



TISBURY BUSINESS ASSOCIATION 6 MONTH REPORT TO SWWAB

SEPTEMBER 2014

A new secretary was appointed to the Tisbury Business Association in April 2014. Much of the 10 hours allocated to this role has been taken up with general admin, sorting out membership information, collecting subs, keeping in contact with members, promoting their businesses via social media and, in the absence of a Project Manager, organizing the Chocolate Festival.

TAKE OFF FOR TISBURY

Activity 1. Website

The website has been functioning since April 2013.

It is regularly updated with relevant upcoming events and news and contains separate pages for the likes of Tiz the Season.

Work in progress is for additional local information about events, news, business news and business people.

It contains an informative directory of our members which includes full contact details and links to their own websites and email addresses.

There is a comprehensive document file which contains the latest and past agendas for TBA meetings as well as the Constitution and Membership application forms.

Activity 2. TBA Membership

We now have our information fully collated and membership currently stands at 36. This is based on paid subscriptions.

New members are actively being sought and we are speaking with about half a dozen more possibilities.

Fees are £40 with existing members receiving a 50% discount for referring new members.

Activity 3. Signage

Having done some further research about costings etc for the railway site, it was felt that this was possibly not a good use of TBA funds. We are looking to back a Tourist Information Point (TIP) which we would like to be based on the High Street.

Further information boards both at the Station and the Post Office are being looked into.

Activity 4. Advertising

The Valley News has an exciting editorial spread in their new format (tabloid) paper providing information on Tisbury and the surrounding area. Local businesses have been offered preferential rates for advertising but there has been a slow take up on this. This can be put down to preceding Summer Holidays.

Wiltshire Society magazine is also running an editorial piece and the TBA has taken up an advert to attract new members.

There are to be features appearing in Valley News in September and also Wiltshire Society at the same time which will promote the Carnival Day as well as the new Chocolate Festival that the TBA is staging.

Regular editorials are submitted to the local press and there are regular Facebook and Twitter feeds.

There has also been the introduction of a newsletter which is distributed to members via email and also by hard copy around the village.

Activity 5. I'm Backing Tisbury campaign

After a very successful campaign we had a number of bags left over and it was agreed to sell these to the Neighbourhood Planning Team to provide an incentive for their Open Day. A lot of these bags can be seen being used around Tisbury!

A new initiative is to introduce a monthly market to the High Street. This will be based on using local producers and we are looking to target businesses based on their products. This was originally due to start this September but has been postponed to October to finalise businesses and some concerns from the local Country Market held twice a month in Victoria Hall.

Activity 6. Chocolate Festival

The Chocolate Festival is progressing well and the TBA and the Carnival Committee are working well together.

Arrangements have been made for a large number of local producers to have stalls in and around the High Street with a Chocolate theme, which is also the theme for the Carnival. We have local company Jumparoo providing bouncy castles and face painting for the children (not exclusive) and other events on the day.

The Tisbury Community Choir will open the proceedings with a number of local bands participating throughout the day.

Activity 7. Tourist Information Point

As per Activity 3, it is proposed to devote more effort to creating a Tourist Information Point (TIP). Initially, this was looking to be housed in the local Post Office. However, an opportunity has arisen to house it in the current Library building. Working with the Parish Council, we hope to be able to take over the building for a TIP when the library moves up to the new Campus site.

When this happens, the vision is to see a TIP combined with a small museum exhibiting local memorabilia which would be created in partnership with the local History Society. This would also give the History Society somewhere to exhibit.

Activity 8. Liaison and Training

Additional bi-monthly social evenings have been organized for members and this has been well attended by members looking to network more.

A Breakfast Seminar was arranged but changed to almost one on one training. This was due to the specific nature of the HR training involved.

With the Chocolate Festival and Tiz the Season looming up fast, next sessions are likely to be in the New Year.