

PRESS RELEASE: Tavistock BID launches 'The Great Goosey Gander'

Launch date: 10.10.2020

For immediate release

TAVISTOCK HAS LAUNCHED ITS OWN UNIQUE HIGH STREET SHOPPING CAMPAIGN BASED AROUND THE FAMOUS GOOSE FAIR WHICH COINCIDES WITH THE TOTALLY LOCALLY NATIONAL FIVER FEST.

The history of **TAVISTOCK** Goose Fair is part of the fabric of the town and, for the first time in living memory, the event will not be taking place.

Tavistock BID has been working with all the businesses of the town to put on a

promotion in its place that showcases all the special things the high street has to offer.



THE GREAT GOOSEY GANDER is a week packed full of events and promotions to encourage locals and visitors alike to really experience the town and to have a gander at what they can find in Tavistock they never knew they could. It's a week to enjoy the town in a completely different way for the first time since the 12th Century.

The week that Tavistock would have hosted Goose Fair coincides with the October National Totally Locally Fiver Fest and both campaigns will be running in the town side-by-side. Both serve to highlight the contribution that businesses make to the great British high street.

Janna Sanders, Manager Tavistock BID, explained 'We take part in the Totally Locally Fiver Fest regularly and it is a great way to highlight what little you need to spend to make a difference to the local economy. On this occasion, with the loss of our main annual event which has followers from all over the country, it seemed appropriate to expand the offer to encourage people to take a closer look at what is on offer on the high street and to showcase what this great town is all about. We are a proud, independent market town – with many fantastic things on offer. The Great Goosey Gander offers experiences, events as well as promotions from all sectors of the business community.'

'COVID-19 has been a particularly difficult time for the high street. We want to highlight the importance of shopping 'offline' and of shopping locally. YouGov research has shown that 59% of shoppers have used more local shops to support them during lockdown. Many of our businesses really stepped up to continue providing services during that time, for which we were very grateful, and we shouldn't forget that'.

As well as the unique GREAT GOOSEY GANDER, Tavistock will be joining in with over 100 Independent High Streets across the UK, to put on very special £5 offers across two weeks in October in the TOTALLY LOCALLY FIVER FEST.

If every adult in Tavistock spent just £5 per week in their local independent shops and businesses, it would mean **£2.6 million** per year going directly into our local economy. Which can lead to more jobs, a better high street, a stronger economy & a nicer place to live. Makes you think doesn't it?!

Throughout the week, you can eat Roast Goose, make crepes, win prizes at a number of businesses, take part in a trail in the Pannier Market and enjoy some great £5 offers. On Saturday 17th October, there are fun and frolics to be had helping a farmer and his goose who are lost in town (Entertainingly Different) and children can also meet Ethel the Goose. The Goose Fair Artisan Market will be taking place on Wednesday 14th October in Butchers' Hall.

The message from Tavistock is to come along, join the 'offline' community, #supportlocal, explore and enjoy all the experiences on offer.

The safety of visitors is important, and people are reminded to adhere to government social distancing guidelines. Businesses have their own guidance on display which should be respected at all times. There are sanitizer units available throughout the town and space to ensure that visitors can feel safe.

For further information on The Great Goosey Gander please see www.visit-tavistock.co.uk/gooseygander

Or contact: Janna Sanders – 07970 795195 or janna@tavistockbid.co.uk

For further information on Totally Locally please see www.totallylocally.org and www.fiverfest.co.uk

Attached: list of all offers available throughout town

ENDS

NOTES TO EDITOR

Totally Locally was founded in Calderdale, West Yorkshire in 2010 by award winning brand and marketing expert Chris Sands.

To arrange an interview with Chris Sands, founder of Totally Locally please contact:

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