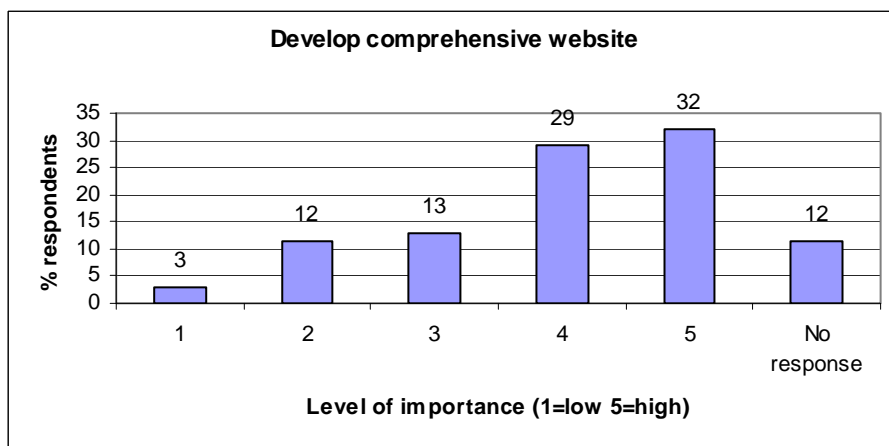


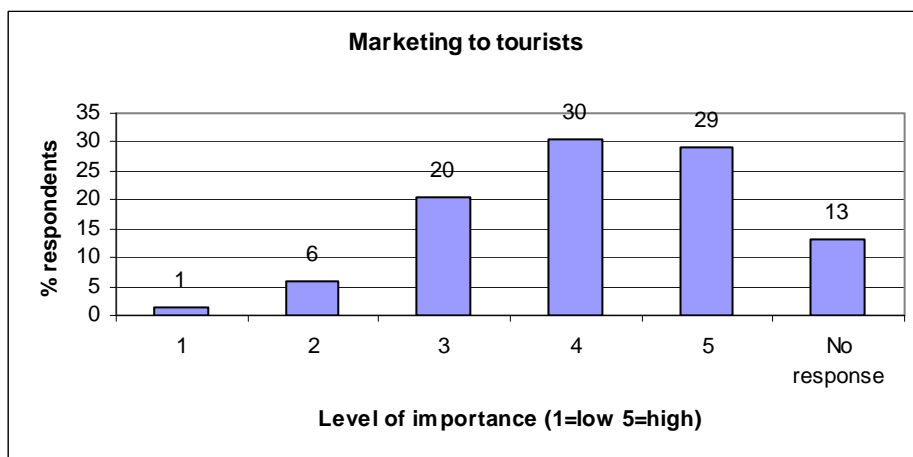
BID Spring Survey 09

MARKETING AND PROMOTION

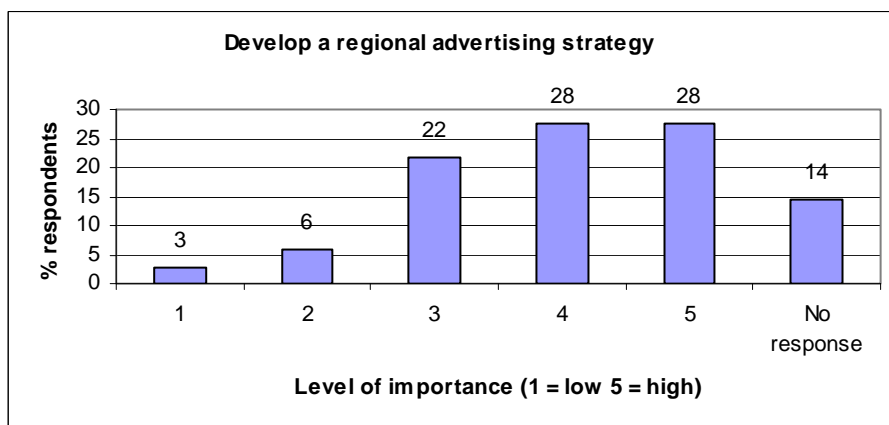
Development of a comprehensive website, featuring information on what the town has to offer, what is happening, events guide etc – **61% scored 4 or higher**



