



**Christmas Carnival and lights switch-on
20th November. Late night shopping every
Thursday starting 25th November. Tell everyone!**

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Torquay gets ready to sparkle

A key objective within the Business Plan of the BID over its five year programme is to maximise the potential of the Christmas trading period through more consistent marketing, festive events, entertainment and improved Christmas lights.

In this, our first year we have focussed on renewing the infrastructure of the Christmas lights, bringing in new lights and creating new excitement and energy for switch-on day. Saturday, 20th November will see months of planning come to fruition with an afternoon of top class street entertainment, on-stage fun

with Palm FM and a Santa Saunter in aid of Torbay Hospital League of Friends. This will be followed by a Christmas Carnival procession through the town to the Harbourside for the

official switch-on of our Christmas Lights, and a pyrotechnic display designed to complement and enhance the lighting and provide a thrilling finale to the day's events. We have included a full programme of the events inside this newsletter.

Our marketing strategy for this event and the promotion of late night shopping (see inside for more details) has targeted much of South Devon. We anticipate a large turn-out and the more people who come will only add pace and excitement to the carnival atmosphere. So do please tell your friends, families and neighbours about it and ask them to tell everyone they know too!

Together, we can bring some 'festive sparkle' to the BID area and showcase the town as a vibrant and preferred destination for shopping and leisure.



Torbay Town Centres Company

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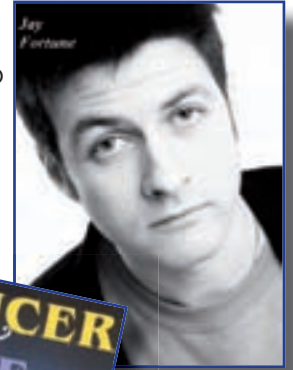
Get the party started

Jugglers, comedians, unicyclists, musicians and maybe as many as 1000 Santas will all make for a lively and colourful prelude to the Carnival Procession. A non-stop programme of entertainment beginning at 12.15pm on 20th November will entertain the crowds in streets throughout the town centre. Palm FM will be on stage in Castle Circus, Fleet Walk and the Harbourside. In Fleet Walk there will be Christmas Choir performances from local schools and the opening of Santa's Grotto.

It is hoped that up to 1000 Santas will participate in a Saunter from Castle Circus to the bottom of Fleet Street at 3.00pm in aid of Torbay Hospital League of Friends.

At 4.30pm the Carnival Procession will set off from the Coach Station and wind its way through the town for the switch-on of the Christmas Lights. It promises to be quite a day and one we know you will want to wholeheartedly support.

Acts providing entertainment throughout the afternoon include:



Let there be lights



These artist impressions show how The Strand and Fleet Street will be transformed at the flick of a switch when the brand new Christmas lights are turned on during the ceremony on 20th November.

Images courtesy of The Festive Lighting Company



We're spreading the word

The word on the street is that Torquay means business!

Our 'Christmas In Torquay' marketing campaign has been designed to not only penetrate the heartlands of our competitors - Exeter and Plymouth - with bus-side advertising promoting both the Christmas Carnival/Lights and late night shopping, but bus shelter poster sites on main routes into Torquay from Newton Abbot and Paignton.

Over 20,000 leaflets have also been distributed to homes across a wide swathe of South Devon including Newton Abbot, Kingsteignton, Kingsbridge, Totnes, Dartmouth and villages in the South Hams.

Visitors to the *This Is Devon*, *This Is Exeter* and *This Is Plymouth* websites will be greeted by banner advertising for Torquay on all the home pages, whilst the *Herald Express* will carry a double page spread featuring details of the Christmas Carnival and Late Night Shopping in its 17th November edition.

Together with A4 posters that have been distributed to shops and businesses throughout the town and prominent street

banners, there can be little doubt that Torquay intends to be THE place to come this Christmas!



£1 goes a long way

Torbay Council is repeating its special car parking promotion that it has run so successfully over the past couple of years.

Every weekend in December shoppers and visitors to Torbay will be able to park in most of the Council car parks for just one pound for the whole week end.

From 6pm on Friday until 10 am on Monday you will be able to buy just one car parking ticket for £1 and take that to any car park displaying this scheme in Torbay.

These parking promotions have been very popular with both customers and businesses. It encouraged shoppers to come to the town more frequently and to stay longer. No longer were they rushing back to their cars to 'feed the car park meter'. They could take their time to shop, browse and eat and, of course, spend more in our towns.

The Town Centres Company welcomes this promotion at a time when businesses in Torbay need all the help they can get to compete with our neighbours to increase trade at this crucial trading time.



BID Security Team Is Up To Strength

With the appointment of Rachael Weaver (pictured with Kevin Dinnacombe) and Maria Holmes, our BID security team is now complete and we will be working with the Police, the Council and the business community to take forward initiatives to address crime and anti-social behaviour issues in the town centre. We are tackling some of the problems and have achieved some results already. It is important that what we do meets the needs of the business community and we are keen to receive feedback on what these would be. As such we have undertaken a survey of the business to help us to develop our service accordingly. One of our key projects is to achieve Purple Flag status, which is a quality initiative for the evening economy and we will be starting this project within the next month.



A European taste of Christmas

There will be a distinctly continental flavour to the English Riviera when Torquay hosts a European Christmas Market in Lower Union Street from the 16th to 19th December.

Just a week ahead of the big day itself, the market will give visitors the chance to shop for a huge variety of gifts, creating a wonderful festive atmosphere and attract an even greater number of shoppers into the town over what is traditionally a peak trading weekend.

If anyone would like to take a stall to the market they should contact Ian Broadfoot (ian@torbaytowncentrescompany.co.uk) for details of how to book and conditions.



A Christmas festival

On Thursday, 23rd December, Heart FM will be in Lower Union Street and throughout the whole BID area providing music, entertainment, competitions and yummy Christmas treats. The Heart Angels will be mingling with shoppers and a steel band and adult choir will be among the attractions adding to the festive spirit. There promises to be something for all ages.

We would like to hear from you

so please contact either:

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Or Lucy Ball – Lucy@torbaytowncentrescompany.co.uk

Or call 01803 212270

Or visit our website www.torbaytowncentrescompany.co.uk