

**Tavistock**  
BUSINESS IMPROVEMENT DISTRICT

# REOPENING THE TOWN CENTRE



## OVERVIEW

- COVID-19 is a huge new challenge affecting all of us - how we live, interact, shop, do business and travel. Everything is different.
- You, the business community, have shown great resilience, ingenuity and innovation as you have navigated through the crisis. We are here to help support you and plan for a resilient future.
- This 'Re-opening the Town Centre Information Pack and Business Toolkit' is based on the Tavistock BID Recovery Plan and contains a series of immediate and longer-term goals for the town.
- This pack also contains guidance on re-opening for all businesses in our town centre.
- At the heart of the plan is support for the business community as is creating inclusive working groups made up of representatives from key stakeholders and community groups to make sure we do the best for our town.

### Contact us:

For general queries and requests for assistance - [janna@tavistockbid.co.uk](mailto:janna@tavistockbid.co.uk) Tel: 07818 161623

To sign up to Visit-Tavistock or Tavistock Local - [admin@tavistockbid.co.uk](mailto:admin@tavistockbid.co.uk)

We are here to help!

## OBJECTIVES

- Provide multi-level support to businesses throughout the crisis and into recovery
- Position Tavistock as the region's top market town and go-to visitor destination for that special shopping experience
- Highlight the town's position as the gateway to the World Heritage Site
- Kickstart economic activity and growth
- Build on community engagement and encourage more local use of the town centre
- Attract new investment and funding
- Challenge perceptions of the traditional market town and of access difficulties with absence of mainline train transport links

The plan is broadly split into two parts:

1. Immediate actions – Town Centre Management logistics, business support, consumer safety & confidence
2. Longer term plans – Town Centre resilience and future proofing

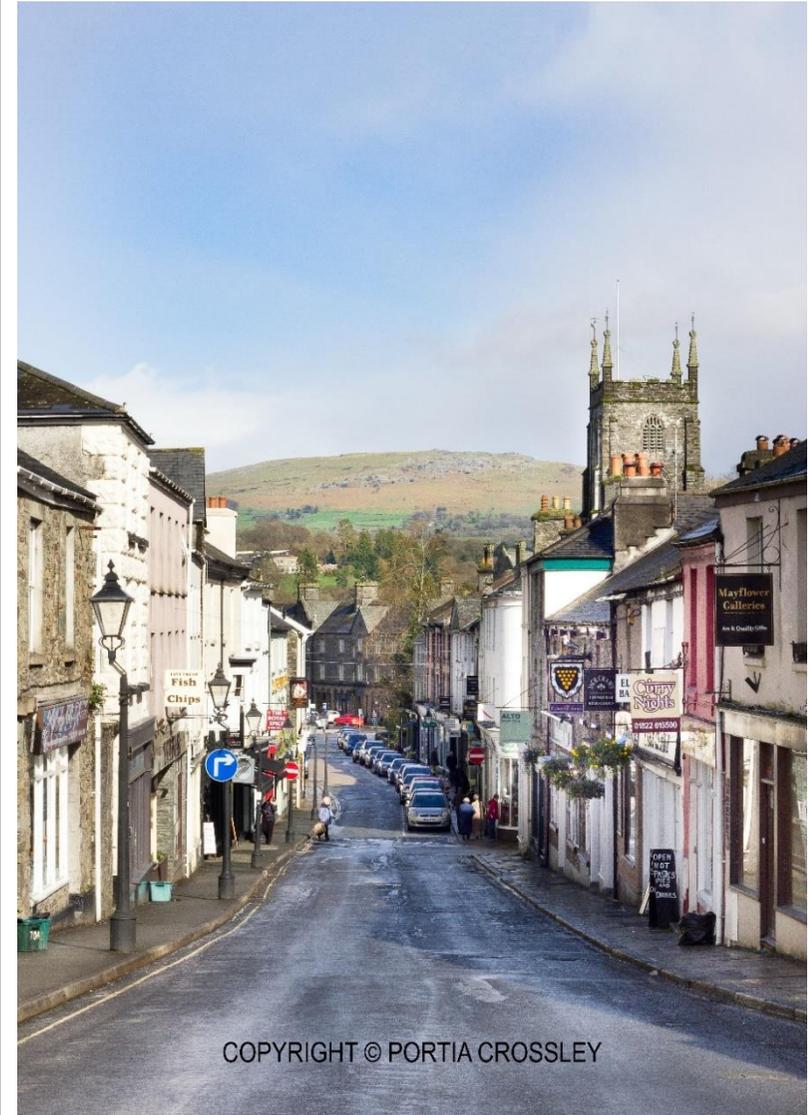
# IMMEDIATE ACTIONS Creating a safe and welcoming environment

