

TIVVY TALK

The business newsletter of Tiverton



Welcome to the 4rd edition of a newsletter aimed at businesses in Tiverton to inform them as to what is happening and going on in the town.

Well winter is approaching which means Christmas. As explained in the last Tivvy Talk arrangements are well under way for this years 'Tiverton Lights Up'.

It is great that the empty units around the town are actually filling. The old Co-op (or latterly Budgens) will be open in early November as a convenience store again and I must say greatly needed to help that end of town. It is not one of the big boys opening but a local independent which is good news for the economy of the town as it will be worth far more that way to the local economy. That means the whole of Market walk is now taken with the other empty units also opening shortly following some improvement works. Other empty units around the town are also being filled. Gold Street welcomes another quality shop with a ladies accessories store now open and another property on the street under offer. Bampton Street will soon have a new ladies outfitters opening as well as other properties being looked at.

This has to be good news for the town and it is now all our responsibilities to ensure more customers are encouraged to visit and spend in the town. We all have a responsibility to ensure our businesses make money and are successful. I know your business come first and rightly so, but if we all work together promoting a good united town, then we will all be successful. We all must remember the customer has a lot of choices where to go so we have to make Tiverton their first destination.

A town and in turn, a business, should remember the 3 R's of a successful town namely

- Having the **Right product**
- Sold at the **Right price**

- and most importantly sold in the **Right way**

What's Happening

There is of course 'Tiverton Lights Up' on the Saturday 2nd December, so do be part of it. Dress the window and the Town Council are offering a cup for the best dressed Christmas Window this year, so why not go for it, it will attract good publicity. It will be judged on the day of 'Tiverton Lights Up' and awarded that night.

We cannot go without mentioning this is the last year of the Tiverton Christmas Pants as the contract finishes this Christmas. We may laugh at them but they have attracted publicity for the town so they have not been bad.



Are you opening late for the Tiverton Lights Up? or any other evening or extra days over the Christmas period. If you are, please let us know so we can help promote it. It would be good if there was one evening when the whole of the town stayed open (including the market) say Friday 15th. So we could arrange some entertainment for the town but we need you all to join in.

There is a Christmas Craft Market at the market on Sunday 3rd December and a 'Last Minute Gift Fayre' on Sunday 17th December, also at the market.

Just so you are aware the market will be open on Sunday 24th December until 2pm.

Christmas is an important time for all business so it is essential we all work together and attract customers to town. If we make it a pleasant place to visit they will spend and they will also return.

Other Matters

Shop Front Improvements

The District Council still has some money available for shop front improvements so please, if you need to improve the looks of your shop, please contact me. It is important that your business looks attractive and inviting, it does help business believe me. The customer is far more attracted to a shop which has a good and welcoming appearance. There are several businesses now across the town taken advantage of this scheme, ask them if you need to check or as I said I will certainly come and chat to you about it.



'A' Boards etc. in the street and other obstacles

There are a lot of them, but please be considerate where you place them. They can cause obstruction especially to the disabled and we do not want to reach a stage where the Highways Authority bans them and you could be prosecuted for obstructing the highway.

Just think of what it looks like!

It may be convenient for you but it can be a nuisance (and even litter) to others.

Everything you put out in the street or alley ways could be an obstruction and actually put customers off, especially visitors to the town.

Contacts

I would like to circulate the newsletter and any information I receive to all businesses, but do not have all the contacts. If you are interested in keeping in touch and helping to drive the town forward then could you drop me an email with contact details so I am able to forward things on to you.

I think that is enough for you to digest for the moment so please get in touch, especially if you have a positive story, so we can share it with other businesses.

I am not going to be around physically till early January due to having to have a knee replacement but you contact me via email (aottey@middevon.gov.uk) or the phone 07815 791191

We do have a good town with great potential but it needs input from all of us, nobody can do it on their own.

May I wish you successful business for the Christmas period and positive thoughts for the New Year.

Cheers

Alan

Alan Ottey Town Centre and Market Manager