

## PRESS RELEASE: Tavistock fights back with two new initiatives this Christmas

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For immediate release

### TAVISTOCK CELEBRATES THE LAUNCH OF THE TOWN GIFT CARD AND HAS INTRODUCED AN EXTENDED HOURS SHOPPING CAMPAIGN TO #KEEPCHRISTMASLOCAL

**TAVISTOCK** is fighting hard against the tide of high street casualties by introducing two new initiatives in the run up to Christmas.

The **TAVISTOCK GIFT CARD** is a prepaid Mastercard that can be redeemed at over 50 businesses in the town, supporting the town and driving high street recovery. It can be purchased online or in person at Lawsons Tavistock and then spent with retail, leisure, hospitality and other services in the town, offering a way for people to support Tavistock businesses after a period of record instability. As Devon's only World Heritage town, Tavistock has a lot to offer the visitor and the Gift Card is an exciting project that will enable people to actually 'Give the Gift of Tavistock' this Christmas.



'Free after three' parking and extended trading hours in the run up to Christmas is another measure initiated by Tavistock BID to persuade people to #keepChristmaslocal this year. Every Thursday, Friday and Saturday prior to Christmas in December, the 'Four golden hours to enjoy Tavistock' campaign will encourage visitors into the town in the evening to do their shopping and experience Tavistock under the magical Christmas lights.

The campaign is a bid to spread visits out over a longer trading day so that people can feel safe while doing their Christmas shopping and traders can make up for lost time after the November lockdown.

50 business in the town have committed to the campaign, with most opening later on all three days throughout December. Visitors will be able to enjoy the full Tavistock experience – shopping under the Christmas lights, enjoying the window displays and trees forming part of the Alternative Christmas Tree Festival and then stopping for an early dinner before heading home.

Janna Sanders, Manager of Tavistock BID, explained 'In the current climate when social distancing is so important, none of us wants to navigate crowded pavements. These extended opening hours means that your

local shops can open longer, ensuring more pleasant and safer shopping. We hope that it will consequently boost trade in these critical weeks leading up to Christmas. We want people to 'keep Christmas local' and this campaign aims to make it easier and safer to do so.'

She added 'The launch of the Tavistock Gift Card is also hugely exciting and couldn't come at a better time. Our position on the edge of Dartmoor with a high proportion of independent shops makes Tavistock a day out as well as a place to shop. With the introduction of the Tavistock Gift Card, we are bringing the focus back to our town and encouraging visitors and locals alike to look at what we have on offer in Tavistock. The scheme will keep money in the town, rather than being spent online. Covid-19 has been hugely challenging for businesses so the launch of the card comes at a really critical moment for our high street.'

For more information on the Gift Card: [www.visit-tavistock.co.uk/giftcard](http://www.visit-tavistock.co.uk/giftcard)

A full list of 'Four Golden Hours' participating businesses can be found at [www.visit-tavistock.co.uk/christmas2020](http://www.visit-tavistock.co.uk/christmas2020)

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