



Christmas lights switch on Saturday 20th November! Christmas late night shopping will be on Thursday nights!

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Torquay BID Security Team out on the streets

We are delighted to announce that the first of our two dedicated town centre BID PCSOs will start work on your behalf on Wednesday 8th September. PCSO Maria Holmes has worked as part of the regular town centre Police team in Torquay town centre and area for the last 5 months. She is now working for the BID dedicated to helping businesses in the BID area. Her position will be replaced by another PCSO increasing the Police presence in the town.



Maria is keen to get to know you all and will be making a point of visiting you over the coming month. She will also be working on some specific project work for the BID including the prestigious Purple Flag Award.

The BID plan undertakes to appoint two BID PCSOs, Maria is the first, because of a Police recruitment freeze there may be a delay in appointing our second officer until next year, so the BID Steering Group has agreed that we will appoint an additional Street Warden in the interim to help Kevin Dinnacombe; our well known and very experienced town centre Street Warden, who has been working hard in the town and the areas around town to reduce antisocial behaviour and to provide a sense of security to the streets.

We will appoint the additional warden and let you have their contact details as soon as possible.

This team will be working from a town centre office in the Market Forum, so please feel free to call them if you want to talk through any issues about security or antisocial behaviour that affects your business.

Torquay Foodie Town

The third Torquay Food and Arts Festival is due to take place in Union Square Shopping Centre and the Market Forum on October 8th and 9th. Sponsored by Caterfood, Union Square Shopping Centre and Castles Kitchens, this event is becoming a popular fixture in the Torquay event diary.

Torquay BID, Taste of the West and Creative Torbay pool their resources to bring this event to the town. A great mixture of high quality local food and arts will be on sale both days along with the ever popular Cookery theatre with a host of local chefs demonstrating a variety of cookery styles and tastes.

In May footfall increased through Union Square by 100% on the days the event was on. Visitors from Totnes, Dartmouth and Newton Abbot came to the town for the first time in years. It also drew in many of our resident shoppers who would rarely come in to Torquay but this event was an attraction to persuade them to give it a try.



Sunday Special Markets

These markets held on Vaughan Parade on the first Sunday in the month have continued to grow. The list of stallholders is growing every month and the customers love browsing the stalls on a lazy Sunday in the beautiful setting of Torquay harbour side. We will look to repeat these again next year and make our Sunday Local markets a real feature of the town.



The fight back

Fed up with seeing buses advertising Plymouth and Drake Circus driving through Torquay, the Torquay BID has launched a cheeky bus advertising campaign in the heart of Plymouth city centre. Twenty four city centre buses are trundling around Plymouth advertising shopping in Torquay. We are capitalising on the traffic chaos that is being caused in Plymouth during the works on the main arterial route into the city.

Plymouth and Exeter have enjoyed many years of unchallenged advertising on our streets. This campaign is the first of many to win back our market share and increase it.



Graphics that are on the side of Plymouth busses.

Torquay Christmas Sparkle



Christmas 2010 in Torquay promises to be bigger than it has been for many years. The BID has paid for a new lighting scheme for the whole of the BID area, including Beacon Quay, Castle Circus, Market St and Torwood St and a spectacular feature in the harbour.

It is also paying for a great, fun packed switch on day, **20th November** with events throughout the BID area all day. Culminating with the Carnival and switch on of the lights with a pyrotechnical display around the harbour.

Late night shopping will be on Thursdays starting 25th November through to 23rd December. We will provide you all with posters to put in your windows to promote this as well as a radio, press and internet marketing campaign.

We will provide a calendar of Christmas events in the next issue.



Torquay's shop front Talent Competition

Next month we will be giving you details about a great competition that we will be running to find Torquay's best presented and maintained shop front.

The Barcelo Imperial Hotel, Tor2 and Gum Clear are offering some fabulous prizes for this new Torquay BID competition. We were delighted to see so many businesses had tidied up their shop fronts after the street clean earlier this year, we thought it would be a great idea to encourage and reward this effort with this new competition which we hope to make an annual fixture in the BID calendar. Look out for entry details next month.



Have your Say !

The former Tormohun community Partnership has divided into three areas. The new town centre area partnership will bring together the businesses in the BID area with the residential community in the town centre area of Torquay. Come along and find out about improvements the local residents associations are making that both businesses and their customers can benefit from. Hear an update on the completion and launch of the Royal Terrace Gardens (Rock Walk), and

consult with the Tor2 Waste Doctors who will be in attendance to answer any of your recycling queries. Local Councillors and police will also be there to answer your questions and hear your comments.

Date 28th September - Time: 6pm Venue: Riviera International Conference Centre

We would like to hear from you

so please contact either:

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