

Tavistock BID Newsletter #4/19

Tavistock
BUSINESS IMPROVEMENT DISTRICT

BID Board Updates

The May Board meeting is **open to levy payers**. Please let us know should you wish to attend so we can ensure we are catered for accordingly. Date: 15th May 2019. Time 18:00. Place: Bedford Hotel.

Following on from the recent Borough Council elections, Robert Oxborough has tendered his resignation from the Board of Directors. We thank him for his input over the past few months.

Your BID Street Ambassadors are working their way around their assigned areas and you can expect a visit soon. If you wish to know who your Ambassador is then please get in touch.

What we need feedback on – see below!

Carnival Day Town Festival
Prizes for Summer Trail

Hanging Baskets

The baskets will be ready earlier than planned and the council will be out delivering them over the next couple of weeks. If you have not yet expressed interest in having a basket then I would please ask you to do so here or it may be too late: <https://jannasanders.typeform.com/to/cZHJDI>

News / Lobbying Updates / Business Support

Bus Station Toilets: Due to the recent election, there has been no further correspondence between WDBC and the BID on this issue. Our offer to contribute a small sum of BID money over the next two months, alongside Stagecoach, in order to keep one open while further negotiations take place remains on the table.

Car Parking: Janna met with Cathy Aubertin of WDBC and Tim Randall to start putting together questions for a parking survey which will be rolled out over the summer. This will be designed to get a better understanding of current car park usage and issues being experienced, to define what is wanted from parking in the town and how we want to best use our car parking spaces over the medium and long term.

Business Forums: we are looking at hosting a number of business support evenings which will be free to attend – comprising a workshop on a subject chosen by levy payers, followed by an open forum in which businesses can discuss issues of concern in a mutually supportive environment. A date for the first one and poll on subjects to be covered will be sent out in the coming weeks so keep your eyes peeled.

Events

Egg Hunt: our Easter trail was really well received, and we had a great number of people taking part with visitors coming into town from places like Bude and Plymouth specifically to participate. We have had some great feedback.

May Half Term: we are putting on a day of storytelling, crafts and face painting on May 31st.

Summer Trails: work has now started on the summer trails which we are doing in collaboration with the Community Gardeners. They look set to be really exciting and different, which will hope will draw in good numbers. A considerable amount of work has gone into them. The first trail – A Walk in the Park - will launch on June 22nd. We are looking for businesses to sponsor / donate prizes for this trail please.

Website / Social Media / Marketing

The website is undergoing a transformation. We will still be featuring events and offers from local businesses within a calendar. It is there to increase publicity of your business so please do use it and let us know what is happening with you.

We are going to invest in the use of Social Media Tool Hootsuite to improve our output and reach.

Janna has met with Jo Butler, Destination Marketing Consultant, to devise a marketing strategy for Visit Tavistock with the objective to increase visitor numbers, length of stay and visitor spend to Tavistock. Plans include to deliver a pre-arrival destination guide, expand our press reach and improve our group travel offer.

Collaborations

Tavistock Customer Service Excellence Awards: Along with Rhiannon Spurgeon, we are really excited that these awards will be launched on **May 15th**. We will be visiting with posters for your premises showing which category you fall into and with information on the awards for your customers explaining how they can nominate you. Rhiannon is working on obtaining sponsorship and prizes for the winners. Please see attached for further info.

Carnival Day Town Festival: Looking ahead to Carnival we are still looking for businesses who would like to get involved in the bigger Carnival Festival Day. The idea is to try and make the event as much about the town centre as the parade itself. By putting on a variety of arts, music, entertainment and individual attractions around the town we hope to increase visitors into Tavistock for the day and evening, rather than just for the parade itself. We are asking you to put on something that is relevant to your business - such as a special menu, a demonstration of your trade (flower arranging, nail art, drink or food tasting etc) or a small exhibition of your craft - in your own premises to create a really unique town centre festival.

Please help us supercharge the Carnival and make it work for you!

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. Promotion of your business and product(s) will be in the booklet but also on social media and the website. This looks set to be a really well attended event. To take advantage of this please email Ursula Mann ursula@tavistockscraptoe.org and copy me in janna@tavistockbid.co.uk

Learn Devon: We are delighted that Penny Westlake of Learn Devon has offered to put on a number of family friendly and adult events over the summer which we hope will bring in a different demographic to the town centre.

As always, if you have any matters you wish to communicate with us, we would be glad to hear from you.



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