

PRESS RELEASE: Tavistock BID – Revitalising the Town Centre

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For immediate release

TAVISTOCK BID SPEARHEADS PROJECT AIMED AT REVITALISING VACANT RETAIL SITES AND IMPROVING THE TOWN'S VISUAL APPEAL AS LOCKDOWN EASES

As businesses of the town prepare to reopen following the recent lockdown, Tavistock BID has been looking at ways to improve the visual appeal of the town to encourage people back into town. An exciting new project to revitalise vacant retail units is being developed and will be rolled out on windows throughout town as current restrictions end. Using vacant shop windows as posterboards, Tavistock BID aims to welcome back visitors to the town with a focus on safety and care for each other while celebrating the town.

The idea stemmed from a discussion with the Head of Tavistock College, Sarah Jones, who initially offered up artwork from talented students to hang in empty windows. When the town went into lockdown after Christmas, the focus turned to a wider project that would promote safety while in town while also boosting the visual appeal of empty properties. The colourful window vinyls will be informative as well as celebratory and will feature artwork from both Tavistock College, Mount Kelly and Tor View School.

There is no design, manufacture or installation cost to the landlord or agency as this is covered by the ERDF Funding. It is hoped that the vinyls will also appeal to prospective new traders and investors.

Janna Sanders, Manager of Tavistock BID, said 'This is a really exciting project for the high street that will provide a visual boost as the town prepares to re-open. The colourful window vinyls will convey safety messages and celebrate what is special about our town. We aim to welcome people back by reassuring them it is safe but reminding them we still need to be vigilant. We want people to feel they can enjoy their visit.'

Along with partners Tavistock Town Council, West Devon Borough Council and Devon County Council, other plans being implemented are increased hand sanitiser units, new and renewed social distancing signage, updated street graphics and additional seating. Janna went on to explain 'We are blessed to have lots of open space in the centre of town and recognise that many people will want to be able to utilise this to enjoy their food and drink outside. We are looking at ways we can provide this safely. We really want people to stay in town rather than getting a takeaway and leaving to have it on the Moor, for example'.

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