



## Tisbury Business Association 6 Month Report to SWWAB

7 March 2014

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](http://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

### **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

- Annual membership has been increased from £20 to £40 and we annual subscription renewals are currently being sent out to members
- A 'special offer' on membership is working well; we offer a 50% reduction on membership for referrals.

### **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;

- For some time we have tried to organise a meeting with James Stockdale of St Modwen ([www.stmodwen.co.uk](http://www.stmodwen.co.uk)), unfortunately Mr Stockdale has not been on the Tisbury site very often of late, however a meeting did take place on Thursday 6 March 2014 with Patrick Duffy representing the TBA
- Points discussed and agreed were;
  - A sign 1m x 2m will be fixed to the existing railing facing up/down line
  - St Modwen contractors will be used to erect the sign
  - St Modwen will revert with costs and will confirm within next 2 weeks
- 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;

- 10 members who have service based businesses away from the High Street have recently participated in a advertorial campaign which included the logo and an image of each business in the March issue of Valley News
- An advertisement was in the December issue of Salisbury Life as part of the 'Tiz the Season' event on 14 December and was focussed on High Street businesses
- Over the last 6 months the TBA have been able to maintain an excellent working relationship with the Valley News and we have recently secured a heavily discounted rate by booking a further 3 double page features about the TBA, their members and general activities which will take place in June, September and December 2014.

### **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](http://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
- This has been a hugely popular campaign and we are looking at further marketing opportunities of this kind
- A third 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
- Initially it was agreed at TBA meeting of 16 August 2013 that the proposed Festival take place on 3<sup>rd</sup> & 4<sup>th</sup> May 2014 however after further research it was discovered that there were several other local festivals taking place the same weekend
- TBA members discussed in their meeting of October 2013 the above and also the fact that the Tisbury Carnival (held in September 2013) was poorly attended and in danger of wrapping up and it was agreed that we would approach the carnival committee to discuss joining together and putting on a joint festival/carnival in September 2014
- After consultation with both groups a joint festival is currently being planned for Saturday 20 September 2014
- A subcommittee of the TBA has been formed to plan, manage and co-ordinate the Festival with TBA member Dale Jefferies as Project Manager with assistance from TBA secretary
- At the first meeting of the committee it was decided that the festival would take the theme of chocolate (the movie 'Chocolat' was made in Fonthill Gifford so it seemed appropriate)
- 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 Chocolate Festival
- The Anonymous Travelling Market will be supporting the Festival but it has been decided that we will also have many more local producers and artists, with a mixture of food and craft stalls, and both local primary schools are participating. Other local groups will be involved including the Tisbury Flower group, TAG, local scouts and brownie groups, the poetry club and the newly formed Tisbury Choir will open the festival
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### **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;

- A joint event with the Chambers of Mere, Wilton, Gillingham & Shaftesbury is took place on Monday 16 September 2013 at the Michael Herbert Hall, South Street, Wilton at 7pm
- This was well attended and well organised by the Wilton Chamber
- The next 'Meet your Neighbours' is due to take place on Monday 17 March 2014 with Shaftesbury Chamber as hosts at The Royal Chase Hotel, Shaftesbury
- A HR training session run by TBA member Janet Amos took place on 17 October and was well supported by members
- A training session about the new updates to Employment Law is due to take place in April 2014 run by Janet Amos

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

Jilly Sitch  
TBA Secretary  
0787 761 8031  
01747 811799  
[www.tisbury.co.uk](http://www.tisbury.co.uk)