

## MINUTES OF THE BOARD OF DIRECTORS' MEETING

**DATE:** 19<sup>th</sup> April, 2017 AT 6.00PM

**LOCATION:** THE BEDFORD HOTEL, TAVISTOCK

**ATTENDEES:**

Lisa Piper – BID Manager (LP)

Nigel Eadie – Original Pasty House (NE)

Andrew Baker (Potter Baker) AB

Martin Hawkins – Art Gallery (MH)

Robin Rich – I Love Candy (RR)

Cllr. Harry Smith – TTC (HS)

Giles Newby – Abode (GN)

Mandy Ewings (Original Barbershop) ME

Item ref	Agenda Item	Decision/Action
<b>1</b>	<b>APOLOGIES</b>	
	Kate Royston. Ruth Kelly. Penny Samuels.	
<b>2</b>	<b>MINUTES</b>	
	<p>There were 4 items raised by MH that did not appear in the minutes:-</p> <p>1) Approach WDBC to come up with a plan to get their offices occupied as soon as possible – empty space harmful to the economy of the Town. 2) The suggestion that our BID should look at the Exeter BID site – even though it is a bigger BID than ours. 3) Look at Meerkat – where they call on Members and show bills – this has saved (in Exeter) £250,000. 4) Part of the BID re-election promises that website is updated weekly – LP said that there is a weekly blog on the website and a newsletter every month, some people had not given contact email addresses – any Board Members who meet business people in the street could get these. With these additions to the March minutes, it was proposed by NE and seconded by AB that they be accepted as a true and accurate account of the meeting.</p> <p>Comments were made regarding WDBC Offices:- only ½ dozen people in the building – concerns from many quarters regarding loss of business in the town – ask WDBC what their intention is with regard to the building – why was an impact study not done before the staff were dispersed? – one-stop shop in the Guildhall</p>	
	<p>Mike Harper – Chamber Chairman sent his apologies – he had been delayed in Plymouth. It was expected that we would have a presentation by Cllr. Graham Parker, this had not been arranged – it was suggested that this should take place on Monday or Wednesday next week – NE will notify when he has contacted Cllr. Graham Parker</p>	NE
<b>3</b>	<b>GETTING THE WORK DONE</b>	
	<p><b>BID Managers report</b> – LP submitted her report:-</p> <ul style="list-style-type: none"> <li>• <b>Communication and BID Team organisation</b> – A Blog has been implemented on the site <a href="http://www.tavistockbid.co.uk">www.tavistockbid.co.uk</a> - website updated weekly – newsletter sent out</li> <li>• <b>Marketing – Website</b> – Building content for the website is continuing, but it is taking longer than anticipated due to the large job of lifting all shops – expect this to be finished by mid-May</li> </ul>	