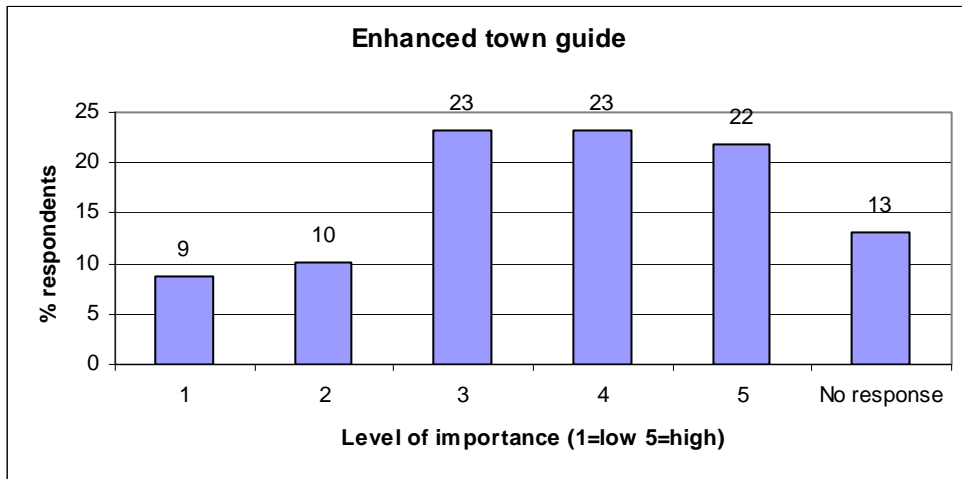
Create marketing campaigns to attract tourists during the summer months, promoting Barnstaple as a 'must visit' destination – **59% scored 4 or higher**



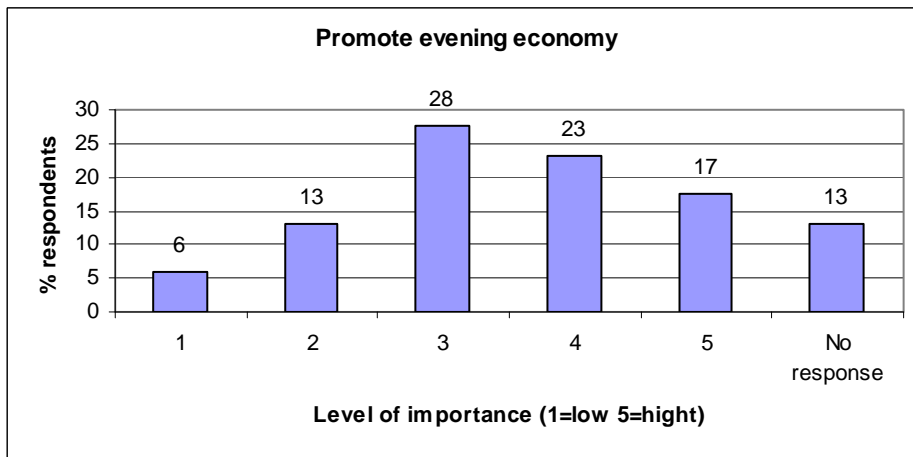
Develop a regional advertising strategy to promote the Town, its attractions and unique offer of businesses – **56% scored 4 and higher**



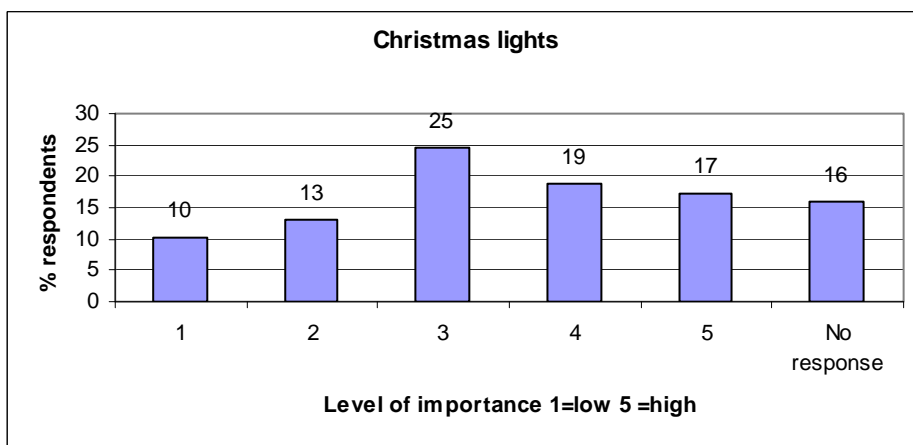
Produce an enhanced town guide with regional distribution including key tourist areas, through local press, tourist information outlets etc – **45% scored 4 and higher**



