

# Invitation

One that you cannot afford to miss,  
clear your diary and come along!

**5.30 pm Tuesday 16<sup>th</sup> July 2019**

**The County Room Somerset County Cricket Club**



**Working  
together  
to improve  
taunton**



Taunton Chamber of Commerce invites you to come along to the County Room, Somerset County Cricket Club at **5.30 on Tuesday 16<sup>th</sup> July 2019** and hear all about this scheme to put Taunton first.

Ann Hunter, BID Manager for Exeter BID will tell us how their scheme works and the benefits it has brought to the city as it completes its first 5 year term.

There are over 300 BID schemes in the UK. They offer businesses, like yours, an opportunity to take a lead, work together with your colleagues, to plan, manage and deliver a Business Plan for taking Taunton forward over the next 5 years. Taunton BID could provide £1.3m over 5 years.

Competition and challenges for places like Taunton are severe; the future for retail is by no means secure in the face of the Internet, out of town centres and regional and national competition. Taunton has a great many assets and opportunities that need to be maximised and promoted. This is most effective when businesses collaborate. A BID will provide a mechanism and resource to help Taunton to achieve its full potential.

### **We do need to hear from you.**

After the launch we will be carrying out a formal consultation. We want to hear your views on what you would like to see delivered by Taunton BID, and ask what are the priorities for a BID.

For example: –

More investment into marketing, and promotion of the town to drive footfall?

Does town centre security need to be improved?

Are the streets vibrant and inviting or is more investment required to improve the appearance of the town centre?

Would you like to see more events take place in Taunton?

Does more need to be done to help people navigate the town?

Should businesses work more closely with the Council to ensure their voices are heard?

This consultation will be done directly with you, one to one, in groups, online or by email. It is extremely important that we hear from as many of you as possible.

***Please come along, we would love to hear your views!***



**Please RSVP using the form below or email to let us know if you will be coming to the launch.**

We/I\* will/not\* be attending the BID launch on 16<sup>th</sup> July at Somerset County Cricket Club.

Name/s:

Business:

Address:

Email:

Phone:

\*Delete as appropriate

Please return to: [lucy@destinationmarketing.me](mailto:lucy@destinationmarketing.me) /Phone 07813 343 209