

IN BRIEF – YOUR BID IN 2021/22

Planned expenditure for the BID income in 2021/22 will be across four priority areas on projects voted by you in the new 2021 Business Plan.

PLACEMAKING
Enhancing the town's visual appeal

EVENTS
Creating year-round interest and driving footfall

MARKETING & PROMOTION
Flying the flag for Tavistock

BUSINESS SUPPORT
Fighting your corner, putting businesses first

Focus: assisting businesses through the challenges presented by COVID and Brexit; promoting the town, projects that encourage visitor and local spend, creating an attractive town to drive footfall:

Town Centre Support: we will continue working closely with WDBC to identify any new funding opportunities and lobbying for post-COVID support packages. Our priority will be to provide ongoing support as required and ensuring that we are a fundamental partner with WDBC in any other plans for the town centre.

Christmas Lights: new lights are being sourced for Plymouth Road as part of our welcome to those businesses who have recently joined the BID area. Continued funding for the coloured lights in the Churchyard and we are actively seeking sponsorship for those. Additional lights are planned for the top of Paddon's Row and replacements may be required for Market Street, budget dependent.

Events: we are forging ahead with plans for our Christmas Light Switch-on – November 20th – and Dickensian Evening – December 3rd. Our 2021 Christmas campaign 'Let's Christmas Together in Tavistock' will be launched in the coming weeks. Others plans for 2022 include the *Big Cream Tea* and a separate *Folk Festival*.

Townscape Improvements: immediate work will commence on updating town signage to reflect recent changes on the high street. Ongoing collaboration with the Community Gardeners to keep the new town planters looking at their best. We are investigating alternative possibilities for Hanging Basket provision for 2022.

Marketing Strategy: the priority for our strategy is to create themes with a strong town identity which then drive consistent content – e.g. Tavistock for Adventure, Tavistock for Culture. Itineraries are being devised, showcasing the broad range of what is on offer. We will build awareness of Tavistock as a destination using digital and social media advertising. 2022 advertising will continue with Visit Dartmoor, Dartmoor Magazine, Dartmoor National Park, Links Magazines, The Moorlander and Tavistock Times plus a new collaboration with Naturebreak. Develop our tour group and group travel offer.

Helping you and the town to thrive: we will focus on projects and promotions that encourage footfall and local support – one such priority is providing free town WIFI which will identify us as a digitally smart town and enable us to understand our visitors more. We have submitted an application for funding to make this happen. Work will go into identifying investment opportunities presented by the Plymouth & South Devon Freeport Status.

Visit Tavistock: work will go into stream lining the town website and funding has been allocated to expanding the current offer of the town app 'Tavistock Local'. Listings are provided for all levy paying businesses. We will publish a new 2022 Town Guide and aim to launch town merchandise for Spring 2022. Our first Visit Tavistock newsletter will be going out in the next few weeks.

IN BRIEF – YOUR BID IN 2020/21

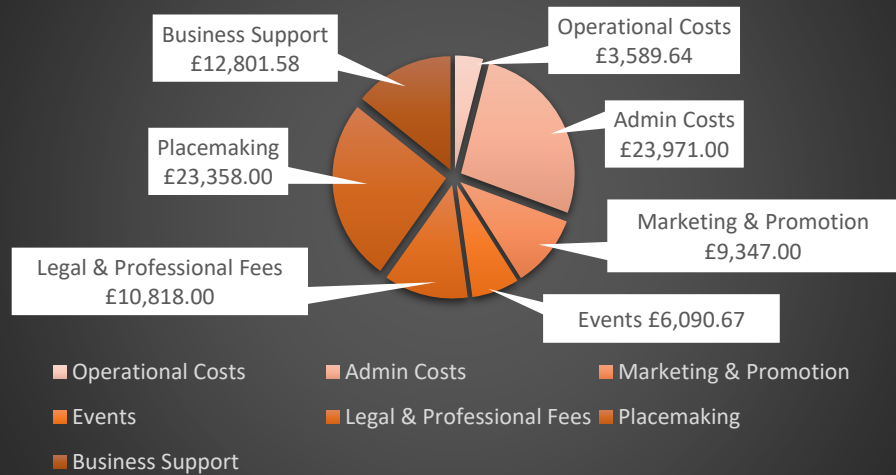
WHAT WE HAVE DELIVERED

Over the financial year, 82% of the annual levy had been collected providing £66,367.00 at Tavistock BID's disposal.

We received £1,368 of levy from previous years.

Additional income totalled £34,708.00 – which included COVID-19 grants of £22,500.00 and sponsorship of £12,208.

How BID funds have been distributed:



2020-2021 was again dominated by COVID-19 and our response to that. The bulk of our time was given to supporting levy payers through and looking at ways to navigate our way out of the crisis.

COVID-19 Support: the latter part of 2020, saw us continuing to implement the town recovery plan which included providing government & industry guidance, safety advice and access to downloadable signage. We provided a click & collect service for businesses in the crucial lead-up to Christmas period and secured funding for additional safety signage, sanitiser units and planters to assist with social distancing in the town.

Empty Units: we secured funding to revitalise empty units with colourful and celebratory vinyls. The outcome has been an appealing sight for visitors, encouraging safe practice while in town, and for new traders / investors.

Getting the word out: 2020 saw us advertising additionally in the 'Enjoy Dartmoor' and 'Discover Dartmoor' annual publications. Our social media output has increased and has been more visual, appealing to more users. Some recent posts have reached 12k users. Our website has gone from strength to strength and now includes a blog, which creates a more direct link between visitors and our businesses. We had 20,000 visitors to the website in the past year and website referrals from Facebook have increased 2000% in the last month alone.

Fighting your corner: we worked hard to achieve additional funding of over £30k during the financial period 2020-21. As well as for our COVID response, these funds enabled us to launch the Tavistock Gift Card – which has so far brought in £26k to participating businesses over the past 12 months.

Town Appeal: new lights were purchased for West Street to replace damaged ones. We also lit up the trees again in St. Eustachius Churchyard which brought cheer, and footfall, during a challenging Christmas period. We achieved a Gold Award for our BID Entry in Britain in Bloom.

Events: we continued to run all our popular town trails, despite social distancing difficulties. These brought, on average, 200 people into town over the period. Our collaboration with St. Eustachius on the Christmas Tree Festival proved a huge success and Paint the Town was much appreciated by the local community.

Promotions & Marketing Concepts: most recent promotions – Totally Locally Fiver Fest and Great Goosey Gander – have been well received and supported.

Collaborations: we have received tremendous support from both West Devon and Tavistock Town councils. We continue to work closely with THT on the Guildhall Gateway Centre launch and have strong partnerships with Tavistock Community Gardening, Learn Devon, Tavistock Chamber of Commerce and local schools.