

IN BRIEF – YOUR BID IN 2022/23

Planned expenditure for the BID income in 2022-2023 will be across four priority areas on projects voted by you in the 2021 Business Plan.

See www.tavistockbid.co.uk

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: promoting the town to a wider audience; increasing visitors to the town website; develop a new annual Cream Tea event; continue to assist businesses through current economic challenges.

Town Centre Support: our priority will be to continue working closely with relevant partners during the current economic challenges, identifying any funding opportunities or support packages, and supporting businesses to ensure our high street continues to perform well in the region.

Christmas Lights: new lights are needed in a number of town centre streets and these will be sourced accordingly. Due to popularity of the coloured lights in the Churchyard, we will continue to fund those and seek sponsorship again this year. Do get in touch if you are able to help.

Events: we are re-visiting plans for a new annual Cream Tea event in the Spring/Early Summer with a view to launching it with an accompanying record-breaking attempt for the largest Cream Tea in multiple venues. We feel this approach enables us to spread the event throughout the town to the benefit of all. We are also looking at ways of repeating the success of the Jubilee Gala Day as an annual, or bi-annual, event.

Townscape Improvements: as well as managing updates of the town's directory signage, we will continue to work with landlords to improve the visual appeal of empty properties. There will be ongoing collaboration with the Community Gardeners to keep the town planters looking at their best and we will be seeking an alternative source for provision of next summer's hanging baskets.

Marketing Strategy: the recent visitor report from CACI provided useful insight into who our visitors are and where we are under performing. The new Visit Tavistock themes will be rolled out for 2022-23 and content pushed out to the areas we currently attract visitors from and those we should be. With a push towards digital, we will re-evaluate the scale of our current print advertising. Collaborations will continue with Visit Dartmoor, Dartmoor Magazine, Dartmoor National Park, Visit Devon, Links Magazines, The Moorlander and Tavistock Times.

Helping you and the town to thrive: our request for funding for free town WIFI was successful and we are now in the early stages of surveying what is possible with the limitations of a heritage town. This project will identify us as a digitally smart town and enable us to understand our visitors more. We will be further developing the Tavistock Gift Card offering to broaden its appeal and bringing more businesses onto the programme.

Visit Tavistock: our priority is to continue increasing visitors to the town website – using social media and the Tavistock Local app to direct traffic. Listings are provided for all levy paying businesses on both platforms. Focus will go into building our mailing database and publishing regular Visit Tavistock newsletters. We will develop a new 2023 Town Guide in the current A5 format and increase merchandise products / sales. Two new town trails are to be launched in the Autumn – Food & Drink Tavistock and Branch Out.

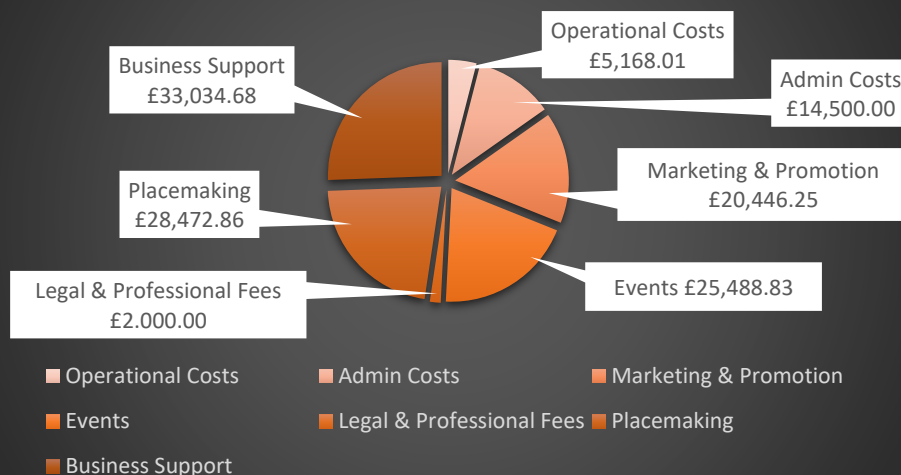
Board Nominations: send in your nominations before the AGM on 19th October 2022

WHAT WE HAVE DELIVERED

Over the financial year, 91.5% of the annual levy had been collected providing £78,285.00 at Tavistock BID's disposal.

Additional income totalled £76,759.00 – including grants of £57,100.00 and £4,500 in sponsorship. This means for every £1 of your money, we have brought in an additional 90p.

How BID funds have been distributed:



2021-2022 has been a busy year with the receipt of substantial funding for a number of town centre projects. Considerable work has been going into marketing the town following COVID and also into supporting you, our levy payer, as the economic challenges persist.

Business Support: throughout 2022, we have continued to be a vital point of contact for local businesses, actively responding to requests for assistance. Securing additional funding has ensured that we can be a force for change and has enabled us to implement many more projects to the benefit of the town centre.

Visitor Appeal: we secured funding to create new interpretation panels at entry points to the town which are engaging and informative, offering new ideas for the visitor and aiming to encourage dwell time. We installed new flower baskets on the lampposts along Plymouth Road and new ground planters were sourced.

Getting the word out: we added a new annual publication to our advertising list – the 'Visit Devon Guide'. Our social media output continues to grow – our reach in the past month has grown 94% to over 23k. Referrals to the website from Facebook increased 462% in August and overall unique visitors were also up 4% to 2,077. Over the past 3 months, we have had 6,433 unique views and referrals from google were up 57% and Facebook 105%. Followers on Facebook have also increased to 3.6k. The Town App was re-launched at a cost of £2,500.

Fighting your corner: in the financial year to August 2022, we have achieved a remarkable £76,759 of additional funding! The Tavistock Gift Card has also been supporting the town centre, bringing in £36k to participating businesses since it launched in November 2020.

Christmas: new Christmas motif lights were purchased for Plymouth Road as well as Market Street.

Events: we delivered a successful Christmas light switch-on and Dickensian Evening post-COVID. With additional funding, we were able to hold Jubilee Celebrations that were among the region's best. We continued to produce a number of family trails which brought, on average, 300 people into town and Paint the Town was much appreciated again by the local community.

Building Awareness: we launched official town merchandise thanks to the Devon Elevation Fund. We have jute & tote bags, pens, tea towels, fridge magnets and mugs all promoting Tavistock.

Collaborations: all our partnerships go from strength to strength and we are proud of our relationship with the community and our schools. We continue to receive tremendous support from all local councils: West Devon, Tavistock Town and Devon County.

Thanks to: Kirby Estate Agents; Hansford Bell; TJ & LJ's Fish & Chips; The Original Pasty House; Devon County Council; Links Magazines and Morris Bros for their kind sponsorship and support this year.