

Tavistock BID Newsletter #2/19

Tavistock
BUSINESS IMPROVEMENT DISTRICT

BID Board Updates

We are pleased to announce that Colin Kirk-Potter of the Dragonfly Café has expressed interest in joining the Board of Directors and will be co-opted at March's meeting.

Despite requests at the AGM for some board meetings to be open to levy payers, the February meeting was attended by just one business owner. These open meetings are an opportunity to have dialogue with the Board of Directors and to raise any issues that are of concern to you. The next meeting open to levy payers will be May 15th and we would urge you to come along.

News / Lobbying Updates

Future High Street Fund: Janna attended a workshop on the Future High Street Fund last week, run by the Heart of South West Local Enterprise Partnership. West Devon Borough Council will submit any bid for funding in the borough and we learnt that only a single submission covering one town centre can be considered.

The objective of the fund is to 'renew and reshape town centres and high streets in a way that improves experience, drives growth and ensures future sustainability'. Investment obtained through the fund should be transformative and future proofing. There are various conditions around the projects that can be submitted, and Janna will be liaising with West Devon, the Town Council and the Chamber of Commerce on ideas for a bid from Tavistock. Initial indications from the borough council, however, suggest that a project in Okehampton is a strong contender. Further discussions will take place this week. If you have any suggestions or visions for our town centre that relate to this funding, then please let us know.

Abbey Rise Hotel: as you will know, the proposal to build a hotel on Abbey Rise Car Park was not awarded funding. While still approved and on the table, the project cannot currently go ahead. On the back of this, our focus is to continue to push for greater involvement in town centre strategy groups and for better communication by the Borough Council to stakeholders such as the BID. A meeting has been tabled for March 19th at West Devon Borough Council.

Street Ambassadors

We will shortly be rolling out our new strategy to have Board Directors acting as BID 'Street Ambassadors'. Each Director will be allocated an area of the BID area and will make it their role to visit the levy paying businesses of their areas on a regular basis. We are hoping this will further improve communication.

Forthcoming Events

Paint the Town: businesses in town will play host to 35 garlands created by local schools and community groups. It's really exciting that we have a great community feel to this event. The garlands and window displays will be judged by Town Mayor Cllr. Ward in the morning and an award given for the Best School Garland and Best Community Garland. Visitors will also be able to build a bird box with Dartmoor Rangers on Bedford Square. We are hoping that some will be donated to us in order that we can create some wildlife havens in the Churchyard. This will also help our entry into South West in Bloom.

Egg Hunt: our Easter trail starts on March 30th and runs through to the Easter weekend. Families will need to find and identify chocolate eggs designed by local chocolatiers to earn a goody bag. These trails are hugely popular.

Summer Events: our summer trail is looking really exciting. We will have not one but three different trails, courtesy of Tavistock Community Gardeners. All the trails will tie in with our entry into Britain in Bloom and the general summer theme of Children's Books. Watch this space for more information.

Hanging Baskets

If you would like a basket for your business this year then please email me or fill out the online form:

<https://jannasanders.typeform.com/to/cZHJDI>

Website / Social Media

Reminder: There is now a local offers page on the Visit-Tavistock website which is designed to feature events and offers from local businesses. It is there to increase publicity of your business so please do use it and let us know what is happening with you.

Janna has been working hard to increase the profile of our Facebook page, posting regular updates and including as many town events as possible, all of which is paying off.

Collaborations

Miss Ivy Street Food Festivals: we have agreed to support these festivals by funding entertainment. We hope that these events will support the night time economy, encouraging more people to come in and stay in town.

Tavistock EcoFest: we have agreed to support the event by funding an accompanying booklet in return for free advertising for levy paying businesses who support green trading and offer sustainable products or activities.

Record Breaking Cream Tea: Tim Randall, chair of the working group, has received the criteria from Guinness World Records which have implications for how this event can work. One of the terms states that there should be one entry point for participants, ruling out a mass party in the centre of town. For the record-breaking attempt therefore, the location will be the Pannier Market, Butcher's Hall and Town Hall. We intend for this to become an annual street party event which could drive considerable footfall and we will support it where we can.

Light Switch-on:

The Board has taken the decision to create a new light switch-on event for 2019, as Dickensian Evening falls late again this year. Rather than make this another late-night shopping event, we intend to create an afternoon event which then leads into the light switch-on. Not only will this encourage visitors to come into town when businesses are open but should also enable businesses to close and come and take part in it.

Advertising / Promotions:

We have taken out a ½ page advert in the Visit Dartmoor 2019 Destination Guide. The Guide can be seen here:

https://issuu.com/visitdartmoor/docs/discover_dartmoor_2019

We are looking at the economics of introducing a Mastercard pre-pay 'Gift Card for Tavistock' programme for all town centre businesses. Janna initially took part in a webinar on the subject, which was subsequently received enthusiastically by the Board. You can learn more here and we would be interested to hear your thoughts:

<https://www.bigmarker.com/miconex/Mastercard-Gift-Card-Programmes-for-Towns-and-Cities?bmid=48f9a091328c>

Other Business: Town Mayor, Cllr. Paul Ward is looking for contributions of prizes or donations to be raffled at the Civic Ball on 29th March in aid of his chosen charity, Tavistock Children's Centre. Contributors would, of course, be acknowledged. Please help if you can:

paul.ward@tavistock.gov.uk

Offers of donations can be made directly to Karen Pearce of Tavistock Children's Centre:

karen.pearce@actionforchildren.org.uk



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