	<ul style="list-style-type: none"> <li>• <b>Totally Locally</b> - The first revitalised Totally Locally was successful – request sent out again for the next offer ‘tenner tastic’ which will go into the Tavistock Times Gazette on 4<sup>th</sup> May to run from Saturday 6<sup>th</sup>-13<sup>th</sup> May</li> <li>• <b>Events – Easter</b> – 10,000 leaflets were distributed for the Easter events – advert placed in the paper for the Easter Bunny hunt – over 200 children taking part – our most successful take up yet</li> <li>• <b>BMX and Skate Show</b> – Awaiting Circus direct sourcing prices etc.</li> <li>• <b>Carnival</b> – Look at running a window competition incorporating the bloom theme of Heritage</li> <li>• <b>Business Show (Chamber) next Wednesday 26<sup>th</sup> April</b> – LP on holiday, ME has kindly agreed to man the stand until 12.30, anyone free to cover the afternoon – NE willing to cover from 12.00-2.00pm. ME will cover the last hour</li> <li>• <b>Bloom</b> – LP asked whether we wanted to run the feature in the paper for Business entries in Britain in Bloom - LP said that BID should draw back from Britain in Bloom (Community entry) and leave this to those who have had input in the last few years – continue the BID entry which is in the Business Plan - The Council have ‘pull tested’ the brackets and we need to replace a number of these with some being repaired – costs £23 to buy - £32 in total - £11 to be repaired – matting in baskets needs replacing (£125 per roll – possibly only need 1 roll) – testing required on brackets in the Market – Directors gave permission to go ahead with this</li> <li>• <b>Empty Units – update</b> – LP had met with the new owners of Decadent in Paddons Row and Eternal Prints behind the Pannier Market – new owners of the Fat Goose? – discussion again regarding ‘pop-up shops’ perhaps empty shops could be covered with scenes of Tavistock – try to contact two Gentlemen from Tiverton who did this there – NE will speak to the Pet Emporium regarding Heritage views on their windows on to the car park – Rick Stein had been seen in Tavistock (friend of John Hooker from the Cornish Arms) – could he be encouraged to open a shop in Tavistock?</li> <li>• <b>General</b> –       <ol style="list-style-type: none"> <li>1. LP had met with MP Geoffrey Cox, Cllr. Debo Sellis and Mike Harper to discuss the empty units and was informed by the MP that business rates can be altered by WDBC. Also they have been given a sum of money to help businesses affected by the new valuations – also informed us that WDBC had the power to declare Tavistock an Enterprise zone – LP then met with Cllr. Robert Oxborough to discuss these points – on looking into it, he has found that WDBC has been given £122,000 to help businesses and is looking into how this will work – ME suggested that email should be sent to Steve Jordan, and also Lisa Buckle copying in Mr. Jefferies - LP will get more clarity from National BID</li> <li>2. Also discussed ideas about creating a business growth area in Tavistock where new businesses coming to the area could have a capped business rate to help growing businesses and filling units – Compare Business rates with Plymouth, WDBC and South Hams - Cllr. Oxborough informed LP of some discrepancies within the new ratable values within the town centre and he is meeting with the RVO to discuss – Brook Street</li> </ol> </li> </ul>	<p>ME/NE</p> <p>LP</p> <p>NE</p> <p>LP</p>
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	<p>gone up – Duke Street gone down – Cllr. Oxborough keen to develop a ‘Good Landlord’ scheme where landlords meet to set rents – Business growth area – cap Business rates - LP will try to keep on top of this to keep up the pressure</p> <p>3. LP has met with Mike Harper (Chamber) and TTC Officers to discuss possibilities of creating a joint ‘Your Town’ leaflet to be delivered to all households – leaflet to educate locals about what is happening in the Town – where the long/short/£2 car parks are and how many spaces – information about BID, TTC and Chamber projects – Totally Locally information and anything else relevant including the impending scaffolding works to let people know it is still ‘business as usual’ – shared production costs – awaiting feedback from TTC – 7,000 to be printed - cost £1,500 in total – Directors gave LP permission to proceed</p> <p>4. LP has spoken to Stage Coach regarding the Park and Ride – discussed with Plymouth City Council – although they cannot stop us using and promoting the George we would be unable to have the buses pull into the P and R , people would have to catch it from outside the George Carvery –Stage Coach did highlight that they felt it would be too far away and something closer to Yelverton would be better – MH said he would like 106 money to be spent on this – LP asked if there had been a notable decline in passengers coming to Tavistock via bus and this is not the case – year on year it has remained the same with busier periods in September and October</p> <p>5. LP had also spoken about the Skipper pass and this is an initiative by PCC in agreement with all Operators who set this jointly – they are not willing to include Tavistock</p>	<p>LP</p> <p>LP</p>
<b>4</b>	<b>MARKETING/PROMOTIONS</b>	
<b>4.1</b>	<b>Website</b> – dealt with under 3 above	
<b>4.2</b>	<b>Totally Locally</b> - dealt with under 3	
<b>4.3</b>	<b>Easter</b> – dealt with under 3 above	
<b>4.4</b>	<b>BMX event</b> – dealt with under 3 above	
<b>4.5</b>	<b>Joint leaflet with Chamber and TTC</b> – LP passed around a ‘mock-up’ copy of the proposed leaflet for the Board to look at – dealt with under 3 – 3 above	
<b>5</b>	<b>AROUND TOWN</b>	
<b>5.1</b>	<b>Bloom</b> - dealt with under 3 above	
<b>5.2</b>	<b>Update signage</b> – dealt with under 3 above	
<b>5.3</b>	<b>Park and Ride Skipper pass</b> – dealt with under 3 above	
<b>6</b>	<b>BUSINESS SUPPORT AND LOBBYING</b>	
<b>6.1</b>	<b>Empty Units</b> – dealt with under 3 above	
<b>7</b>	<b>PARKING</b> - nothing further to report	
<b>8</b>	<b>FINANCIAL REPORT</b>	
	<p>AB circulated the financial report up to the end of March and talked through the present situation – there were bills coming up in April – watering for baskets – stewarding for Dickensian – LP had a reduction on invoicing from Festive Lighting for Christmas lights – request from the Tavistock BID App for renewal of the DD – this will not be done – 15 hours work still to do for new website – LP meeting with Cameron to look at imagery. Income and Expenditure still on budget, about £2,000 to spare at present</p>	
<b>9</b>	<b>ANY OTHER BUSINESS</b>	

<b>9.1</b>	NE will write to Steve Martin regarding Passion Play	NE
<b>9.2</b>	RR reported that there had been some issues with Shop Watch, hopefully this would be sorted out by the next meeting	RR
<b>9.3</b>	Suggested that we should have a pull up banner for the Business Show for BID	
<b>10.</b>	Wednesday 17 <sup>th</sup> May, 2017 at 6.00pm. at the Bedford Hotel .	
	The meeting closed at 8.20pm.	