



**VOTE
YES FROM**
17TH JUNE 2021 TO 15TH JULY 2021

Welcome from The Board



As the owner of a business in Tavistock, I share your passion for our town with its diverse range of businesses, ambience, unique heritage status and great sense of community spirit.

As the Chair of Tavistock BID, I know that if our businesses flourish and prosper, so does the town that we care so deeply for. This means going beyond words and strategies to deliver on our promises.

During the past five years we have worked hard on your behalf to deliver an ambitious range of projects which help to make Tavistock a thriving and resilient place to invest, work, visit and live.

We have fought your corner and worked alongside you to ensure that your opinion has been heard.

We have delivered projects and services that have not only benefitted our community but made Tavistock a go-to destination to shop, do business and to enjoy.

Like other town and cities across the country, COVID 19 has had a significant impact on our economy. We have worked with partners to provide a co-ordinated response to the crisis, instigating a COVID 19 recovery plan and developing the town re-opening toolkit.

The BID has been at the forefront in supporting businesses and helping our town get back on its feet.

While we know there is still much more to do, there are brighter times ahead. If the BID is voted in for a third term, we will be there to support businesses in that journey of recovery and to seize new opportunities in response to changing consumer habits.

Our World Heritage Status and the opening of the Guildhall Gateway Centre have the potential to transform the visitor appeal of the town and the BID is ideally placed to capitalise on this transformation for economic and social benefit. It is critical that we create new experiences and reasons to visit the town.

By working to combine resources and expertise with our partners we can shape our town and deliver tangible change.

We could not have delivered the many achievements set out in the business plan below without the support of you, our levy paying businesses, as well as the time and dedication given by BID directors and other business leaders in the town. Your views, together with your prioritised projects, have informed this business plan. I hope what you read resonates with you and that the proposals are ones that you will support when it comes to casting your vote.



*“We know we have a unique town. There is a huge amount of potential to be realised in **Tavistock**”*

Like many other businesses, I have had the confidence to invest in **Tavistock** and have chosen to grow my business here. By all businesses contributing funds through a 1.75% levy and pooling our expertise, we can ensure **Tavistock** thrives not only now but into the future.

We know we have a unique town. There is a huge amount of potential to be realised in **Tavistock**, so we want that potential met. A vote for another five years will mean more investment in our town. **Tavistock** is a great place to live, shop and relax, and by investing a small amount individually, we can deliver an ambitious and exciting project programme for **Tavistock** helping to secure its long-term prosperity.

VOTE YES FROM
17TH JUNE 2021 TO 15TH JULY 2021

A ‘No’ vote will mean that all projects and services that the BID delivers will come to an end on 31st August 2021. No other organisation will have the capacity or resources to step forward and continue with the projects that you have prioritised.

While our resources may be modest, it is the strength of the business community working together through the BID that gives us our power and our capability to realise larger opportunities.

Together we are a stronger voice, and we can look forward to more shared success.

Chris Palmer
Chairman of **Tavistock** BID



WHAT IS A BID?

Tavistock BID is a business led initiative supported by government legislation which gives businesses the power ‘to raise funds locally to be spent locally’ on improving a defined commercial area.

A BID is created when the majority of business ratepayers within that area vote to invest collectively in local improvements.

There are now 328 BIDs across the British Isles and 13 operating within Devon and Cornwall. The BID is independent from local authorities and other statutory agencies and delivers projects over and above the baseline service provided by them.

Tavistock BID first became operational in September 2011 investing levy payer’s money into **Tavistock**. During the past ten years we have worked with you and our partners to deliver a wide range of positive achievements for our town. These are set out in this business plan.

Second Term Highlights



MARKETING & PROMOTIONS

- Visit **Tavistock** – maintaining the official town website, app 'Tavistock Local' and social media channels.
- PR Activity generating regular coverage of **Tavistock** on BBC Spotlight, ITV West Country and BBC Radio Devon plus features in regional print publications.
- Advertising in key local media and annual publications such as Enjoy Dartmoor and Visit Dartmoor Guide.
- Regular marketing campaigns – most recently 'Click & Collect', 'Golden Hours' and 'Keep Christmas Local'.
- **Tavistock** promotional literature distributed locally and regionally. 25,000 official Town Guides distributed regionally in 2020. 'Top 10' visitor leaflet developed.
- Achieved Coach Friendly Status and increased tour group interest in **Tavistock** with coach trips and visitor numbers doubling pre-pandemic.
- Facilitated media campaigns promoting **Tavistock** as a safe go-to visitor destination including videos achieving 16,000 views.



EVENTS

- **Tavistock Dickensian** – funding and managing this key event, bringing 10,000 people to town.
- New Light Switch On event, illuminating the town earlier in the season.
- Trader events such as Goosey Gander, Fiver Fest and the **Tavistock** Passport.
- Supported existing events and opened them up to town centre businesses such as **Tavistock** Carnival Day.
- An annual events programme increasing footfall, including a variety of town trails generating new visitors for participating businesses.
- A 'Summer Festival' drawing visitors and locals into the town centre.



