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Torbay Town Talk

Torbay Town Centres Company
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Torbay BID launched

Torbay Town Centres Company (TTCCO) launched the Torquay Business Improvement District last month. On April 28th more than 130 people attended The Imperial Hotel for the official launch of this important initiative for Torquay.

The audience heard presentations from Plymouth City Centre Company, Chairman, Duncan Currall and MD David Draffan who explained how the BID in Plymouth has worked over the past 4 years.

In that time it has turned around the fortunes of Plymouth in a dramatic way through major marketing and events campaigns, very significant investment in car parks and infrastructure, better policing and security and exerting real influence over planning policy for the future direction of the city.

It has also managed to maximize the BID levy by a factor of 5, so that for every £1 BID levy businesses contribute the BID Company has attracted another £5

from other sources. Over the 5 year lifetime of the Plymouth BID it is forecast that £4.5m will be spent on City Centre improvements.

Lucy Ball for Torbay Town Centres Co gave 2 presentations; the first to explain exactly what a BID is and how it works, and the second on her experience of running the Taunton BID. A very successful scheme that ring-fenced £400,000pa to improving the trading performance of the town.

The next stage in the process here is for you to tell us what you think we should include in a proposed BID for Torquay. We are holding a series of meetings for you over the next few weeks. **Please** come along, if you cannot make any of them just let us know and we will come to see you.

Remember this is your plan for your town for your business-please speak to us.

See the panel below to choose the meeting you want to attend and return to us.

The Torquay BID - your chance to make a difference - tell us what you want.

Date	Time	Venue		Tick box
2nd June	4.45 -6pm	TTCCo Office	Market Forum	
16 June	5.30 -7pm	Fleet Walk	Floor 7	
17 June	5.30 -7pm	Mc Donalds	Union St	
18 June	5.30 -7pm	Fleet Walk	Floor 7	
22 June	5.30 -7pm	TTCCo Office	Market Forum	
23 June	5.30 -7pm	Mc Donalds	Union St	
25 June	5.30 -7pm	TTCCo Office	Market Forum	

Name Business.....

Address..... Email



Mystery Shopping in The Bay

We are delighted by the response to this. Nearly 100 independent retail businesses across the Bay have signed up for this scheme.

They will be assessed by professional, independent retail surveyors, who will be looking at presentation and displays inside and outside the stores, product knowledge, operational efficiency and customer service. The assessors will feed their findings back to the store manager confidentially. We will then hold an awards evening when everyone will be awarded for participating and there will be prizes for those who have performed the best across all categories. The added bonus to this scheme is that there will be training

opportunities offered to help business to be ready to meet the challenges of 21st century retailing. Most of this training can be free and on site.

The other elements of this piece of research being carried out by Skillsmart Retail is a customer survey and a complete analysis of the population of the Bay so that we know who our customers are, and as importantly, who is not coming here to shop.

This scheme is being jointly funded by Skillsmart Retail, Torbay Development Agency and the Learning and Skills Council.

BOOST 11th June 5-9pm RICC

Are you ready for the summer season?

With the weak pound we are hoping for a bumper season this year, with many more people from the UK deciding to holiday in the UK this summer.

As a pre-season Boost to your business, Olympic Coach turned retail consultant Dennis Reid is back in the Bay on 11 June. This is the 3rd of 4 free inspirational events; it will feature practical tools and ideas to help you make the most of this opportunity. Including:

- 15 proven strategies to drive customer traffic now
- Zero pressure sales process for closing more sales
- Performance coaching for sustained success
- Best in class - learning from the best
- Building a 90 day plan to deliver business success.

Dennis Reid is a straight talking, motivational speaker who really inspires business people to make positive changes to their business, often at no cost. Over 500 people have already attended the earlier BOOST events and benefited from what they heard. It is never too late to learn, so come along and hear for yourself.

To book your **FREE** place call 01803 540 500 Email: boost@swinnovationcentres.co.uk



Would you like to reduce your Utility Bills?