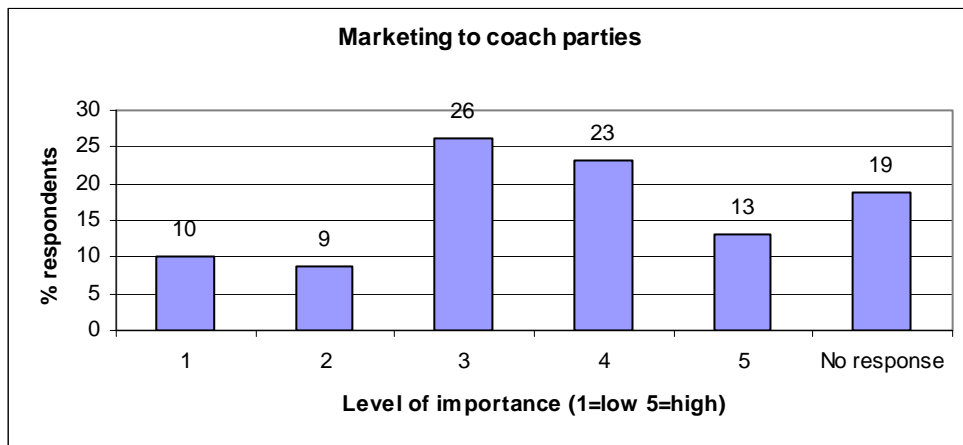
Undertake activities that promote and develop the Town's evening economy – food and drink outlets, theatre, cinema etc – **40% scored 4 and higher**



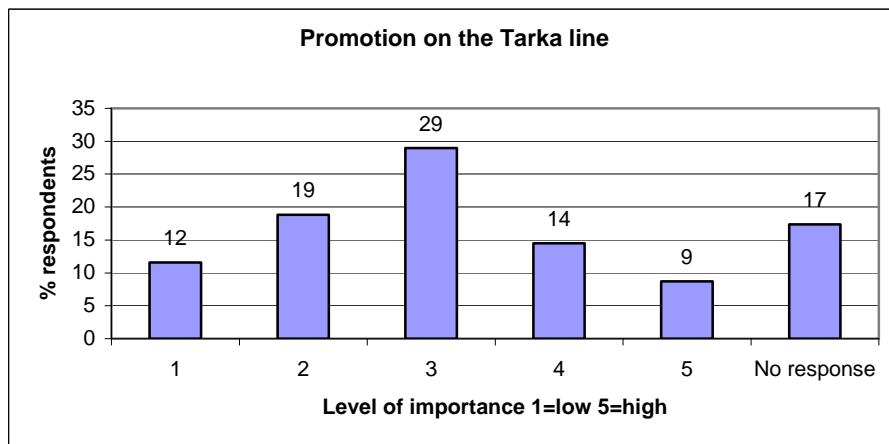
Ensure all streets in the main Town Centre have Christmas lights – **36% scored 4 or higher**



Targeted marketing to coach parties – **36% scored 4 or higher**

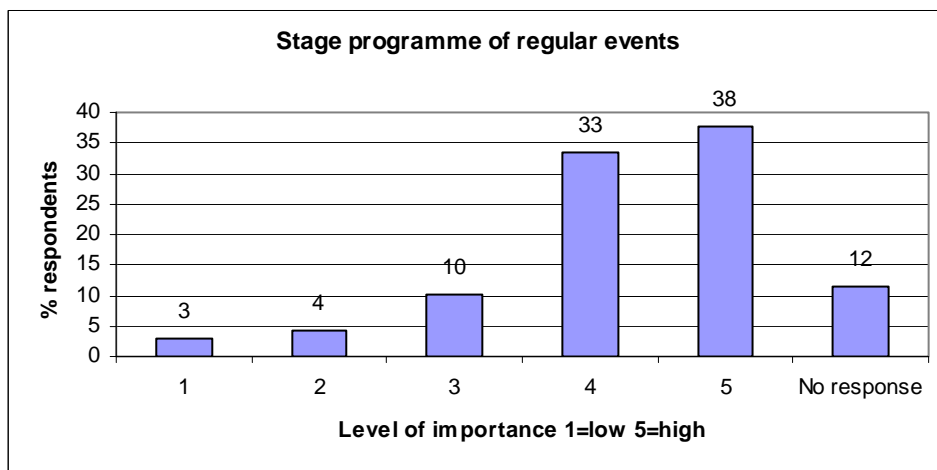


Advertising / special offers/ promotion of the Town on the Tarka Line – **23% scored 4 or higher**

