

COVID-19 Update: the new information and sanitisation towers that have been installed in three locations around the town have been proving useful and popular. We have installed more of the street graphics which are, so far, proving to be far more weatherproof. I have a number still to install so please let me know if you do not have one outside or near your premises. We are in discussion with the statutory authorities regarding next steps with the barriers and hope to have news on this by the end of next week. The banners that were designed to improve the look of the barriers were removed due to the high winds last week and will remain down until weather conditions improve.

Marketing Campaign: we have launched the *#Tavistock Safely Welcomes You* media campaign and the initial video reached 16k. It's a great start but there is much more to be done. Over the next few weeks we will be focusing on how hospitality businesses are adapting as evidence shows that many people are still hesitant about coming back into town to eat. Our first 'Foodie Friday' video went out on Visit-Tavistock today. This was the number 1 item voted for on the BID recovery plan survey so, please, do use our media pack to continue to promote the town via your own means – the more you share, the further the campaign goes.

October promotion: *'The Great Goosey Gander'* – an 'offline' shopping festival that showcases all the delights that you can find on the high street if you have a gander, maybe something that locals don't realise they can actually get in town. To make this spectacular we are asking businesses to come up with some great festival ideas – events that they can host to highlight what their business is all about (dog shows, balloon making, flower arranging workshops, special menus, food tastings, book signings, talks, special displays). We will create a weekly programme of events that will be shared far and wide to encourage people to come and experience a special & LOCAL week in Tavistock. We need your help to make this happen. Time is of the essence with this.

The Totally Locally Fiver Fest looks set to be quite impressive so I am looking at how we can incorporate this into our own promotion and harness national interest.

Street Furniture: we would remind businesses that our focus must be on keeping visitors safe and any street furniture that pedestrians need to step around should be removed. Any such obstacle directly impacts on our ability to provide space to socially distance. This includes tables, a-frames, trees etc.

Street Signage: new boards for the BID signs will be in place by early September.

Windows in Time Town Trail: we are really excited about this new trail, due to be launched in early September. In collaboration with Fatcalf Media and sponsored by Hansford Bell, the trail features 43 premises and details what they used to look like and sell. A leaflet will accompany the trail and we hope will attract a different demographic to the normal trails.

Date for the Diary: the annual AGM will take place on 21st October 2020 at The Bedford. Places are limited due to government guidelines. Please let me know if you will attend as it will be first come, first served.

As always, if you have any matters you wish to communicate with us, we would be glad to hear from you.



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