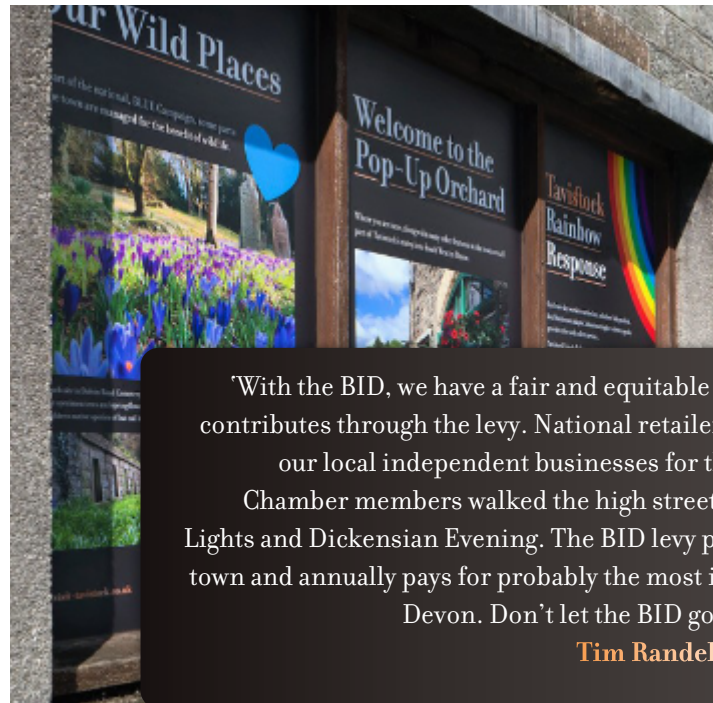
BUSINESS SUPPORT & COMMUNICATION

- Devised the COVID 19 recovery plan: creating a town reopening toolkit; a coordinated response to the crisis alongside statutory partners; dedicated business support for circa 300 businesses with information and advice.
- Delivered the **Tavistock** Gift Card which has, so far, locked in £18,500 spend into to the town.
- Secured additional funding of circa £25K from strategic stakeholders to assist with town centre initiatives since 2019.
- Lobbied against the development of Abbey Rise Car Park and car parking charge rises.
- Co-established the Customer Service Excellence awards which saw 900 nominations for local businesses in recognition of great customer service.
- Enabled parking for motorhomes at Riverside to encourage more visitors to the town.
- Provided a Click & Collect service for businesses



ENHANCING THE TOWN'S VISUAL APPEAL

- Increased hanging baskets to 190; earning recognition in South West in Bloom winning Gold, Silver Gilt and Best Portfolio in previous years.
- Funded new planters around the town.
- Funded the beautiful Christmas lights displayed in many streets, with new lighting in the Churchyard plus King Street, Meadowlands and The Wharf.
- Revitalised empty units with colourful and celebratory vinyls, encouraging safe practise during COVID-19 while appealing to new traders and investors.
- Renewed town directory signage on Brook Street & West Street.



VOTE
TO KEEP YOUR BID OR
LOSE IT AND ALL THAT IT DOES



“With the BID, we have a fair and equitable system where every business within the BID area contributes through the levy. National retailers, supermarkets and banks contribute alongside our local independent businesses for the benefit of our town. It was not always so, when Chamber members walked the high street asking for financial contributions for Christmas Lights and Dickensian Evening. The BID levy pays for activities that help increase footfall to our town and annually pays for probably the most impressive Christmas light display in any town in Devon. Don't let the BID go, we do not want to go back to those earlier times’

Tim Randell, Chairman Tavistock Chamber of Commerce

Second Term - Key Figures

25,000 Coach Visitors
Bringing 125,000
spend over 5 years

190
hanging baskets
each year



£7K EUROPEAN
Funding for
Window vinyls

85,000
Official town
Guides distributed

Digital Audiences
of **20,000**
on social media

£50,000 of new
Christmas Lights



Town Website

Ongoing financial contribution
to updating the website & content
for businesses in **Tavistock**

visit-tavistock.co.uk

Tavistock

— FOUNDED 974 AD —

Gift Card
56 Businesses
Participating



Tavistock
— FOUNDED 974 AD —
Dickensian Evening
1 Night ~ 10k Visitors

£25,000
additional funding
SECURED
for town projects



TOWN DIRECTORY
Visitor Signage

Our Third Term Consultation



During the Spring, **Tavistock** BID undertook a comprehensive consultation process with the circulation of their third term questionnaire sent as a hard copy to circa 300 businesses locally and to head office addresses where appropriate.

Levy payers were given the opportunity to complete the survey in hard copy format or virtually via Smart Survey.

Email reminders were also sent both locally and nationally throughout the consultation phase and businesses were contacted individually for their responses via:

- One-to-one meetings with business owners and managers
- Phone calls and emails with businesses

Tavistock BID also used local media to highlight the consultation opportunity.

WHAT YOU SAID

You told us that work of **Tavistock** BID over the past **five** years has had a positive impact on the town and that the current BID Manager has worked tirelessly to support businesses. The support offered during the pandemic was described as 'exceptional'.

YOUR feedback has influenced the selection of project and services alongside the corresponding budget, to be delivered over the next five years.