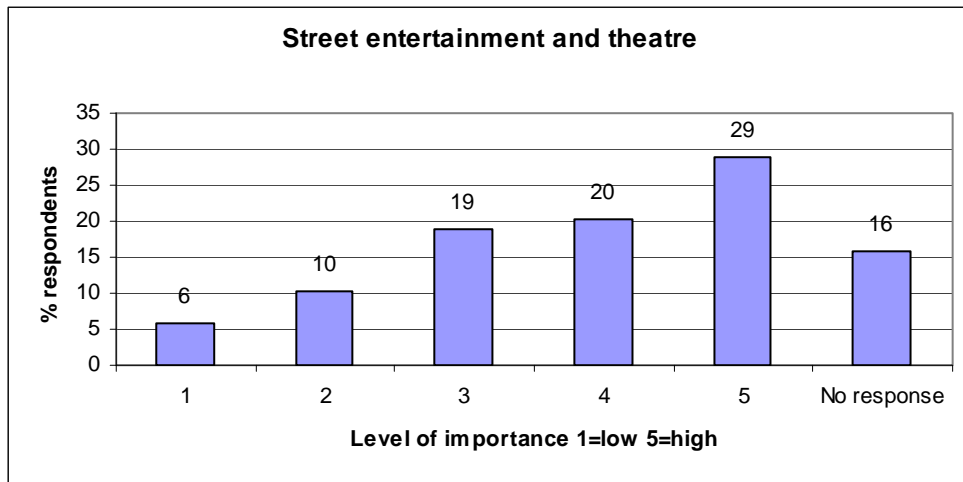


EVENTS

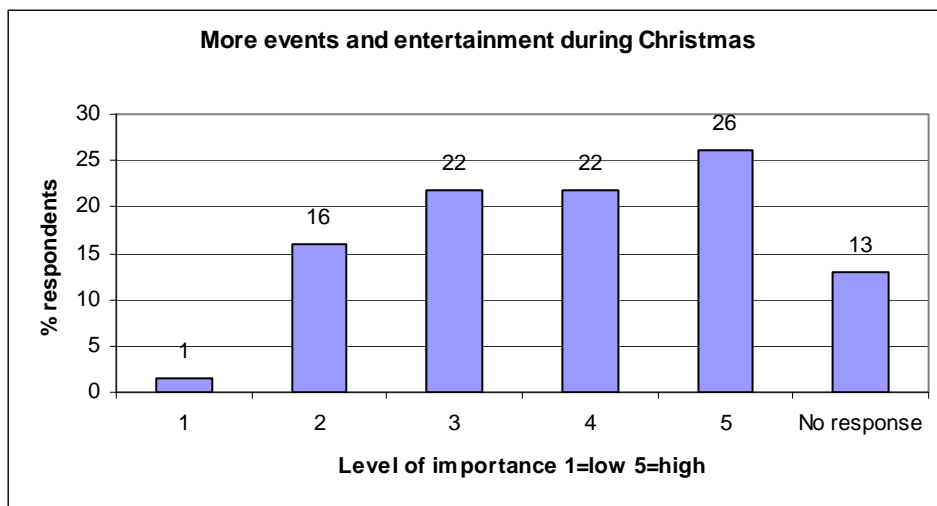
Stage a programme of regular events such as music and food festivals and where applicable, work with organisations such as the North Devon Theatre to enhance the activities and entertainment in the Town – **71% scored 4 or higher**



