

# **Tisbury Business Association 2013-2014**

## **Application for SWWAB Funding**

This application is for funding support to enable the Tisbury Traders Association to expand its membership and activities to the point where it becomes financially self sustaining.

Our vision is of a larger more active association that works for the benefit not just of its members but of the wider community – our strapline is:

### **Business succeeding, community thriving**

#### **TBA Objectives 2013-14:**

1. To promote Tisbury as a shopping, business and commercial destination for consumers and businesses
2. Encourage businesses into the Tisbury area and help to create an attractive commercial environment
3. Benefit Tisbury by maximising employment opportunities
4. By encouraging facilities and services to ensure Tisbury remains a viable place to live and work for residents and central to the Nadder Valley tourism offer.
5. Provide a single voice for business issues and lobbying
6. Provide networking/getting together opportunities for businesses
7. Coordinate and bring together traders in common activities of mutual benefit

With the ending of the LEADER funding the association will be left dependent on its membership fees and little else. Progress towards these objectives would be slow and uncertain, hence this application to SWWAB for a project called:

### **Take-off for Tisbury**

The project comprises eight distinct activities as follows. The bid is for £7,000 a year for the two years. The allocation of that money to the various activities is however indicative.

#### **Activity 1. Website:**

##### Specific action

- Establish and Launch website
- Ongoing promotion and monitoring of usage and effectiveness

##### Timeline

- Launch within 3 months
- Review of benefits 12 months

##### Annual Cost

- £1,000 Labour, specialist input and domain costs.

### Targets

- Collate sufficient informative, interesting and concise content to start website
- Liaise with local media to raise profile of TBA and its new website
- Become a significant communication channel for businesses and for recruitment
- Achieve a significant and sustained hit rate

### **Activity 2. TBA Membership and sustainability**

#### Specific actions

- Membership drive targeting all businesses in and around Tisbury
- Review membership fees, value added additions and other revenue sources
- Review of services and support offered

#### Timeline

- 12 months

#### Annual Cost

- £1,000 Labour and stationery

#### Targets

- Increase membership from 35 to 70 by end 2013 to 130 by end 2014
- Increase total membership revenues from £700 to £2,000pa. by end 2013.
- Establish revenue stream from events
- 'Lock in' links with PC and AONB
- Provide a credible succession strategy for existing position holders.

### **Activity 3. Tisbury Signage Project**

#### Specific Actions

- Improve signage on main roads to promote awareness of Tisbury and complement the AONB's tourism initiative
- Improve awareness to rail travellers of Tisbury as a destination
- Provide better Gateway signage at the entrances to Tisbury.

#### Timeline

- 18 months

#### Annual Cost

- £1,000 Labour and process costs.

#### Targets

- Source funding opportunities for signage
- Establish links for project with AONB
- Establish links with South West Trains management to discuss how we can work with the railway

### **Activity 4. Advertising**

#### Specific actions

- Undertake at least two business community joint adverts/advertorials promoting Tisbury's retail businesses to consumers.

#### Timeline

- 2 in each year

#### Annual Cost

- £1,000. Labour, artwork. (advertising costs met by individual members)

#### Targets

- Establish a monitoring process for ad performance and establish benchmarks for future use
- Increase awareness and use of businesses in Tisbury by consumers outside of Tisbury
- Establish and maintain profile of the 'Businesses in Tisbury' brand.
- Coordinate relevant associated schemes/promotions/offers

### **Activity 5. Backing Tisbury Campaign**

#### Specific actions

- Launch and run a campaign targeted at local residents to make full use of Tisbury's businesses.

#### Timeline

- Launch 3 months
- Review 9 months

#### Annual Cost

- £1,000. Labour, materials.

#### Targets

- Increase awareness and use of businesses in Tisbury by local residents by materials such as hessian shopping bags; window stickers etc.
- Establish and maintain profile of the 'Businesses in Tisbury' brand.
- Coordinate relevant associated schemes/promotions/offers
- Install a Traders' notice board on high street for promotion and communication

### **Activity 6. Tisbury Food and Music Festival in association with AONB**

#### Specific actions

- Research and assess demand and interest in a Food Festival

#### Timeline

- 8 months research
- 18 months launch

#### Annual Cost

- £500 Labour

### Targets

- Contact local food producers
- Local pubs, cafes & restaurants for special menus and possibly cooking demos
- Local schools, church, leisure centre to participate
- Plan community concert with local musicians, drama group, choirs etc
- Plan concise marketing strategy for local & national media in liaison with the AONB
- Research sponsorship possibilities from local businesses

### **Activity 7. Tourist information point in Tisbury**

#### Specific actions

- In association with the AONB's Nadder Valley Tourism project establish a TIP in or around the High Street

#### Timeline

- 12 months

#### Annual Cost

- £500 Labour

#### Targets

- Identify location and liaise with location owner
- Organise content and volunteers
- Work with management of the very successful TIC's in Shaftesbury & Salisbury for advice and direction
- Use local and national press to achieve aims, possibly via Visit Wiltshire Initiatives.

### **Activity 8. Liaison and training**

#### Specific actions

- Identify and deliver training, education and coaching required by members
- Promote links with neighbouring Associations & Chambers and the AONB

#### Timeline

- Ongoing

#### Annual Cost

- £1,000 Labour. All course and event costs met by participants

#### Targets

- Minimum 1 event with neighbouring Chambers/AONB each year
- Minimum 2 demand led training courses each year
- Minimum 1 social event for members each year

