

# TIVVY TALK



Welcome to the 5th edition of a newsletter aimed at businesses in Tiverton to inform them as to what is happening in the town.

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Firstly, I would like to wish all businesses in the great town of Tiverton a happy and successful New Year's business. 2018 should be a good year for the town with increasing opportunities to make it an even more attractive place to do business.

I am now back in the fold following my knee replacement so will slowly (initially) get round as much as possible to see businesses and get on promoting the town as a place to visit and do business whether buying goods or services.

Looking back over 2017, there were ups and downs and it certainly proved a year of challenges and change. During 2017 there were many examples of businesses coming together positively for the good of the town, which I am sure will be built upon in 2018. There were good events throughout the year that we have evaluated and learnt from. I shall not go into them all at this point except to mention the Christmas events below.

## 'Light-Up Tiverton'

'Light-Up Tiverton' was a good example of joint working. Due to circumstances, we had to take the lead to ensure an event to switch on the Christmas lights happened. I give special thanks to the Mayor and Town Council, District Council, schools, Tiverton Community Radio and those who took part in the Lantern Procession and also the Santa Run. What a great night, especially linking it with market events and all the entertainment. It helped to get the Christmas period underway with good crowds attending the town. The reindeer were popular and came back to the Market the Saturday before Christmas day. They always pull the crowds; people of all ages enjoy seeing them.

## 2018

We must now keep the positive aspects of the successes going forward and shout about it. By working together for each other, we can make 2018 a good year for businesses and achieve a good year for Tiverton.

New shops are opening across the town and the amount of empty shops is reducing, which is great news. I am aware we have lost a couple of businesses at the beginning of the year, but overall there are



*'Light-Up Tiverton' event; photo courtesy of Lewis Clarke*

more businesses opening than closing. Gold Street was named as Devon's trendiest shopping destination by Devon Live at the end of November 2017. This is great publicity for the town and, while we recognise that other parts of Tiverton have an equally attractive offer, businesses across Tiverton will benefit from this positive news story about the town.

## Welcome

Welcome to the new businesses such as Boutique 37 in Bampton Street, Raffy and Me, Liznojan and Seven Sea in Gold Street, Grindstone Barbers, The Store Room in Fore Street and to Londis in Market Walk. It is also good to see the White Horse open again. There are other new businesses I may have missed, for which I apologise, with more businesses due to open over the next few months.



Market Walk

## Appearance

All the new businesses help the appearance of the town as they all have new shop frontages, which improve the image of the town to the visitor and encourages the return visit. There is still some match funding money available for shop front improvements so please contact me if you would like more details. In this day and age, appearance is a high priority to attracting customers.

## Working Together

As mentioned before, I feel the time is right for the town businesses and the public sector to get together and form a properly constituted Town Centre Partnership. My experience, over many years of Town Centre Management, is that towns that have such a partnership achieve far more business and town vibrancy, making them viable and sustainable centres than those that have not. They also help to attract investment in a town from various sources and by having such a partnership create more confidence in the local economy.

I will circulate a date for an open meeting shortly when all businesses will be invited.

It is important that we do organise ourselves as it will benefit all businesses and create the vibrant Tiverton we all want.

## Ideas

I want to hear your ideas on the way forward, projects and anything else that you believe will benefit the town and business. United together with a clear vision we can take the town forward whereas doing things as individuals will have little impact.

Cheers

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<http://www.ethicalsuperstore.com/blog/wp-content/uploads/pancakes.jpg>

## Dates of Interest

- » 27 Jan - 3 Feb: National Storytelling Week
- » 13 Feb: Pancake Day (Shrove Tuesday)
- » 14 Feb: St Valentine's Day
- » 16 Feb: Chinese New Year (Year of the Dog)
- » 24 Feb - 4 March: Real Bread Week
- » 26 Feb - 11 Mar: Fair Trade Fortnight
- » 1 Mar: World Book Day
- » 5 - 9 Mar: National Apprenticeship Week
- » 5 - 11 Mar: British Pie Week
- » 9 - 18 Mar: British Science Week
- » 11 Mar: Mothering Sunday
- » 30 Mar: Good Friday

This is a selection of dates of interest (there are many more!).