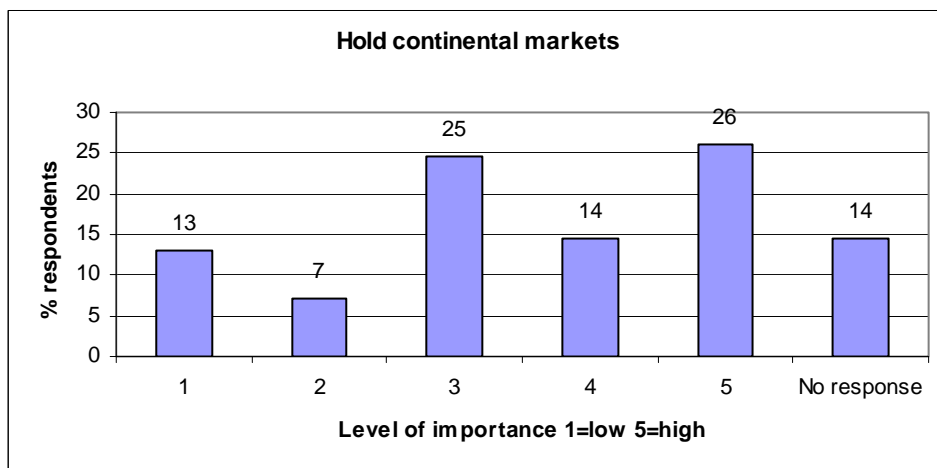
Stage regular street entertainment and street theatre throughout the year (eg street performers, comedy acts etc) – **49% scored 4 or higher**



Hold more events and entertainment during the Christmas shopping period – **48% scored 4 or higher**

