



RTWT Achievements – 2017

- Continued set up of company, office and procedures
- Establishment of website and social media channels – growing followers and platforms
- Increase in Membership – from 20 to 50 since April
- Developed members benefits package (see below) – further growing and developing benefits

A Great Town for Business

- Quarterly Business Intelligence Report for Members – 4th issue being worked on now
- Small Business Saturday seminar events – 35 attended One Warwick Park advice event
- 13 small business pop ups on 2 December and Greg Clark advice surgery too
- Business networking events – 45 attended breakfast at Woods Restaurant
- Business training events – TSE digital, SEO and analytics training – 12 confirmed attendees
- Promotion and co-ordination of September Food Festival
- Town centre and car park signing audit completed
- Provided assistance to small businesses for Business Rate Appeals
- Lobbying of local and national government on behalf of businesses (e.g. loss of office space, parking issues)
- Start of BID Feasibility work

A Connected Town

- Monthly newsletter – database grown from 27 in March to 480 now
- Encouraged 12 businesses to participate in food events in September
- Set up of Town Centre Tourism Group steering group – ongoing collaborative group
- Guest speaking slot at Kent Invicta Chamber's Winter event in West Kent
- Convened meeting of Camden Road Traders to plan expenditure of Portas funds
- Christmas Gift Guide – 47 businesses participated
- Christmas Window Competition – 19 entries
- Liaised with businesses to promote their vacancies at West Kent Partnership Jobsfair
- Participated in and recruited businesses for TWBC's Seal Trail (for ice rink)
- Provision of office space for The Mason Mile and stewarding for inaugural run in Dunorlan Park – ongoing into 2018
- Recruited new businesses for The Poppy Appeal collection in October/November

A Superb Destination

- Funded a Visit Tunbridge Wells Stand at Excursions Tourism Show (Tourism South East)
- Purchase of exhibition stand for all future tourism related events
- Promotion of town in national press via TSE and Visit Kent



- Production of hand drawn Town map – will be distributed free of charge to TIC and businesses
- Provided & funded Gospel Choir for The Pantiles Christmas Market
- Provided and funded entertainment act for opening night of ice rink (Snow Queen)

A Strong and Unique Brand

- Station Mural project – judging, office space and grant funding provided
- Grant funded town centre events e.g. Lantern Parade, Puppetry Festival, Belgian Week, Local & Live – working with Cultural Consortia on 2018 season events
- Secured permission from freeholders of property for Refresh Water in the Wells public artwork at Fiveways
- Secured sponsorship offer from South Eastern Water for drinking fountains for 2018

List of Member Benefits

- Reach Tunbridge Wells businesses through our database
- Listing on Royal Tunbridge Wells Together website
- Listing on the visittunbridgewells visitor website (if appropriate to business) worth £120
- Training from Tourism South East in SEO/digital and analytics worth £125
- One point of contact to liaise/lobby TWBC and others on town centre issues
- Opportunity to promote your business via monthly town centre e-newsletters
- Quarterly town centre Business Intelligence Reports
- Promotion via social media
- 15% off any design work or 15% off any web advertising on www.indexdigital.co.uk
- 10% discount for any new advertisers for the Index Magazine or Planning Your Wedding Magazine
- 10% discount on all our advertising, design and print rates across One Media.
- From the rest of Markerstudy Leisure, a 10% discount on all meeting or event space hire at any of their three venues. One Warwick Park, Bewl Water and Salomons
- An opportunity to be profiled in the Times of Tunbridge Wells