## Consumer safety and confidence are key to the foundations of recovery

All businesses - with exceptions including nail bars, beauty salons, indoor gyms and sports venues, swimming pools and exhibition centres - will be able to open from July 4, provided they adhere to safety guidelines and complete the 5 steps set by the government. [Guidance here](#)

In partnership with TTC & WDBC, the town has been re-opened safely and we are working hard to ensure a sustainable recovery. Measures in place include:

- Town centre management re: social distancing guidelines, pedestrian safety & consumer confidence
- Public signage has been rolled out
- Branded street graphics to encourage social distancing while queuing have been installed, with more to come
- Visible support in the town centre from BID & WDBC Officers during initial weeks of re-opening
- Hand sanitiser stations to be fitted at the Public Toilets
- Coordination of PPE for businesses
- Provision of signage for businesses – free to download [here](#)
- ‘Tavistock is Open’ campaign is ongoing



# GOVERNMENT AND INDUSTRY GUIDANCE ON BUSINESS RE-OPENING

As the lockdown restrictions are eased, it will be vital to ensure strict hygiene and social distancing measures remain in place. Your customers will need to know that they will be safe when visiting your business. Your staff will need to feel secure at work.

Here we provide some useful links to guidance around COVID-19. All this, and more, can be found on the [BID Website](#)

**Managing risks and risk assessment at work (GOV.UK)** <https://www.hse.gov.uk/simple-health-safety/risk/index.htm>

**Working safely during COVID 19 in shops and branches (GOV.UK)**

<https://assets.publishing.service.gov.uk/media/5eb9703de90e07082fa57ce0/working-safely-during-covid-19-shops-branches-v1.1-250520.pdf>

**Working safely during COVID 19 in restaurants, pubs, bars & takeaways (GOV.UK)**

<https://assets.publishing.service.gov.uk/media/5eb96e8e86650c278b077616/Keeping-workers-and-customers-safe-during-covid-19-restaurants-pubs-bars-takeaways-230620.pdf>

**Working safely during COVID 19 in close contact services (hairdressers etc) (GOV.UK)**

<https://assets.publishing.service.gov.uk/media/5ef2889986650c12970e9b57/Keeping-workers-and-clients-safe-during-covid-19-close-contact-services-230620.pdf>

**Working safely during COVID 19 (GOV.UK)** <https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19>

**Heart of the SW (LEP) Business Toolkit** includes useful checklists for your business (also available to download directly below)

<https://www.heartofswgrowthhub.co.uk/wp-content/uploads/2020/05/BBFA-Covid-19-Toolkit-v3-080620-Accessible.pdf>

**Premises layout advice for retailers** <https://brc.org.uk/news/corporate-affairs/social-distancing-in-retail-stores-and-warehouses/>

**Hospitality UK advice** <https://www.ukhospitality.org.uk/page/UKHospitalityGuidanceforHospitality>

**Visit Britain tourism advice** <https://www.visitbritain.org/business-advice/get-ready-reopen>

[https://www.visitbritain.org/know-before-you-go-get-involved-our-campaign?utm\\_source=VBVE\\_industry\\_special\\_bulletin\\_25\\_06\\_20&utm\\_medium=social&utm\\_campaign=industrystandard\\_25\\_06\\_20](https://www.visitbritain.org/know-before-you-go-get-involved-our-campaign?utm_source=VBVE_industry_special_bulletin_25_06_20&utm_medium=social&utm_campaign=industrystandard_25_06_20)

