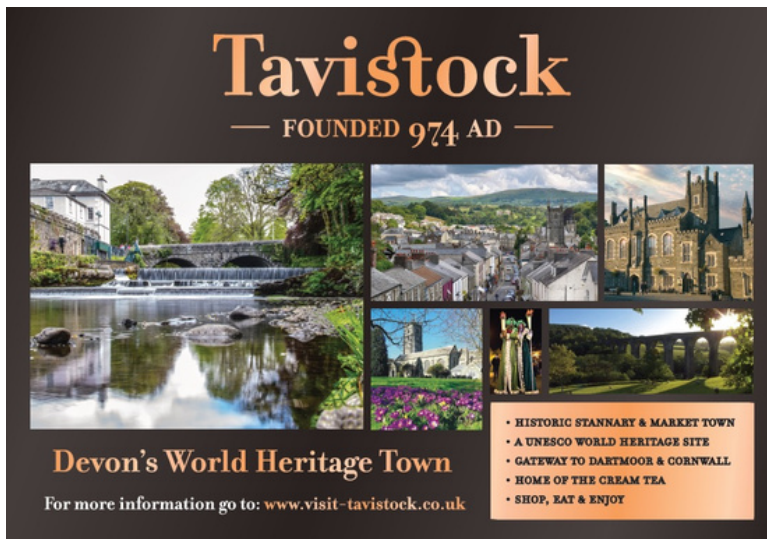


## NEWS & PRIORITIES FOR 2022



Visit Tavistock Marketing

Jubilee Celebrations

Town's Visual Appeal

Group Travel

Town Merchandise

There is a shift in our focus this New Year, as we look to maximise our engagement with visitors through **Visit Tavistock**. We will be conducting substantial market research in order to define what our product is, who our visitors are and why they come to **Tavistock**.

This will inform how we expand the town brand using themes to appeal to different visitors. The research will also help us identify gaps in our current market so that we can use targeted advertising to engage with these audiences. The new themes will be incorporated into updates of the town APP - **TavistockLocal**.

Itineraries for group travellers will be delivered to National Tour Operators this Spring and will also be available on the website. Other general consumer itineraries will be created under the new Visit Tavistock themes.

Don't forget to check your business listing on the App, Visit-Tavistock website and town signs so we can update them!



Work has started on a shiny, new-look A5 size Town Guide. The size means we can print more copies and offer more space for adverts. If you have not advertised in this before, get in touch - newcomers will be first come, first served.

Coming Soon... March 2022! Free Business Growth Event with Tavistock Newspapers Business Club. Register your interest at [www.devonbusinessclub.com](http://www.devonbusinessclub.com)

# WHAT'S COMING UP



12th-26th March: Fiver Fest

The first Fiver Fest of 2022 brings an opportunity to showcase your business with a fabulous £5 offer. These promotions are very well supported and enjoyed by the local community.



2nd April: Paint The Town

Our annual celebration of Spring as windows around town feature garlands created by local schools and other community groups.



9th-23rd April: Easter Trail

We are looking for 15 businesses to take part in our 'Alice in Wonderland' themed Easter Trail.

Register your interest for all these:  
Click [HERE](#)

## QUEEN'S JUBILEE 2ND - 5TH JUNE

Meetings have been held with partner groups to decide how best to celebrate the Queen's Platinum Jubilee in June. Ideas that are being progressed include:

Thursday 2nd June - **Jubilee Gala Day** throughout town with **River of Hope** pageant

Sunday 5th June - **Robey Trust Steam Fair & Lions Jubilee Picnic in the Park**

**Jubilee Gala Day** - we are proposing an event that will create a nostalgic day out for the community with music, entertainment and food centred around the theme of Queen Elizabeth's 70-year reign. 'Nostalgia' zones will be created in different areas of town encouraging footfall into all areas. Zones could include a British Street Party, 50s Brighton Scene, traditional children's games, Carnaby Street scene, Tea Dance, Vintage Cars. Visitors will be encouraged to dress up.

As part of the day, and mirroring a similar event in London, we are working to create our own Royal Pageant with school children parading flags they have designed to mark the Platinum Jubilee.

These ambitious plan will require a certain amount of external funding and support but we are optimistic that - together with partners - we will create an event the town can be proud of.

Thanks to the Chamber of Commerce and Miss Ivy Events for their collaboration and input so far.

We need to know when you intend to open over the Jubilee Weekend: Tell us [HERE](#)

# CHRISTMAS 2022

At the recent meeting of BID Directors, the events of Christmas 2021 were evaluated and much consideration given to how we should proceed for 2022. Issues raised included:

- Safety concerns with the numbers attending the light switch-on in its current configuration and costs involved in augmenting security / implementing road closures
- Impact of the popularity of this new event on our main event Dickensian Evening
- Relative benefit to businesses / business engagement for the costs involved

A decision was taken to merge the events once again but to bring Dickensian Evening forward to the last weekend in November.

**For 2022, we anticipate this will be November 25th pending discussions with Tavistock Lions regarding their Trees of Light event.**

## FINANCIAL UPDATE

Marketing & Promotions	£26,372
Events	£21,312
Town's visual appeal	£26,304
Business Support & Communications	£10,400
Delivery & Running Costs	£19,526
Total expenditure	£103,914

As of 16.01.22, 87% of the annual levy had been collected providing £74,511 at our disposal. The forecast for expenditure to 31 August 2022 is as detailed in the table.

Additional funds have been made available from previous years income; through sponsorship; grants; Town Guide and event pitch income.

Further ERDF money remains for new window vinyls on empty premises, which we hope to deliver by Easter, and we have already secured sponsorship for our summer hanging baskets.

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### Members of the Tavistock BID Board are:

Chris Palmer | Hansford Bell (Chair)  
Val Davenport | Kaleidoscope (Vice-Chair)  
Nigel Eadie | The Original Pasty House  
John Taylor | Grenville Estates

Katherine Wing | Wings Accountants  
Paul Williamson | TTC  
Colin Kirk-Potter | Runventure  
Steve Lewington | Too Hoppy

**Tavistock**  
BUSINESS IMPROVEMENT DISTRICT

### Contact

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