



IN BRIEF – YOUR BID IN 2020/21

Planned expenditure for the BID income in 2020/21 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

Your BID will focus on post-COVID recovery - promotion of the town, projects that encourage visitor and local spend, support of businesses and the wider town. Some highlights:

Town Centre Support: we will continue working closely with WDBC to identify funding opportunities and lobbying for post-COVID support packages. Our priority will be to provide ongoing support as required post-COVID and to implement the BID recovery plan, with your input. We will ensure that we are a fundamental partner with WDBC in any other plans for the town centre, including the 2021 parking strategy. Our focus will be on promoting the town and increasing footfall.

Townscape Improvements: new town signage will be up in the coming weeks which is more striking and user friendly. In collaboration with the Community Gardeners, we have already made a start on increasing floral displays and work will continue on this.

Marketing Strategy: we have re-designed our marketing strategy post-COVID and will be focusing on encouraging local spend as well as visitor footfall. Plans are advancing for the 'Tavistock Gift Card', which we hope to launch for Christmas 2020. We will continue with our current media campaign. The recent crisis took us away from immediate plans for working with Visit Dartmoor and other organisations, which will now be an autumn focus. Work has already started on improving our group travel offer by working directly with tour operators and cruise ship operators.

Christmas Lights: new lights are required for West Street, which we consider a priority for 2020. Depending on available funds, additional colour lights in the Churchyard are being considered.

Events: with no Dickensian this year, the funds will be diverted to enable us to do more town promotion and finance management of the Gift Card. However, we still plan to mark the season with smaller events and will collaborate with St. Eustachius on a town-wide Christmas Tree festival.

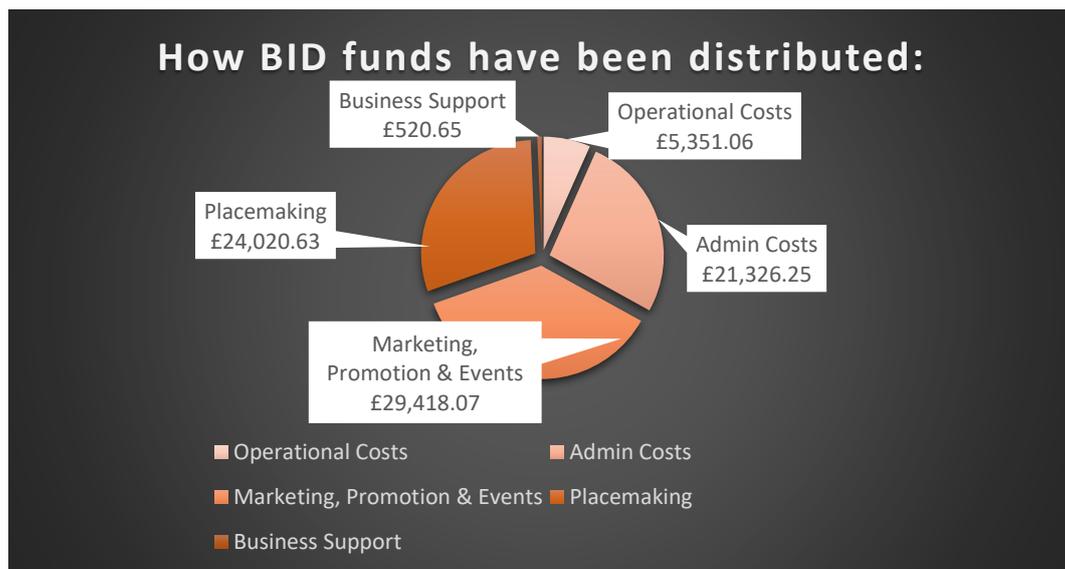
Helping you to thrive: in the current climate, it is difficult to envisage how our event planning will take shape for 2021. We will therefore focus on projects and promotions that encourage footfall and local support – such as an e-commerce platform for the whole high street. We have created a business plan and are actively seeking funds to make this happen. The way people shop has changed since COVID-19 and we need to adapt the town centre to face that challenge head on.

Visit Tavistock Website, app & Social Media: we continue to update the town website to make it more engaging and we will work on expanding the current offer of the town app 'Tavistock Local'. You all have listings on both as part of your levy and those businesses not in the levy area will pay £50/year for both platforms. Further effort will be spent on increasing our social media campaigns.

Ballot Preparation: the second term of this BID is up for renewal in August 2021. We will be preparing for re-ballot in June/July and your input is needed in developing the next business plan.

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WHAT WE HAVE DELIVERED



The latter part of the BID year has understandably been dominated by COVID-19. All of you have faced great challenges and we are not out of the woods yet. Much of our manpower has been devoted to supporting levy payers through the crisis and looking at ways to navigate our way out of it. We are proud of what we have achieved so far.

COVID-19 Support: throughout the initial phase of COVID-19 we worked hard to ensure you had the information that you needed and we provided crucial support – from regular communication on help available and assistance securing COVID grant money to creating a town re-opening toolkit which included government & industry guidance, safety advice and access to downloadable signage. We rolled out safety signage throughout the town and created personalised street motifs to encourage social distancing, which received plaudits from other towns nationally. We enlisted the help of volunteer street ambassadors during the initial weeks of re-opening and secured funding to provide information towers and sanitiser stations around the town.

COVID-19, we created a town app 'Tavistock Local' to focus on what services were available during the crisis and will be expanded to become an essential visitor tool. We have launched a media campaign to promote Tavistock as a safe go-to visitor destination: #TavistockSafelyWelcomesYou #Staysafe #Staylocal #StayTavistock. A media pack has been rolled out and the first campaign video reached 16k

Fighting your corner: we devised a town recovery plan and lobbied Devon County, West Devon Borough and Tavistock Town councils for their support. We have secured additional funding to enable us to continue operating and supporting the town. Tavistock is the only town in West Devon to have had such a coordinated response to the crisis with dedicated business support.

Christmas Lights: we purchased new lighting for King Street and replaced lighting on Russell Street. We also lit up the trees at Meadowlands and The Wharf. We held an inaugural light switch-on event, which saw the lights turned on in November and was attended by some 1,000 visitors.

Promotions & Marketing Concepts: in the early part of the BID year, we ran successful promotions such as October fiver fest, the Tavistock Passport, various Town Trails and another Paint the Town – which received further regional press coverage. We launched the new Town Guide, which included more visitor information and has also been distributed regionally for the first time.

Collaborations: during COVID-19, our working relationships with both West Devon and Tavistock Town councils have gone from strength to strength. Prior to lockdown, we were working on a strategy for the Guildhall Gateway Centre launch with Tavistock Heritage Trust which will roll into 2021. We have worked hard to ensure that the BID is at the centre of plans for the town.