**Social media tips or training** <https://hootsuite.com/resources?tags%5B%5D=Guide>

**Click for HotSW Checklists:** [Visitor Checklist](#) [Customer Checklist](#) [Daily Control Checks](#)

# SIGNAGE EXAMPLES

TO KEEP PEOPLE  
SAFE, WE ARE  
CURRENTLY LIMITING  
THE NUMBER OF  
CUSTOMERS TO

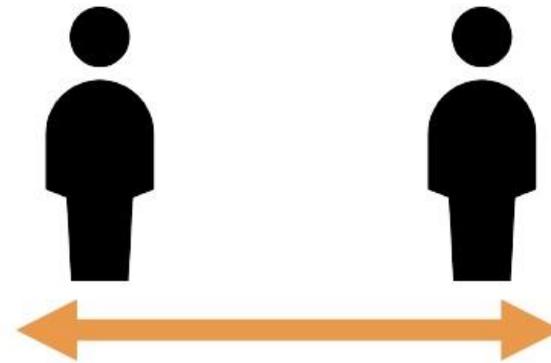
—————  
IN THE PREMISES  
AT ANY ONE TIME.

THANK YOU.

Visit  
Tavistock

Tavistock  
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PLEASE MAINTAIN  
A SAFE DISTANCE  
AT ALL TIMES.



Visit  
Tavistock

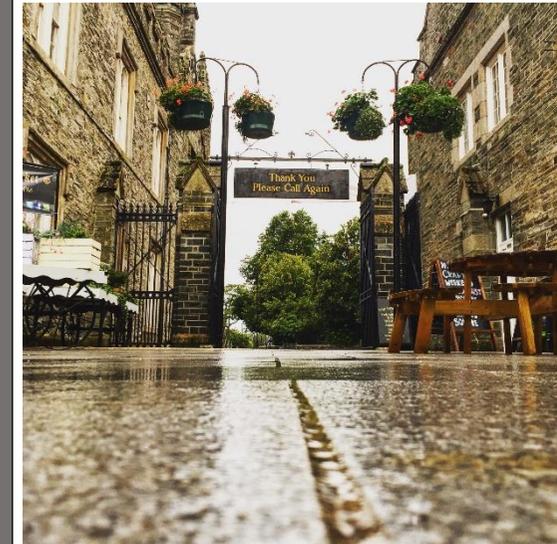
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# QUICK TIPS TO MAKE YOUR **BUSINESS SAFE**

- Carry out a Covid-19 risk assessment and share with staff.
- Introduce social distancing measures and signage. Town branded signs are free to download [here](#) or arrange free printing with ABC Services [print@abcservice.co.uk](mailto:print@abcservice.co.uk)
- Limit the number of customers at any one time or operate an appointment only system.
- Consider outside queuing arrangements & request pavement graphics. Add floor markers inside for queuing.
- Implement a one-way system in your premises.
- Hospitality businesses should consider 'Table Service' app
- Provide staff with face masks and other PPE as appropriate.
- Introduce a thorough cleansing process with particular focus on touch points.
- Consider protective screens between customers and staff.
- Consider cashless payment.
- Provide hand sanitiser at entrances and tills.
- Place a notice in your windows and premises to explain your safety policy.

**Attention to safety will reassure customers and make them more likely to return.**

You can download a Covid-19 safety poster to display in your store [here](#)  
For practical advice on cleaning and hygiene click [here](#)



## **THE FUTURE – our medium to long term goals**

- Promotion and marketing activity for Visit-Tavistock: social media, website, Tavistock Local app development, collaborations with other destination marketing organisations
- Commercial campaign to position Tavistock as the region's top market town and go-to visitor destination for that special shopping experience
- Marketing to highlight the town's position as the gateway to the World Heritage Site
- Increased promotion of Tavistock as a sustainable travel destination post-COVID
- Create E-commerce platform for town centre (#shoptavi) under Visit-Tavistock umbrella and link with Click & Collect / Delivery Services
- Develop the Tavistock Gift Card
- New promotions to encourage continued community use of the town centre
- Develop investment / sponsorship strategies
- Obtain Market data regarding the changing nature of the town centre to inform placemaking schemes and initiatives