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Torquay Town Talk

Torbay Town Centres Company

Unit B, The Market Forum, Market Street, Torquay, TA1 3AE. 01803 21 22 70
E: torbaytowncentres@btconnect.com www.torbaytowncentrescompany.co.uk

Contact

Who are we?

Torbay Town Centres Company was set up last autumn. It is a company limited by guarantee with a board of directors drawn from the business community across The Bay.

Our purpose is to work with you to revitalise the town centres of Torbay. Because we are only a very small team we will be concentrating first on Torquay. In these tough times there is no quick fix solution, it is going to take time and determination to start to see a significant improvement in the vitality of our towns.

In the mean time we have to talk the town up. There are plenty out there ready to run it down so we have to ensure that customers get only a good news story from us other wise why should they come here? You are telling them that their judgment is poor.

However looking forward to the summer season we need to be confident and upbeat. The experts predict and the evidence is starting to show that the weak £ will increase domestic tourist numbers this year. Torbay has to be ready to welcome our visitors and ensure that they go away happy and wanting to return again.

We are working with Torbay Council and the Police to make sure that the town is clean and tidy when our visitors arrive at Easter. It would be great if you could make sure that your premises are looking at their best too. A lick of paint or a wash can make all the difference.

This newsletter brings you up to date with what we are going to be doing to help you. If you have an email address please let us have it so that we can keep in touch with you more easily.

Lucy Ball

Chief Executive Torbay Town Centres Co

Talk up your town,
no one else will!

Torquay Giant Easter Egg Hunt

At a recent meeting of the Retail Network Group it was suggested that an Easter Egg Hunt would be a good idea to encourage families to shop in the town, as they will need to visit all the participating stores in order to complete the hunt.

Wilkinsons have kindly offered to donate the eggs which we would like you to hide within your store.

The idea is that shoppers will complete a form to be published in the Herald Express and in participating stores, it will also be promoted on Palm Fm. The entry form will give clues as to where the eggs are hidden.

Rather than entrants collect the eggs, we are asking all businesses who participate to donate a gift voucher/small gift to encourage the grownups to take part! These prizes will provide the grand prize for the winner who tracks down all the eggs.

The hunt will begin on the 9th April and the winner will be drawn from all the correctly completed entries on the 16th April.

We would like as many of you as possible to join in with the Torquay Easter Egg Hunt. Please complete the pro forma attached by Friday 27th March if you want to participate.

Join Torquay's giant
Easter Egg hunt!



Images courtesy Class Photography.

Mystery Shopping

Would you like **free** independent assessment, advice and training for your shop and staff?

We have managed to secure some funds from Skillsmart Retail and the Learning and Skills Council to carry out an assessment of the three main towns.

They will carry out customer survey interviews, provide us with information about the customer base that we have within drive time of the Bay and they will also conduct 2 mystery shopper surveys in the three towns. The first of these will be conducted at the end of April/ early May.

We are looking for 50 independent businesses in Torquay and 25 in Paignton and the same for Brixham to volunteer to participate in this scheme.

You will be given independent, confidential feed-back on how your store and staff performed. There is also the offer of free bespoke training.

We shall hold an awards evening to celebrate your participation and publish the names of the winners and all who take part in the local media.

If you would like to benefit from this great opportunity please complete the pro-forma attached and return to me by **April 6th**.

Late night Shopping

At our recent Retail Networking Group meeting we tried to find a way to coordinate the opening hours in the town centre. At present there does not appear to be a common and agreed time when the town is open for business. This is confusing and frustrating for our customers.

An idea that came from one of our members was that Torquay should introduce a year round late night shopping day. It was suggested that every Thursday evening throughout the year the town centre shops could be open for business until 8pm.

Clearly this has cost implications for staff and energy, but it would provide a real point of difference for Torquay in terms of our competition. Our neighbours in Newton Abbot and Totnes do not have year round late night

opening and our tourists and visitors would enjoy being able to use the town in the early evening.

The Police have offered to give this their support to ensure that the town is safe and pleasant on these evenings and we would endeavour to get some entertainment on the streets to add to the atmosphere.

For this scheme to work we will need enough shops to open to make it worthwhile. If you are interested in joining this scheme please complete the form attached and return it by **April 6th**.



Meet your neighbours

As you may know we have set up a Retail Networking Group. It meets every two months to talk about the key issues that affect the way the town works and to find solutions to make it better.

It is also an opportunity to share information about how your business is doing and to get to know your

neighbours. These meetings are designed to be positive and open and anyone is welcome. The next one is on May 12 @ 09.00 at McDonalds Union St. If you would like to come please complete attached and return it by **April 6th**



Torquay Business Improvement District - Heads -up

One of the first objectives of Torbay Town Centres Co is to revitalize the town centre of Torquay and to make sure that those of you who are in business here have your say and some control of how it is managed.

On Tuesday April 28th we are launching the Business improvement District (BID) initiative for Torquay town centre. This is a very important scheme that is being spearheaded by the Torbay Town Centres Company but driven forward and led by business people in the town.

If we go ahead with a BID it will affect every business in the town centre so it is very important that you come to the launch at **5.30pm on 28th April at the Imperial Hotel** to hear all about how this scheme could work here and how it is working elsewhere across the country.

I will be sending out invitations and a bit more detail about this scheme nearer the time but please make a note of the date and time in your diary, and look out for the invitation in the next couple of weeks.

Your Turn to join in.....

Please complete and return the form below for those activities you want to join in and return to us.

Easter Egg Hunt

I would like to join the Torquay Easter Egg hunt.

Name Business
 Address
 Tel No email address
 Gift offered Value

Mystery Shopping Survey

I would like to participate/ know more about this scheme

Name Business
 Address
 Tel No email
 Number of employees?

Late night opening

I would like to participate / know more about the late night opening scheme.

Name Business
 Address
 Tel No email address

Retail Networking Group

I would like to join this group please send details to:

Name Business
 Address
 Tel no Email Address

My contact details are:

Name Position Business
 Address
 Tel No Email address
 Website:

Please return to: Torbay Town Centres Co, Unit B, The Market Forum, Market Street, Torquay, TQ1 3AE
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