site that gives a great user journey. You all have a listing as part of your membership and those businesses not in the levy area will pay £50/year to advertise within the brand, generating income that will pay for ongoing site maintenance.

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WHAT WE HAVE DELIVERED

Destination PR: the BID continues to deliver a proactive destination PR campaign for the town. We have launched an exciting new website for Visit Tavistock. We have significantly improved our reach on Social Media with recent posts reaching 9,000 people. Over the past 12 months we have re-established a relationship with local media including BBC Radio Devon, BBC Spotlight and ITV Westcountry. We have had press releases in Tavy & Plym Links, The Moorlander, Tavistock Times and Plymouth Herald. We have created an engaging Top 10 leaflet for the VIC and website.

Coach Visitors: coach figures have improved significantly in 2019, doubling in the period April – August on the same period in 2018 and bringing in an additional 4371 people to the town. Based on a £5 spend per person, this equates to an increased revenue to the town of £21,855. We are now back on the Dartmoor Itinerary for coaches coming from Torquay.

More Promotions & Marketing Concepts: we have delivered some really good promotions this year - two lots of Fiver Fest, the Tavistock Passport, four Town Trails, the Customer Service Excellence Awards and Paint the Town among them. Participants of Fiver Fest have, on the whole, reported good uptake, new and returning customers as a result. Town Trails have seen on average 400 visitors over the period and, while the visits do not necessarily convert to sales on the day, many businesses have reported return visits. The Customer Service Excellence Awards had phenomenal support and 900 nominations, serving to get people focused on the high street experience.

Britain in Bloom: we entered into the Sargeant's Cup and BID categories this year and did really well winning a Silver Gilt award for both. Both entries were praised particularly for Town Environment and Community – the BID scored Gold for both of these elements. We saved £4000 on the hanging baskets this year by getting them sponsored and by changing provider.

Fighting your corner: a lot of time and effort went into campaigning against the Premier Inn proposal on behalf of BID members, meeting with Councillors from TTC and WDBC. The Board convened for extraordinary meetings and proactively lobbied WDBC into reconsidering their approach. We have also worked with WDBC on a car parking strategy, starting with a questionnaire.

Collaborations: we have fundamentally changed the way the BID is perceived among local community groups and consequently increased collaborations - working closely with the Lions creating a new Carnival Day to incorporate the town centre, with EcoFest providing businesses offering sustainable products / activities free advertising on the event brochure and been approached by other initiatives such as Chatter Natter, Precious Plastics, Fairtrade Tavistock.