



Tisbury Business Association 6 Month Report to SWWAB

15 September 2013

The project funding to the Tisbury Business Association is made up of eight activities as per our initial application. Please find detailed below the progress of each.

Activity 1. Website

Specific action/target:- to establish and launch a website.

Progress;

- The site was launched in late April 2013 under the domain name www.tisbury.co.uk
- The site is now fully operational and managed by the TBA Secretary
- The site carries the TBA mission statement as well as agendas, minutes, an events page, latest news and visitors to the site can now download a membership application form
- A members directory has also been created
- The next stage of this project activity is to link the members directory to members own websites

Activity 2. TBA Membership

Specific action/target:- to increase membership, review membership fees and services and support offered.

Progress;

- TBA membership now stands at 50, an increase of 15 since April 2013
- We are confident that our December 2013 target of 70 members is achievable
- Annual membership has been increased from £20 to £40 and we are currently collecting renewals from original members
- We are now able to offer access to the TBA website and are in the process of planning 2 subsidised training courses for members

Activity 3. Tisbury Signage Project

Specific action/target:- were to improve signage on main roads, to provide better gateway signage at the entrances to Tisbury and to improve awareness to rail travellers of Tisbury as a destination.

Progress;

- Contact has been made with James Stockdale of St Modwen (www.stmodwen.co.uk), who has expressed a strong interest in supporting the TBA and Tisbury generally with the erection of signage along the boundary fence at the railway station
- Mr Stockdale is meeting with the TBA Secretary on 19 September 2013 to discuss the implementation of said signage above
- Links with the AONB regarding main road signage have been made and are progressing, although with the resignation of Deborah Beeson, the tourism project leader we are waiting for the appointment of her successor for work to continue

Activity 4. Advertising

Specific action/target:- were to undertake 2 or more business community joint advertising campaigns.

Progress;

- The first of these campaigns will take place in the Valley News in October 2013 under the banner 'Tisbury...more than the High Street' (please see attachment)
- 10 traders are participating in the campaign which will also include 400 words of editorial and several images
- The second advertisement will be in the December issue of Salisbury Life as part of the 'Tiz the Season' event on 14 December and will be focussed on High Street businesses
- There will also be complimentary editorial in the 13 December issue of the Blackmore Vale Magazine

Activity 5. 'I'm Backing Tisbury' Campaign

Specific action/target- to launch a campaign targeted at local residents to make full use of Tisbury businesses.

Progress;

- This campaign was launched in July 2013
- Full details at www.tisbury.co.uk
- Based on a loyalty card scheme, for every £5 spent in a participating shop/service the customers card is stamped. Once the card has been stamped 9 times (from at least 3 different shops) the customer receives an 'I'm Backing Tisbury' hessian shopping bag
- See image of hessian shopping bag attached
- 300 bags were purchased and loyalty cards printed
- Project launch was helped by good coverage in the local press and has been a huge success
- A second order of loyalty cards has just been placed

Activity 6. Tisbury Food Festival

Specific action/target:- to research demand and interest in a Food Festival.

Progress;

- This project has been carefully researched and has received full support and co-operation
- It was agreed at TBA meeting of 16 August 2013 that the proposed Festival take place on 3rd & 4th May 2014
- It is hoped that the Festival although based around food will also feature local music and art in order that as many local residents, groups and organisations can participate and as such will now be named Tisbury Festival
- The Anonymous Travelling Market have already confirmed that they will be supporting the Festival with a mixture of food and craft stalls, and discussions with 2 local primary schools are planned for October
- Further details will be given in our report of March 2104

Activity 7. Tourist Information Point

Specific action/targets:- to establish a TIP in or around the High Street.

Progress;

- Initial work has been carried out in association with the AONB and Tisbury Post Office has agreed to host the TIP
- Debs Beeson of the AONB has been sourcing funding to take the project to the next stage

Activity 8. Liaison & Training

Specific actions/targets:- to identify and deliver training, education and coaching required by members and to promote links with neighbouring chambers and to plan a social event for members.

Progress;

- 2 training courses planned (as requested by members) – a first aid course in November 2013 and in January 2014 an update in current employment legislation

- A joint event with the Chambers of Mere, Wilton, Gillingham & Shaftesbury is taking place on Monday 16 September 2013 at the Michael Herbert Hall, South Street, Wilton at 7pm
- A members summer BBQ was held on 6 July 2013 at Cleve Hill, Vicarage Lane, Tisbury

Should any further information be required please do not hesitate in contacting me.

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