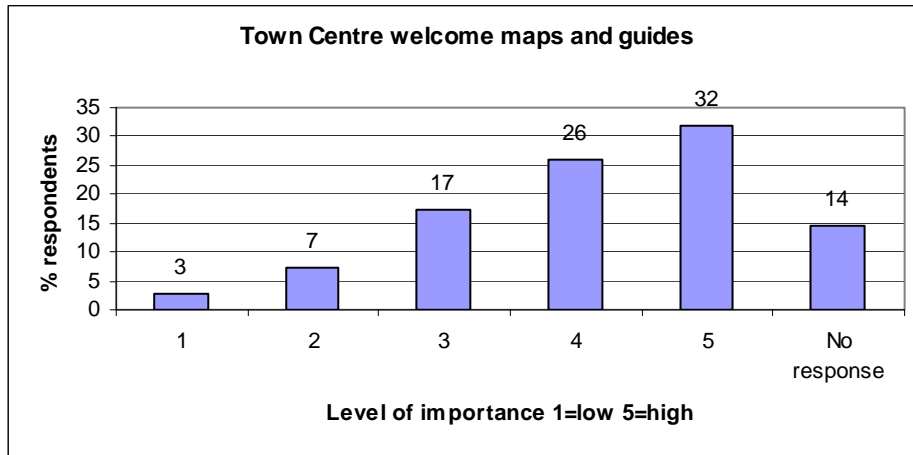


Hold continental markets on a regular basis – **40% scored 4 or higher**

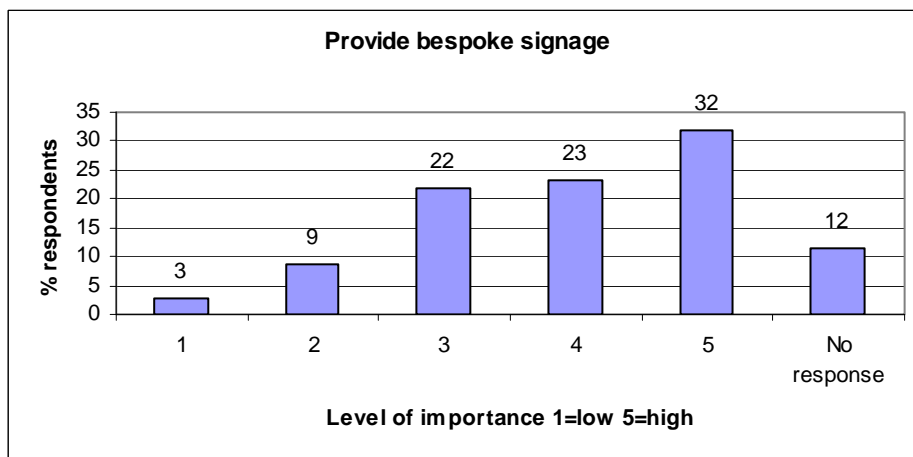


ACCESSIBILITY, SIGNAGE AND INFORMATION

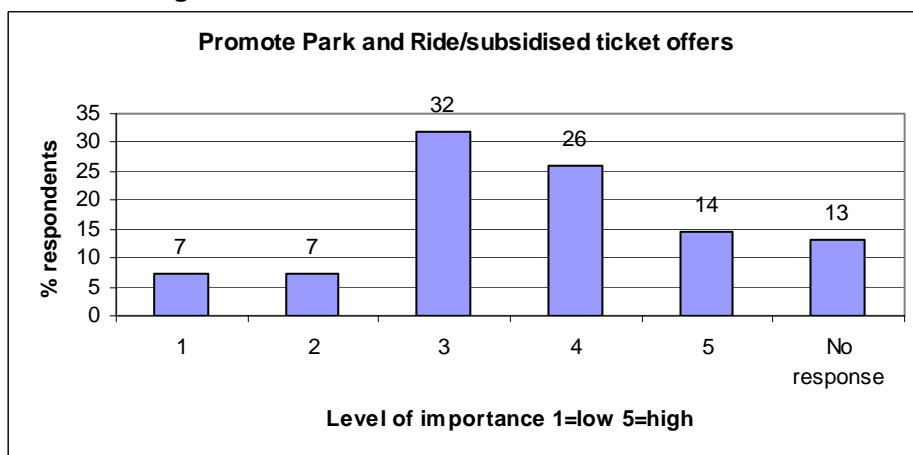
Locate large, Town Centre welcome maps and guides in main car parks, bus station, train station and around the Town Centre – **58% scored 4 or higher**



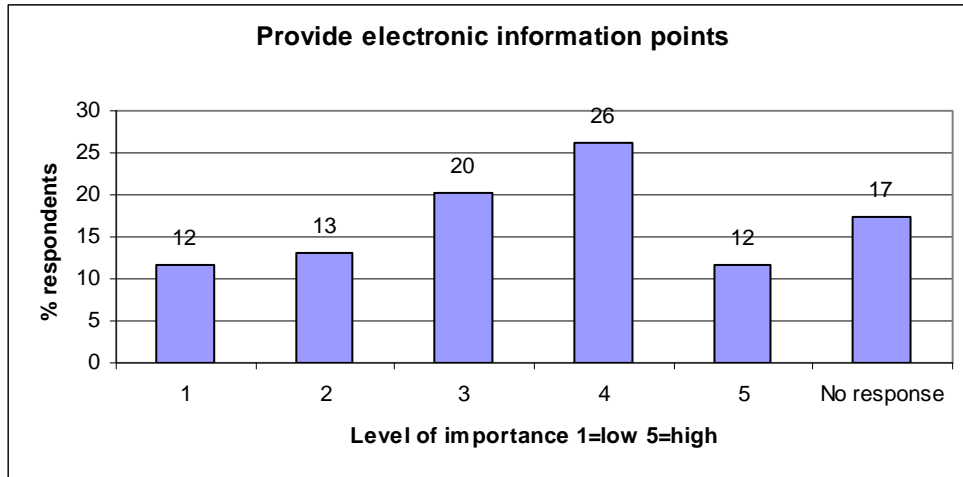
Provide bespoke signage to specialist shopping streets and key areas of the Town. Locate in the main car parks, bus station, train station and around the Town Centre – **55% scored 4 or higher**



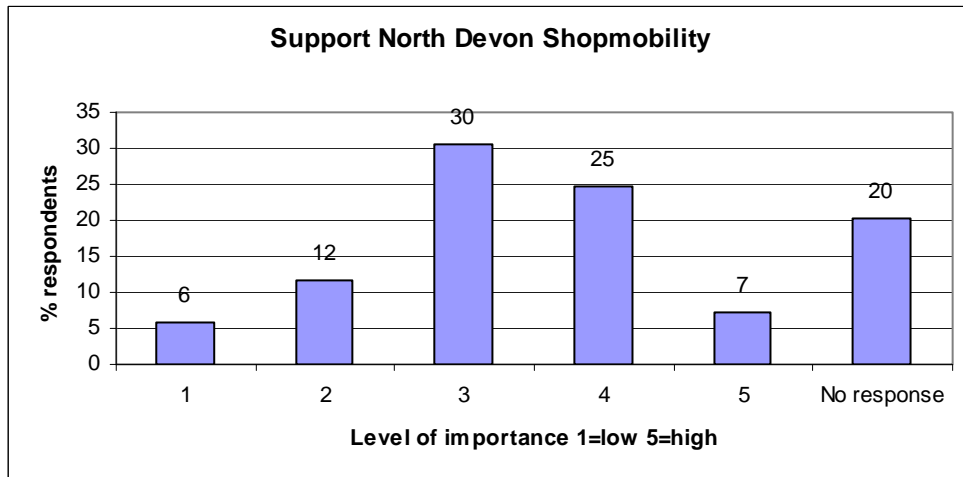
Promote Park and Ride facility and consider providing special/subsidised ticket offers – **40% scored 4 or higher**