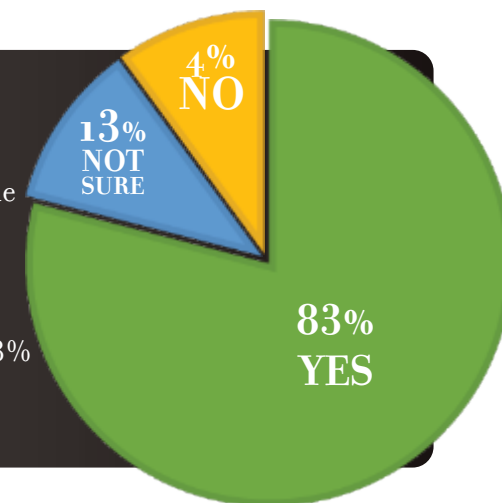
The projects and services identified by 90% of survey respondents as 'Essential' or 'Important' fall under each of the four main themes and have all been included within the business plan.



THE RESULTS

40% of levy payers actively engaged with the BID consultation process giving valuable information about how the levy income should be spent. Engaged businesses comprised a good cross section of business sizes and types including shops, offices, charities, accommodation providers, restaurants, cafes, pubs and the public sector.

Of those who completed our survey, 83% said they would vote 'yes' to the BID with 13% either uncertain or would need to refer the decision elsewhere and 4% saying they would vote 'no'.



Testimonials

We need to ensure the continued viability of Tavistock as a Market Town. Tavistock BID, with Janna at the helm has proved it can pull out all of the stops to support businesses during a difficult time and is therefore well placed to support our town in the future'

Martin Legg, Tavistock Cycles, Paddons Row

Janna's help in accessing grants has been phenomenal. She's truly a credit to both the BID and the town'

Melanie Allen, Poppys Café, The Market

'Janna has been absolutely amazing and the rock to all of us. Her help has been invaluable and has kept us remaining positive and feeling united as a business community in Tavistock. The click & collect service facilitated by the BID has been a lifeline in these difficult times and The Dickensian Evening has attracted new customers and increased sales for us. Well done Tavistock BID.'

Nathalie Bibby, Cabana Interiors, West Street

'The new website and socials are looking great. Coordination and communication has majorly improved and all the ongoing work to benefit the town and businesses is to be admired'

Bradley Trevelyan, Raven Lifestyle, Market Street

'It's been a really difficult twelve months but I have to applaud the support and service delivered by Janna at Tavistock BID who has done an amazing job going above and beyond. No matter what happens, I will definitely vote 'yes' for another five years of Tavistock BID'

Glen Duff, Jack Chams, West Street

'We have only been open for a year and whilst it's not exactly been a typical trading period, Tavistock BID has done so much to support our town and our business. We have benefitted from the Dickensian Evening and Goosey Gander, the trails, the takeaway promotion and Fiver Fest all of which have generated more customers and increased sales. The Tavistock App has also worked really well and all the information about grants has been super helpful'

Trudy Eperon, Lemon Grove Café, Duke Street

'I am delighted with the work Tavistock BID has done to raise the profile of the town through media campaigns like Fiver Fest. As we start to recover from the pandemic, the BID will become even more important to ensure our town regains its footing'

Jason Biram, Roots and Vines, West Street

What will be key for BID 3

DRIVING FOOTFALL

You told us that driving footfall into **Tavistock** through marketing campaigns is a key priority and so this is where we will be directing much of our resources. We intend to develop a radical marketing strategy to promote **Tavistock** more widely as an outstanding visitor proposition, a year-round destination, a vibrant place to live and a dynamic place for business and enterprise. We will deliver campaigns to bring in more customers, both local residents and visitors, using a range of events, activities and promotions to create a buzz about our town. Promoting the professional services sector and night economy businesses will be part of our new business plan.

SUPPORTING ALL BUSINESSES

We want all local businesses to benefit from being part of our BID, irrespective of sector or location, so this means we will be reassessing where we deliver our projects and services. Our plans will encourage businesses to support each other through b2b trading. We will also explore ways to save money through smarter procurement using local suppliers where possible and promoting our professional services sector. We want to use the power of our BID working as a collective of businesses to lobby for change and to secure opportunities.

STRENGTHENING PARTNERSHIPS

You told us it was essential that **Tavistock** BID works with our statutory partners to ensure the town is attractive, clean and welcoming so this will be part of our agenda. We already work closely with West Devon Borough Council, Tavistock Town Council and Devon County Council to ensure that all resources are maximised to benefit our town and businesses. Working with Visit Dartmoor and Tamar Valley AONB will be part of our future collaborative working. During the next term we are planning to explore ways to improve access, cleaning and other infrastructure works as well as place shaping projects that will have a high impact. As part of this work, we will ensure that your BID levy is not used to fund things that the authorities have already pledged to do. The services provided by the statutory agencies have been documented. We will monitor these baselines to ensure that the services you are already paying for through your business rates are being delivered in line with agreed standards, just as we would expect you to be monitoring how **Tavistock** BID is delivering against the pledges in this business plan.

MAXIMISING BID LEVY INCOME

We know that town centre trading is tough in the current climate and we want to ensure that we make the best use of your money. Careful project budgeting and negotiation will help to make every penny of income count. We will also be working with partners and funders to draw in additional contributions as well as bidding for grants where appropriate.

LEVY PAYER

PARTICIPATION

This is **your** BID and we want you to be involved. Some of you would like to contribute your ideas and expertise. We want that too and would welcome more businesses working with us to shape our town. There are many ways you can get involved - from informal discussions to being on our Board or putting forward your ideas at our AGM. Your feedback has already helped shape this business plan so let's keep the momentum going.

