

TAUNTON FAMILY FUN DAY

Taunton's second Family Fun Day has proved a big hit with local people and shoppers across the region.

Images of the day can be viewed on the Taunton Town Centre Company Facebook page. Thousands took to the High Street on May Bank Holiday Monday to enjoy the sunshine and a day of fun activities and shopping in celebration of family life. The event, which was organised by Taunton BID through Taunton Town Centre Company was supported by many local organisations including businesses, charities and community groups.

The event, sponsored by orchard shopping centre, Honeys Hair & Beauty and Somerset County Council took place in support of National Family Week and is tipped by



national organisers for flagship status in 2011.

Footfall increased by 23% within orchard shopping centre as compared to the event day in 2009. Businesses in town reported strong trade for the day with increased numbers of transactions attributed to the volume of visitors and dwell time of those participating in the Fun Day.

High Street and Fore Street were alive with entertainment, trade stands and workshops to appeal to visitors of all ages. The Perfect 5th Venue and Café partnered with the Town Centre Company to showcase local music talent with literally dozens of talented musicians performing during the day long event. Visiting attractions proved



popular with good humoured queues all day for the climbing wall and bouncy assault course provided by Somerset Leisure. The showrides from De Vay scored a massive hit with children of all ages and no one could resist the opportunity to dress up in theatrical style to pose for photographs with Taunton Thespians.

Honeys Hair & Beauty were rushed off their feet with demand for free hair and beauty sessions and the street garden with fountain provided by Monkton Elm Garden Centre gave an ideal resting point for those taking the day at a more relaxed pace.



Sponsorship and Events Co-ordinator, Lorraine Nurcombe who recently joined the Town Centre Company is now looking to local people to get involved with the town's Christmas celebrations to take place later in November.

**To register your interest contact
Lorraine Nurcombe
lorraine@tauntontowncentre.co.uk**

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A view from the chair

The Family Fun Day (page 1) attracted thousands of local people who enjoyed a great day out in glorious weather. The business community is to be congratulated on this initiative and its success in providing a great draw to the town at no additional cost to our BID levy payers.

Taunton in Bloom is making ready for the annual judging in July. Taunton has consistently done very well in this highly competitive field over the last years; and these accolades have far reaching importance, recognising that Taunton understands why it pays for the town to look attractive, colourful, fresh and clean and has the skill and energy to achieve those results. It is a community effort on a large scale. Business support is a critical success

factor and I applaud those businesses participating in spite of recession.

It has been some months since the last newsletter but as readers of the monthly 'Talking Taunton' page in the Gazette will know, the town has not been standing still. In this newsletter you can read about just some of the new initiatives proposed for delivery under the BID programme in the coming months. A new intranet for businesses, large scale community event for Christmas, new footfall counters and a new town guide publication are proposed in an effort to support local trade. Just like the fun day held earlier in May, many of these initiatives are proposed for delivery at no cost to levy payers and are only made possible by the collective action of businesses through the BID.

The Offset Parking initiative is an interesting proposal and the case for rewarding customer loyalty and increasing transaction values is compelling. With the backing of the business community this scheme could support the town's retail economy and help fragile businesses to turn a corner as we pull out of recession.

With best wishes for a successful trading period.

Francis Cornish is Chairman of Taunton Town Centre Company Ltd.

Website Re-development

Taunton Town Centre Company is to redevelop the town website www.tauntontowncentre.co.uk. The site, which was created a number of years ago is to undergo a complete makeover including a new intranet facility for all businesses operating within the town's BID area. A new retail business directory will allow visitors to the site to make a comprehensive search for the type of business or service they are looking for.

The new site will feature a comprehensive event guide, listing events and activities taking place in Taunton throughout the year. Regularly updated, the guide will prove invaluable to local people and visitors to the town.

All businesses within the BID area will have access to the intranet site and can provide details of their business, which will be published free of charge within the directory. For businesses wishing to create more of a presence, the Town Centre Company will be offering a menu of options at modest cost including upload of images and text for enhanced listings together with advertising and sponsorship opportunities.

Businesses contributing to the annual BID levy will also be able to download the latest information about the BID programme, access footfall and other statistical data and sign up to an electronic newsletter and email alerts.

To discuss web content and marketing opportunities contact; Graham Love 01823 354299.



SHOP-FRONT GRANTS

Businesses within the BID area are taking advantage of the shop-front grant scheme operated through Taunton Town Centre Company. The grant is easy to apply for and could provide £300 towards the cost of sprucing up your shop-front.

A limited number of grants are awarded each year, restricted to small businesses with a

rateable value under £15,000. Grants cannot be awarded retrospectively; so if you are thinking of refurbishing, get your application in for approval before work commences.

Application packs are available by post or email; Contact Beth Atkinson 01823 324050

info@tauntontowncentre.co.uk

STOP PRESS! Orders for Shop Front Christmas Trees Now

Christmas Lights Extravaganza

Plans are already underway for the 2010 Christmas lights event. The 2009 Christmas event achieved critical acclaim but there is no doubt that the event brought thousands of shoppers and visitors to the town.



Sponsored by orchard, the 2009 Christmas lights extravaganza caused a sensation and this year the Town Centre Company is working hard on behalf of businesses to bring thousands of shoppers and local people into town for the launch of the 2010 Christmas shopping season on Sunday 21 November.

The Town Centre Company is looking for volunteers to support with planning and event management and this is a great opportunity for up and coming managers to learn new skills.