The **Torbay Town Centres Company** has joined up with **BCR Associates Ltd**, one of the UK’s leading business cost reduction companies. BCR Associates have agreed to waive their usual consultancy fees and instead will look at your key expenditures, identifying savings across electricity, gas, telecoms, insurance and water (even vehicle leasing, finance contracts and HR issues, if required) at no cost to your business.

A BCR Associates account manager will handle all aspects of your cost review from sourcing the best rates, switching suppliers, handling all paperwork through to managing future renewals. **ALL** cost savings will be passed on to you and your account manager will be the only point of contact that you need. This really is ‘something for nothing’!

If you would like to get your business costs reviewed at no cost and with no obligation to proceed with any quotes received, please contact Nigel Collins, on 0844 8243700 or email nigel.collins@bcrossociates.co.uk (quoting Torbay Town Centres Company offer).

Late night shopping

In the last Town Talk we asked if you were interested in joining in with an initiative for Torquay to have a late night opening one day a week throughout the year. The response we received was limited and not very conclusive. I would really like to know your views on this. It would be an opportunity for Torquay to have a competitive edge over its neighbours. There are several businesses, large and small that are keen to move this forward but for it to be effective we need more.

The proposal is that shops would be open on perhaps a Thursday evening until 8 pm all year round. We would need to do some publicity to promote it and we would also have some music, competitions etc to enliven the streets on those evenings. The police have offered to help with security and to ensure that Torquay town centre late night shopping is a pleasant experience for everyone. Please complete and return the form below by **June 8th** to let me know if you are interested in joining this scheme.

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

Name Business
Address
Tel No email address

Town Treasure Hunt

At Easter we ran a very successful Egg Hunt across the town. We had 32 eggs hidden in various business locations in Torquay. We received 52 completed entry forms and had prizes worth almost £600. John Steed at Wilkinsons said that the Easter Egg hunt had made a noticeable difference to business in his store over that weekend - footfall and spend were up.

In July we intend to do a town Treasure Hunt. We will need to hide clues in as many stores as we can across the town. We will need every store that participates to donate a prize/ treasure for the winners who find all the clues. We will work with The Herald Express and Palm fm to publicise this as we did with the Egg Hunt. Please complete the form below and send it back by June 19th latest.

I would like to join in the Summer Treasure Hunt.

Name.....Business.....

Address..... email/phone.....Prize.....

£1 one Ticket one weekend

“April 2009 weekend parking (Fri 6pm to Mon 10am) for a fixed fee of £1 with this single ticket being valid in all council car parks has certainly been a triumph for all concerned. Ticket sales, income and car park occupancy were all up compared to the same period last year. Clearly other factors such as the timing of school holidays and the Easter break as well as the magnificent weather have contributed to the success of this promotion.” Says Steve Hurley responsible for the Council’s Town services

Future parking promotions will be considered as part of the business planning process for the Council’s Parking Services. We are keen to learn as much as possible from the business community about how these promotions impact on their trading and what reaction they are receiving from customers.

We would like to know how people reacted to this offer, did it encourage them to visit more often or stay for longer? We also want to know how to make people aware of these promotions and to ensure we are giving out clear information. If you can help please **Contact: Steve Hurley, Town.Services@torbay.gov.uk**



Meet your neighbours

The next Torquay Retail Networking Group will be meeting on July 7th at 09.00 at the Argos store in Union St.

We always have interesting discussions at these meetings and next time the head of car parks, Steve Hurley, has offered to come to that meeting to talk about car parking in general and to answer your questions and hear your comments. So please be there if you have a comment or question about this vital and contentious issue. If there is anything else you would like us to include on the agenda for this or future meetings let us know and we’ll do our best to include it

I will come to the next Torquay Retail network Group.

Name.....Business.....

Address.....Email.....

I would like to discuss.....

Please stay in touch with us we are here to help you.

Give us a call on 01803 212270. Email torbaytowncentres@btconnect.com
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