Your feedback has shaped this final business plan and the projects and services Tavistock BID plans to deliver in its third term.

Partnerships for a better future

Tavistock BID has worked in partnership with the following organisations to add value to your investment and represent your interests



ACHIEVEMENTS WITH OUR PARTNERS

Through these partnerships, Tavistock BID has influenced, supported and achieved the following:

- Funded and launched the Tavistock Gift Card
- Supported the Visitor Information Centre
- Designed a town re-opening plan liaising with statutory partners
- Increased planted areas throughout the town
- Provided free events and workshops for the enjoyment of all
- Collaborative marketing with strategic local organisations
- Dickensian Evening – worked with Tavistock Town Council to ensure the safety of thousands of people who come to enjoy the town
- Influenced town transport plans and major works

Welcome to Tavistock

DEVON'S WORLD HERITAGE TOWN

Helping you to keep moving and experience Tavistock safely

www.visit-tavistock.co.uk

Tavistock
Borough Council

Tavistock Town
Council

West Devon
Borough Council

Our vision, aims and objectives



OUR VISION

'To position Tavistock as: an outstanding visitor proposition and base for exploring Dartmoor, the Tamar Valley and far South West; a vibrant world heritage town with a connected community that is a dynamic place to live, shop, work and do business; the ultimate countryside getaway and hub for adventure.

BID Aims and Objectives for the 3rd term.

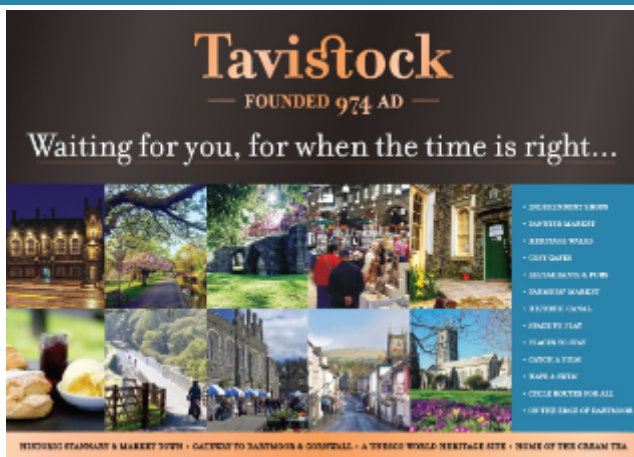
- 1 To raise the profile of Tavistock**, increasing footfall and visitor spend to the benefit of our businesses. We will redefine our marketing strategy in order to broaden our reach and increase awareness of **Tavistock** - through theme 1, Marketing & Promotions.
- 2 To create a vibrant town centre** that offers an experience worth visiting by delivering regular and innovative events, trails and shopping concepts that bring people into **Tavistock** and have a tangible benefit to our businesses – through theme 2, Events.
- 3 To create an attractive, appealing and accessible town** and increase the length of time visitors spend here. Ensuring that our planting, lighting, signage and improvement of empty premises all contribute in making **Tavistock** a welcoming place for visitors and residents alike - through theme 3, Enhancing the Town's Visual Appeal.
- 4 To provide quality support to levy paying businesses.** By listening to your needs, representing your interests, working collaboratively with businesses and working closely with stakeholders we can ensure that the BID continues to be a powerful voice of the business community - through theme 4, Business Support & Communications.

COVID-19 Statement

As this business plan goes to print, we remain in a pandemic which started in March 2020 and has caused widespread economic and social hardship and continues to create issues and challenges for the everyday life of our businesses. **Tavistock** BID has rapidly adapted to ensure that businesses were supported throughout the pandemic.

The BID Projects

MARKETING & PROMOTIONS



Our consultation clearly demonstrated that driving footfall into **Tavistock** is your key priority, You are passionate that **Tavistock** is marketed as a distinctive town to ensure it remains a viable destination attracting local people as well as visitors - hence this is where significant BID resource will be directed.

Local and visitor marketing campaigns scored highest amongst the feedback with 100% of respondents saying that these campaigns were essential or important. Over 95% of respondents prioritised the use of social media, development of the Visit **Tavistock** website, coach and group travel liaison, town guide and PR/advertising campaigns.



1 PROMOTION OF **Tavistock** Enhance from BID 2

- We will create a new best in class marketing campaign for the town that continuously drives and meets changing demand, focusing on the most effective marketing activities that are measurable and drive a real return.
- Our destination marketing will be delivered all year round, to not only attract visitors during peak periods but also during the shoulder months, growing the overall visitor numbers to the town throughout the year. Campaigns will encourage people to view **Tavistock** as the ultimate countryside holiday, the perfect short break and a day-trip must.
- Our core focus will be on the best digital marketing activities, including targeted digital and social media advertising, email marketing and online PR. We will also work to organise coverage with specialist press, social media, blogs and TV/Radio.
- Our execution plans include the creation and broadcast of diverse itineraries, showcasing the broad range of leisure activities including dining and shopping that the town has to offer. And we'll be mindful to align with prevailing tourism trends of visiting rural locations, connecting with nature and providing a glimpse of local life.