To lend your support or to find out about marketing and sponsorship opportunities contact:

Graham Love 01823 354299 or Lorraine Nurcombe 01823 324050

Street Market Proposal - YOUR SAY

Taunton Town Centre Company is seeking the views of local retailers prior to decision on proposals currently being considered for a new street market in the town.

A survey questionnaire has been devised, which retail and service sector businesses are invited to

complete online; <http://www.surveymonkey.com/s/ZFLLY9G>. All information gathered will support the Town Centre Company and BID in decision making.

The survey is also available in hard copy upon request from the Town Centre Company 01823 324050 info@tauntontowncentre.co.uk

Official Town Guide

Taunton BID is to produce a new guide for shoppers and visitors to the town. The full colour 32 page guide will focus on the specialist and independent retail offer. Available at strategic points including the Tourist Information Office on Paul Street; the guide will provide a handy reference and will be published later this year with a further edition printing in 2011.

Publishing company, Leisure Information Services, has been commissioned to prepare the guide on behalf of Taunton Town Centre Company and will be working to secure sponsorship support for the project.

The printed A5 guide will link to an online marketing tool listing all retail businesses in the town. To find out about sponsorship and marketing opportunities contact: Graham Love 01823 354299.

Are you receiving me?

With future plans including an online retail and service marketing tool, official town guide and intranet for our BID levy payers, Taunton Town Centre Company wants to ensure that the information we hold about your business is up to date and correct.

Increasingly businesses have come to rely on email for speed of communication and Taunton BID

wants to provide future communications in this way.

To ensure the details we hold for your business are up to date please use the following link www.surveymonkey.com/s/8N3CGYT and complete the client record questionnaire online.

Businesses that prefer to work on paper can request a hard copy of the questionnaire from the Town Centre Company. Contact: Beth Atkinson 01823 324050.

Offset Parking Initiative

Taunton BID is considering the viability of a new scheme to entice more shoppers. The BID has learned from prominent retailers that the cost of parking may discourage frequency of visits or length of stay among shoppers and visitors to the town.

Taunton Town Centre Company is investigating a scheme whereby shoppers using long stay parking receive a discount on retail purchases on a sliding scale capped at the value of the parking fee paid. The Town Centre Company is keen to limit the exposure of participating businesses and to devise a scheme leading to profitable sales.

If adopted the 'Spend to Save' scheme would operate for an initial period of three months and be widely advertised to shoppers and visitors to the town.

Initial feedback from traders has been positive and the success of the project will hinge on retailers willing to sign up to the scheme.

Put forward your view or glean further details visit:

<http://www.surveymonkey.com/s/7ZQHGDQ>

or contact: Graham Love 01823 354299



being taken, contact the BID Team 01823 324050

bid

Foot Fall Counters Proposed

Taunton BID is considering proposals for a new way of capturing foot fall data around town.

The Town Centre Company is aware of the fragile nature of the retail and service economy across the UK and wants to measure impact of future investment in the town.



Best practise has shown that it is possible to establish a network of counters measuring foot fall round the clock, 365 day a year.

Should the scheme go ahead, data captured could be used by businesses, local authorities and inward investment agencies to build a detailed picture of pedestrian flows and volumes.

The Town Centre Company is seeking local partners to support with funding for the project. If it is successful BID levy payers will be provided with standard data reports, available freely through the BID arrangements.

BID Beat Surgery

Taunton's BID Police Team is holding a series of Beat Surgeries across town. PCSO's Rebecca Seward and Jason Routely have deployed a Community Policing Unit (PCU) to provide confidential beat surgeries for businesses right on their doorstep.

The PCU was stationed in Fore Street at the end of June (pictured) when businesses in the High Street and Fore Street area had the opportunity to take five minutes to meet the BID police team or to raise issues affecting trade in the town.

Beat Surgeries will be taking place throughout the summer and businesses will be alerted of dates by leaflet drop in advance.



**You can contact the award winning BID police team at any time;
PC Adrian Hooper 07907 603953**

movers & shakers

- **Summer Window Competition - Taunton Town Centre Company is holding its annual summer window competition this month (July). Details of all participating businesses and the competition winners will feature in the Somerset County Gazette.**
- **Bath Place Arts Festival - Bath Place summer season is underway with monthly street fayres. The season concludes with the eagerly awaited Art Festival showcasing talented local artists from 9-17 July 2010.**
- **Shoulder to Shoulder - Somerset County Gazette is asking the help of local businesses to get behind the campaign to support 40 Commando and the families of the brave servicemen and women serving in Afghanistan. Download a poster and get behind the campaign at www.somersetcountygazette.co.uk**
- **Judges in Town - Taunton In Bloom will be hosting a visit from South West region Britain in Bloom judges on 19 July 2010. A big thank you to all businesses supporting this annual initiative to ensure Taunton looks at its best during the busy summer months. Judges will be looking at displays, cleanliness and presentation so please make sure your frontage is at its best for judging day.**
- **Summer Poster Sale - Taunton Town Centre Company is having a poster sale this summer. Poster sites are available to promote local businesses. Locations include High Street and North Street. For new bookings covering the period July & August a 50% discount will apply to normal rates.**

Contact Us:

Talking Taunton is the quarterly newsletter of Taunton Town Centre Company - managing the BID for Taunton.

To comment on this issue or to submit copy for consideration of future editions contact:

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