Provide electronic information points in key areas of the town – **38% scored 4 or higher**

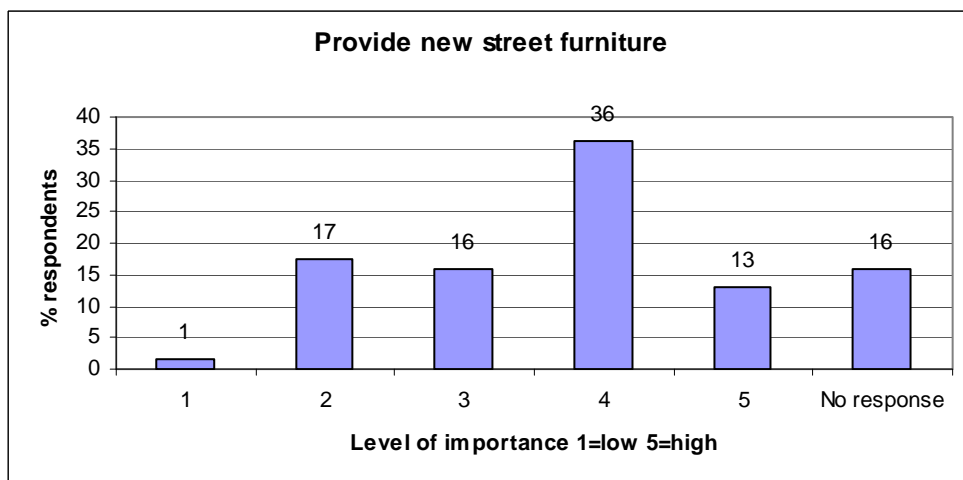


Support the North Devon Shopmobility service – **32% scored 4 or higher**

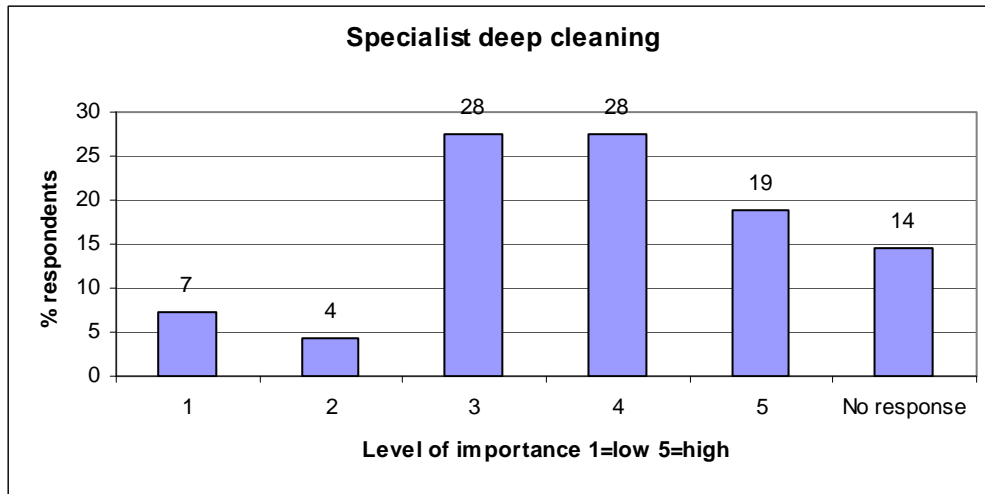


TOWN CENTRE ATTRACTIVENESS

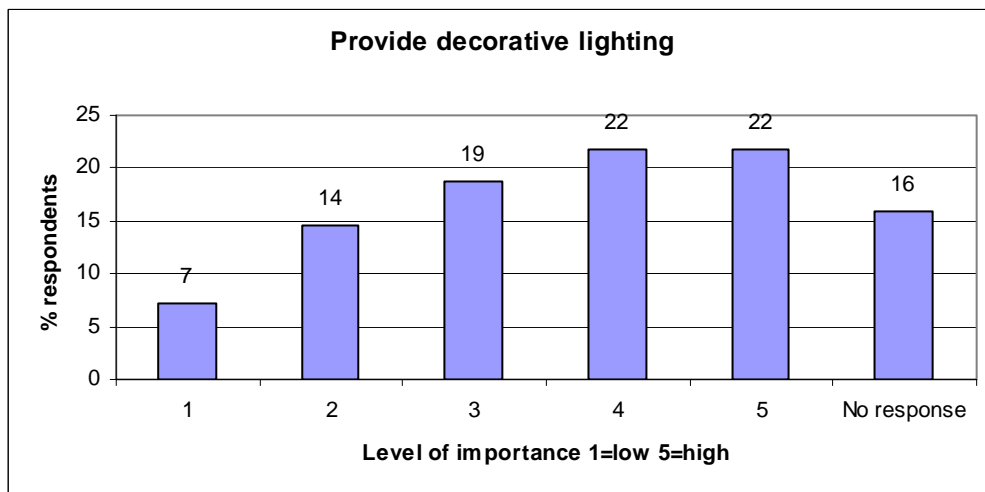
Provide new street furniture such as benches/seating – **49% scored 4 or higher**