2 OFFICIAL TOWN WEBSITE & SOCIAL MEDIA CHANNELS Enhance from BID 2

- Work will continue on the town's official website and social media channels based on the Visit **Tavistock** brand. The official website has 30,000 visitors a year and has a dedicated page worth £50-£75 a year for each levy payer. We aim to double website visitors over the next 12 months, elevating the profile of our offering for all our businesses.
- We will enhance our social media marketing activities and online followers.



3 TOWN APP: **Tavistock** LOCAL
Enhance from BID 2

- Develop the town's official app to contain more content providing quality information. This includes a listing for each levy payer.

4 LOCAL MARKETING CAMPAIGNS
Enhance from BID 2

- Campaigns to encourage residents to enjoy **Tavistock** and shop locally, supporting all sectors with a focus on shopping, food & drink, personal care, sustainable **Tavistock**, health as well as using local professional services.

5 COACH AND GROUP TRAVEL
Enhance from BID 2

- Continue activity to encourage coaches to visit the town with own itineraries. Liaise with Tour Operators, Foreign Tour Companies and Cruise Ship Operators.



6 **Tavistock** TOWN GUIDE AND OTHER TOWN LITERATURE
Continue from BID 2

- Produce and distribute the official free Town Guide across the region to accommodation providers and tourist offices. Develop a range of guides and maps in paper and digital formats for all visitors.

7 PRINTED TOWN DIRECTORY
New to BID 3

- Directory featuring A-Z of businesses in the town, largely aimed at local audience / new residents, distributed via Estate Agents and available locally or online.

8 TOWN MERCHANDISE
New to BID 3

- Visit **Tavistock** merchandise produced to promote the town and for sale at specific distribution points. The profit would go back into the BID to fund other projects.



This theme will be monitored by:

- Website and social media analytics on views and social reach
- Value of PR generated by the BID's PR and Marketing campaigns
- Number of guides distributed
- Number of articles published and their impact
- Number of videos filmed and their impact
- Media coverage
- Number of coach operators visiting **Tavistock**

The BID Projects

EVENTS



Our consultation told us how important it is to you that **Tavistock** uses its history and tradition to create a 'destination' with sustainability in mind. Events are an important part of driving footfall and creating an experience. It is clear from what you told us that events need to be carefully considered to ensure they increase trade for **Tavistock** businesses.

All respondents to our survey (100%) ranked the Dickensian evening as either essential or important and 98% of respondents supported a programme of annual events; many respondents were keen to introduce a **Tavistock** food and drink event. 97% of respondents prioritised a new Big Cream Tea Events and Folk/Music Festival.



1 DICKENSIAN EVENING

Continue from BID 2

- Fund and manage the town's signature Christmas event in December.

2 YEAR-ROUND EVENTS PROGRAMME

Enhance from BID 2

- Provide seasonal events and marketing concepts to create a reason to visit the town and extend the shoulder periods, including trader events such as Fiver Fest to keep people shopping locally and a diverse range of seasonal trails which increase footfall.

3 CHRISTMAS LIGHT SWITCH ON

Continue from BID 2

- Fund and organise a light switch-on event to mark the start of the Christmas trading period.

4 SUPPORTING OTHER TOWN EVENTS

Continue from BID 2

- Create trading opportunities during other town events e.g. Carnival Week & Christmas Tree Festival. Work with the Town Council to include local businesses during Goose Fair.

5 FREE AFTER 3 PARKING

Continue from BID 2

- Lobby West Devon Borough Council for free after 3pm car parking to support businesses in the lead up to the Christmas period.

6 NEW ANNUAL SIGNATURE EVENTS

New for BID 3

- Options include: a Food Festival, The Big Cream Tea and Folk/Blues Music Festival.

7 NIGHT-TIME FOOD & DRINK TRAIL

New for BID 3

- Develop a trail to increase evening footfall in the town and into night-time economy businesses.

This theme will be monitored by:

- Footfall counts from events held
- Levy payer surveys and visitor feedback following events
- Number of events supported and the impact on businesses



The BID Projects

ENHANCING THE TOWN'S VISUAL APPEAL



You told us how much you value the town directory signs and want these maintained alongside working with statutory partners to ensure the town is clean and accessible; this will be a priority.

Over 90% of respondents also prioritised the floral planting and Christmas lights

3 TOWN SIGNAGE

Enhance from BID 2

- Maintain the town's business directory signs ensuring information is updated and signs are looked after. Investigate interactive signage directing visitors to all parts of town, with advertising opportunities for businesses. *Interactive signage is subject to additional funding being secured.*

4 WORKING WITH OUR PARTNERS

Continue from BID 2

- Ensure the town is accessible, facilities are maintained, signs and streets are cleaned. Continue a constructive partnership working to drive the conservation zone vision.

5 VACANT UNITS

Enhance from BID 2

- Work with landlords and agents to improve the visual appeal of empty premises to promote **Tavistock** as a vibrant place to do business.



6 GREEN TRAVEL

Enhance from BID 2

- Working with Transition Tavistock and other partners, lobby for better connectivity to the town and other green travel initiatives.



This theme will be monitored by:

- Attractiveness of **Tavistock** measured by levy payer or visitor feedback
- New or refurbished visitor facilities
- Additional planting introduced and maintained
- Number of empty shops, window makeovers and re-purposed spaces
- The number, quality and maintenance of signs installed within the BID boundary
- Solutions delivered to address accessibility issues or impact of green travel initiatives

1 CHRISTMAS LIGHTS

Enhance from BID 2

- Ensure the town has beautiful Christmas lights – funding ensures replacement of faulty lights and procurement for new areas. These may be extended further along Plymouth Road and up West Street during BID 3.

