

**TAVISTOCK TOWN COUNCIL
BUDGET & POLICY COMMITTEE
TUESDAY 15 FEBRUARY 2022
BRIEFING NOTE**

TOWN MARKETING

1. BACKGROUND

- 1.1 For some time now, there have been discussions within the Town originating from Tavistock Heritage Trust and West Devon Borough Council, together with other stakeholders including the Town Council, regarding the possibility of putting in place a coordinated approach to the marketing /promotion of Tavistock.
- 1.2 The accompanying proposal from Tavistock Heritage Trust is derived, in part, from those discussions.

2. CURRENT POSITION

- 2.1 Currently the promotion of the town takes place through a range of bodies – Tavistock BID Company (with a focus on business promotion), Tavistock Heritage Trust (promoting the Guildhall Gateway Centre and Cornwall and West Devon Mining Landscape World Heritage Site), Tavistock Town Council (promoting the town in the round), together with other Agencies who promote the town as part of a wider area (e.g. West Devon Borough Council, TAVATA etc.).
- 2.2 The accompanying proposal from Tavistock Heritage Trust seeks to explore an opportunity to bring together those Stakeholders in a coordinated manner and, on that basis, appears worthy of further investigation. Should a viable proposal be developed, and the proposal supported by the Town Council, it would be necessary for Council funding to be met from the allocated Advertising Budget.

3. CONCLUSION/ RECOMMENDATION

- 3.1 If it is the will of the Committee and Council that this proposal be explored further it is;-

3.2 RECOMMENDATION THAT Tavistock Town Council;

- (a) Welcome and endorse the proposal in principle, subject to more detailed work being carried out regarding its prospective operation and partner contributions as submitted;

- (b) Nominate representatives (number to be notified to the Council) to serve on the proposed Marketing Group and assist in the further development of the proposal.

**CARL HEARN
TOWN CLERK
FEBRUARY 2022
TAVISTOCK TOWN COUNCIL**