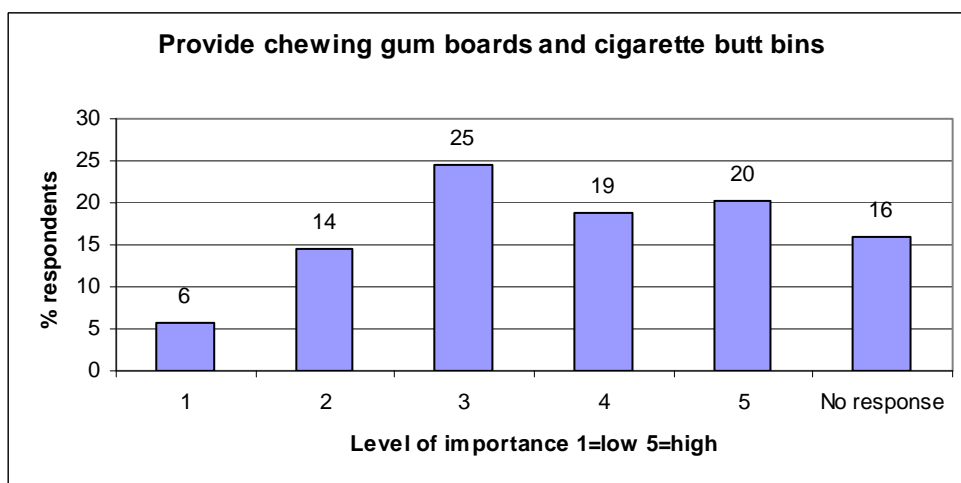
Provide periodic specialist deep cleaning to streets to remove built up grime and chewing gum – **47% scored 4 or higher**



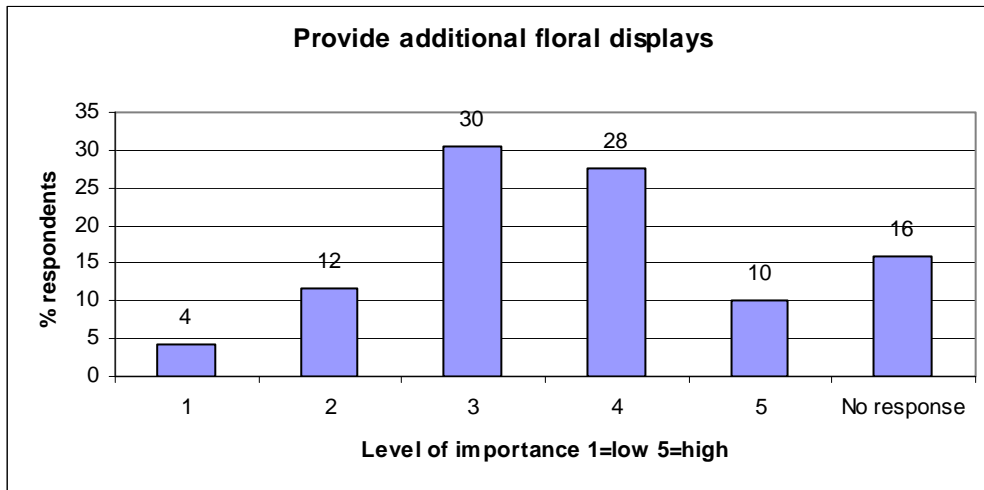
Provide decorative lighting in key areas of the town – **44% scored 4 or higher**



Provide chewing gum boards and cigarette butt bins – **39% scored 4 or higher**



Provide additional floral displays around the Town and approaches into the Town – **38%** scored 4 or higher



Improve the attractiveness of car parks, possibly through landscaping and planting – **37%** scored 4 or higher