2 VISUAL IMPACT

Enhance from BID 2

- Organise and fund the town's hanging baskets and other floral displays.

The BID Projects

BUSINESS SUPPORT & COMMUNICATIONS



Representing business interests was one of the services that you told us you really appreciate. 98% of survey respondents acknowledged that support received during COVID-19 in particular was 'exceptional' and went 'above and beyond'.

It's important that we use the power of the BID working as the collective voice of businesses to lobby for change and to secure opportunities. This is partly up to you to tell us what support you need and when so what we do under this heading is subject to change.

1 SUPPORT FOR BUSINESSES

Continue from BID 2

- Aid business growth with signposting to advice, grants, mentoring and training. Continue to deliver and monitor the **Tavistock**'s COVID Recovery Plan, working closely with our statutory partners. Tell us what you need.

2 Tavistock GIFT CARD

Continue from BID 2

- Fund the ongoing management of the **Tavistock** Gift Card Scheme, locking in spend and encouraging people to shop locally.

3 LOBBYING

Enhance from BID 2

- Represent the interests of businesses on the things that matter, improve the trading environment by working with organisations such as South West BIDs. Identify investment opportunities presented by the Plymouth & South Devon Freeport status.

4 CUSTOMER SERVICE AWARDS

Continue from BID 2

- Repeat the customer service awards to recognise great customer service and bring focus to all high street businesses.

5 SHOPWATCH

Continue from BID 2

- Continue to tackle and prevent retail crime through the Shopwatch partnership.

6 FREE TOWN WI-FI

New for BID 3

- Identify partners to implement Town Wi-Fi – a future proofing, identifying us as a 'digitally smart' town. The platform includes analytics, enabling us to understand how users engage and helping us improve the visitor experience. *This project is subject to additional funding being secured.*

7 PURPLE FLAG STATUS

New for BID 3

- Work towards obtaining Purple Flag Status, showing that **Tavistock** meets or surpasses the standards of excellence in managing the evening and night-time economy.

8 BETTER CONNECTIVITY

New for BID 3

- Work actively with authorities and other partners on bringing the railway into **Tavistock**. Develop a proposal for a town park & ride scheme.

This theme will be monitored by:

- Levy payer feedback and actions taken
- Representations made and their impact
- Number of businesses supported
- Number of customer service awards made
- Amount of Gift Card spend locked in

The Cost to your Business

Tavistock BID is projected to raise circa £87K per annum based on 1.75% of the rateable value of all premises with a rateable value of £3,000 or over, approximately 300 ratepayers. The median levy payment is based on £11,250 rateable value and works out at less than £4 a week.

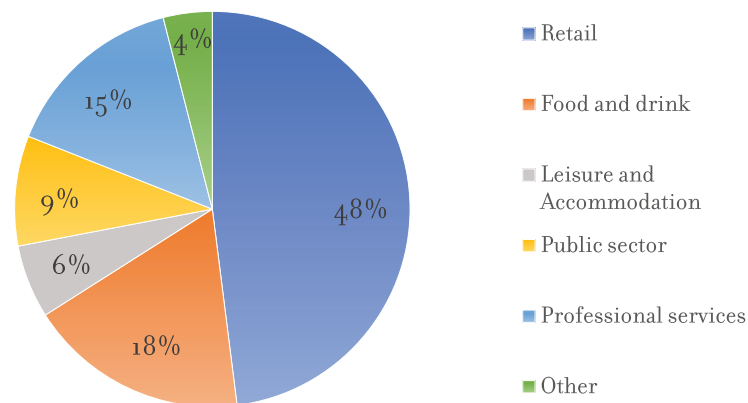
The chart below shows some typical contributions based on a 1.75% levy:

Rateable Value of Property	Annual Levy	Weekly Cost
£3,000	£52.50	£1.01
£5,000	£87.50	£1.68
£10,000	£175.00	£3.37
£11,250	£196.88	£3.79
£15,000	£262.50	£5.05
£25,000	£437.50	£8.41
£50,000	£875.00	£16.83
£100,000	£1,750.00	£33.65
£200,000	£3,500.00	£67.31

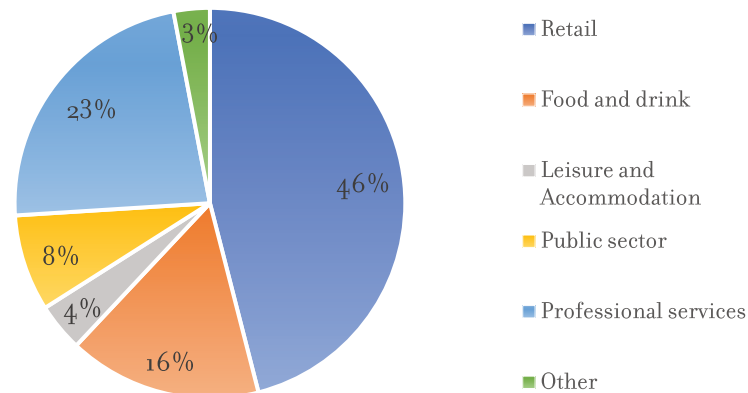
In the third term there will be no inflation applied on annual payments meaning that over the lifetime of the five-year BID, businesses will contribute less than in the current term.

