

**The money that you pay into the BID, is used to fund many projects throughout the town that benefit you both directly and indirectly as a business. These are the highlights:**

- Providing you with a support mechanism and championing the needs of the business community – never more so than during the COVID19 pandemic.
- Funding and managing Tavistock Dickensian Evening, which is a landmark event in the local Christmas calendar bringing in over 5,000 people to the town.
- Organising and funding the town’s hanging baskets throughout the summer. We increased these from 36 to 190! We pay for the baskets, brackets, planting, watering and feeding.
- Ensuring the town centre has beautiful Christmas lights. We are responsible for lighting on Plymouth Road, Russell Street, West Street, King Street, Market Street, Pym Street, Pepper Street, Paddon’s Row and The Wharf.
- Managing the town brand and marketing through Visit Tavistock. As a levy payer, you get a dedicated listing on [www.visit-tavistock.co.uk](http://www.visit-tavistock.co.uk) and on the town App ‘Tavistock Local’ – both worth £50.
- Managing a marketing strategy for the town: advertising in local media at key times throughout the year and in annual publications such as Enjoy Dartmoor; collaborating with other destination marketing organisations such as Visit Dartmoor, Visit Tamar Valley, Visit South Devon and Visit Plymouth to increase the reach of our town brand; ensuring regular coverage of the town on BBC Spotlight, ITV West Country and BBC Radio Devon.
- Managing the ‘Tavistock Gift Card’ which locked in £18,000 to the town in the run up to Christmas. Levy payers can participate in the scheme at no cost.
- Producing marketing campaigns such as the recent ‘Golden Hours’ and ‘Keep Christmas Local’.
- Providing seasonal shopping concepts for you to take part in at no cost – like the Tavistock Passport, the Goosey Gander and all the Fiver Fest promotions.
- Producing the official Town Guide, Tavistock Top 10 leaflet and promotional content for events that take place in the town throughout the year and distributing across Devon to accommodation providers and tourist information centres.
- Establishing the Customer Service Excellence Awards along with Rhiannon Sturgeon.
- Providing an entertainment programme throughout the year designed to increase footfall in every season – the include the popular town trails.
- Collaborating with key partners such as Tavistock Town Council and West Devon Borough Council to ensure that your voice as the heart of the high street gets heard.
- Securing additional funding to the tune of £13,000 from strategic stakeholders to assist in key projects that support the town centre.

We believe the BID brings value to you as a levy payer and many of these projects are worth the levy fee on their own. The majority of this support would stop without the BID. There would be no strong, independent voice for the business community working on your behalf.

The BID is a resource that is controlled by the business community to help improve trading conditions in the town and is inclusive of all businesses in a fair way.