The current **Tavistock** BID term comes to an end on 31st August 2021. **Voting 'Yes'** means that this business plan can be delivered and together we can achieve our vision for **Tavistock** BID over the next five years.

BUSINESS TYPE - % BY RATEABLE VALUE



BUSINESS TYPE - % BY NUMBER OF BUSINESSES



Governance and Management

THE BID PROPOSER

Tavistock BID is an independent, not-for-profit company limited by guarantee set up in 2010 (registered in England and Wales company number 07461988) to oversee **Tavistock** BID. **Tavistock** BID will deliver the renewed business plan should the BID be voted in for third term.

West Devon Borough Council has received the business proposals in line with BID legislation and has confirmed its full support of the business plan. The Secretary of State for Communities and Local Government was formally notified of **Tavistock** BID's intention to hold a renewal ballot on 25th February 2021.

Under its Articles of Association, **Tavistock** BID has positions on its Board for up to 12 elected Directors who voluntarily support the BID. There are currently 7 Directors drawn from levy payers across **Tavistock**.

Tavistock BID employs a BID manager who reports to the Board and who will deliver the projects in this business plan.

The BID is business-led for business benefit and levy payers are automatically members of the company. All members will be invited to the AGM where past and prospective BID activities will be presented. The levy is collected by West Devon Borough Council. Accounts are independently prepared each year and copies are available on request.

The levy is an investment. In return for your investment, you benefit from projects and services you would not get without a BID.

Should the BID ballot be successful, the third term will begin on 1st September 2021.

COMMUNICATIONS

We're your voice at the table. Our BID Manager can be contacted by either phone or email and the Board are always open to hearing your feedback or ideas.

We are also the eyes and ears of our BID members, keeping on top of events as they unfold and making sure we keep our members fully briefed and, when necessary, alerted to problems that could disrupt the smooth running of the town.

From regular newsletters and updates, to email and social media channels, we keep all members connected and informed about projects and services.

Annually, with your bill, you will receive information on how your levy has been spent and members will be invited to attend our AGM and entitled to be nominated to become a Board Director subject to available places.



What you need to know

HOW DO WE MEASURE THE IMPACT OF **Tavistock** BID?

Our BID is all about focusing on actions that directly benefit our local business community. We need to make sure that the money we spend makes a real difference in the areas that matter to you. This means measuring the impact of everything we do so we can tell you what you and the town are receiving for your investment.

We have set out how we will monitor performance for each of our project themes to ensure that we are delivering against our objectives and delivering for our businesses. These will include how many people are using our car parks, occupancy rates, as well as media coverage, website and social media visits and interaction. This will enable us to keep abreast of how **Tavistock** is performing and what we need to do to remain competitive.

Most importantly, we will be asking you how we are doing. An annual survey of BID levy-payers will take place to invite your feedback and to ensure that businesses feel they are getting value for money. We will also carry out a mid-term review of how we are delivering the projects set out in our business plan.

THE BID BALLOT

- 1 The person, organisation or registered company that is listed on the non-domestic ratings list as being responsible for payment of the rates of a property (also referred to in BID regulations as a hereditament) within the BID boundary on the day of the notice of the ballot (2nd June 2021) will receive a ballot paper and ballot letter and will be entitled to vote in a secret ballot.

For the BID to be approved, two tests need to be met:

- More than 50% of those voting must vote in favour.
- Of the 'yes' votes, they must represent more than 50% of the total rateable value of all votes cast.

Under the legislation, if these conditions are fulfilled, payment of a levy of 1.75% of rateable value each year for five years until 31st August 2026 becomes mandatory for all eligible businesses (those with a rateable value of £3,000 or more within the BID boundary) regardless of how they voted.

- 2 The ballot will be conducted independently by Civica on behalf of West Devon Borough Council and will be a twenty-eight day confidential postal vote. Voters will have until 5pm on the close of the ballot (Thursday 15th July 2021) to return their ballot paper. A proxy vote is available and details will be sent out with the ballot papers.

- 3 If a business has more than one rateable property it will receive a ballot paper for each property. Each returned paper counts as a singular vote.
- 4 If the BID is approved through both tests being met, it will operate for five years from 1st September 2021 to 31st August 2026, delivering the projects outlined in this business plan.
- 5 The number of hereditaments liable for the levy is 300 (at the time of writing – April 2021).
- 6 The results of the ballot will be announced on Monday 19th July 2021.



The BID Levy

The BID Levy

- 1** The levy rate to be paid by each hereditament or rateable premises with a rateable value of £3,000 or more will be calculated at 1.75% of its rateable value using the 2017 non-domestic ratings list throughout the BID's third term. The first BID levy under the renewed BID will be due on 1st September 2021 with subsequent levies due each year until 31st August 2026. There will be no inflation charged on the levy. If you would like to know the rateable value of your premises, please refer to your rates bill or check www.voa.gov.uk
- 2** Under the BID regulations, West Devon Borough Council will be responsible for collection of the levy on behalf of **Tavistock** BID and these arrangements will be formalised in an operating agreement that both parties sign. The levy income will be collected in a single instalment, kept in a separate ring-fenced account and transferred to **Tavistock** BID on a regular basis. West Devon Borough Council will charge a collection fee for this service
- 3** Collection of the BID levy carries the same enforcement weight as collection of the non-domestic rates.
- 4** Where a hereditament is untenanted, tenanted, part-occupied or vacant and is undergoing refurbishment or being demolished, the property owner or person responsible for payment of the non-domestic rates will be entitled to vote and is obliged to pay the BID levy with no void period. Hereditaments that are let for non-commercial purposes are also liable for the levy whilst they remain listed on the non-domestic ratings list.
- 5** Charities and non-profit making organisations will also be liable to pay the full levy; the discretionary relief that charities can apply for aligned to their non-domestic rates payment will not apply. At the discretion of the BID Board of Directors, exemptions may be given to **Tavistock** charities whose **primary** function is to support the physical and mental wellbeing of the community.
- 6** The BID levy will not be affected by the small business rate relief scheme and businesses who already pay service charges to landlords will not receive any discount.
- 7** Exemptions, reliefs or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Act 1988, will not apply.
- 8** The BID levy will be calculated using the 2017 Non-Domestic Ratings list for the duration of the BID. The exception to this will be any change of use or physical change to a property including new construction, merger, sub-division, extensions and refurbishment where the hereditament has no entry in the 2017 list but enters a subsequent ratings list during the BID term.
- 9** The BID levy will have to be paid by a new ratepayer occupying an existing or new rateable property within the BID area up until the end of the five-year term on 31st August 2026, even if they did not vote on the business plan. Likewise, any new rateable property created during the lifetime of the BID will be obliged to pay the levy.
- 10** The ratings list will be updated for any changes in ratepayer, appeals, additions or removals and liability will be adjusted accordingly. There will be no refunds given for retrospective years as a result of successful appeals but changes in values will be reflected by a corresponding change to the levy for the year in which notification is received and for subsequent years.
- 11** The levy will be charged annually in advance with the ratepayer listed on the Council's ratings list liable to pay the BID levy on the day the bill is issued, known as 'chargeable day'; no refunds are given if liability changes until the next billing cycle.
- 12** Services provided by statutory organisations within **Tavistock** BID that have a correlation to the projects that the BID will deliver have been documented. The purpose of this is to ensure that **Tavistock** BID is adding value to current service provision and supporting businesses rather than replacing or duplicating existing services. An agreement in principle, subject to a successful 'yes' vote, has been reached with West Devon Borough Council and Tavistock Town Council that these baselines will be reviewed each year and that issues associated with local baselines will be reported through the officers within the respective Councils as appropriate and as and when they occur.

The BID Boundary



The boundary has been slightly extended from the second BID term to include further properties on Plymouth Road.

This decision was taken at the **Tavistock** BID Board meeting held on 24th February 2021 in recognition

Tavistock BID operates within the definitive boundary shown on the map which includes the following streets, either in whole or in part.

Please note that the street list is not exhaustive and should be considered alongside the boundary map which shows the parameters of the BID boundary:

- Abbey Place
- Barley Market Street
- Bedford Square
- Brook Street
- Canal Road
- Chapel Street
- Church Lane
- Drake Road
- Duke Street
- Elbow Lane
- Guildhall Square
- Kilworthy Hill
- King Street
- Market Road
- Market Street
- North Street
- Paddons Row
- Pannier Market
- Parkwood Road
- Pepper Street
- Plymouth Road
- Pym Street
- Russell Street
- Taylor Square
- The Market
- The Wharf
- Vigo Bridge Road
- West Street

of the fact that these businesses are critical to the town's economic success through the services they operate.

All eighteen businesses have been consulted about the proposed extension.



IF YOU VOTE 'NO'

A 'no' vote means that none of the projects outlined in the business plan will be delivered and **Tavistock** BID will cease to exist from 31st August 2021.

That means:

- No marketing or PR campaigns for **Tavistock** or its businesses
- No official Town Website
- No Christmas events programme, including Dickensian Evening
- No hanging baskets, business signage or other projects that improve the town's environment
- No provision of new or replacement of faulty Christmas lights
- No organisation to represent your interests, fight your corner or work with partners to secure the best deal or additional resources for Tavistock

Another organisation will not be able to pick up the shortfall.

A 'yes' vote means that the BID can continue delivering services and projects that you have said are important.

MAY 2021

Voting list is prepared to ensure that ballot papers reach the correct recipient.
Final business plan published and circulated to all levy paying businesses

JUNE 2021

BID ballot papers issued and voting starts (28-day postal ballot).

15TH JULY 2021

Close of postal ballot on Thursday 15th July 2021 at 5pm. Result announced on Monday 19th July

1ST SEPTEMBER 2021

If the vote is successful, the third term of **Tavistock** BID will commence

VOTE

TO KEEP YOUR BID OR
LOSE IT AND ALL THAT IT DOES

Vote 'Yes' for:

- Marketing and PR campaigns to bring in more-off season and local trade
- Dickensian Evening
- Top class Christmas lights
- A brighter looking Tavistock
- Unparalleled business support

Get in Touch

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 Facebook

Remember on 17th June 2021, your ballot papers will arrive.

Vote 'Yes' for: unparalleled business support, top class Christmas lights, promotion of your town.