

# Tavistock

BUSINESS IMPROVEMENT DISTRICT

## Tavistock BID Ltd

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## MINUTES OF THE BOARD OF DIRECTORS' MEETING

**DATE** 20<sup>th</sup> March, 2019 at 6.00pm

**LOCATION:** THE BEDFORD HOTEL, TAVISTOCK

### ATTENDEES:

Janna Sanders - BID Manager (JS)

Penny Samuels – Brocante (PS)

Cllr. Paul Williamson – TTC Rep.(PW)

Brett Kinsman-Daw – ABC (BKD)

Kevin Hailey (Chairman) – Abode (KH)

Chris Palmer – Hansford Bell (CP)

Nigel Eadie – Original Pasty House –( NE)

Item ref	Agenda Item	Decision/Action
<b>1</b>	<b>APOLOGIES</b>	
	Andrew Baker, Colin Kirk-Potter, Valerie Davenport, Cllr. Robert Oxborough	
<b>2</b>	<b>MINUTES OF THE LAST MEETING</b>	
	Minutes of the February meeting had been circulated and were accepted as a true and accurate record of the meeting– proposed CP and seconded PS – all agreed.	
<b>3</b>	<b>GETTING THE WORK DONE</b>	
<b>3.1</b>	<b>Communication and BID Team organisation</b> – BKD and JS planning to set aside some time each week to update website and work on other administrative tasks.	
<b>3.2</b>	<b>Street Ambassadors</b> – Work underway. Businesses assigned to each Ambassador – need to know owner and sitting tenant, not necessarily the same - Ambassadors covered by GDPR – suggested that dates of events should be on A3 poster to take to shops.	JS to organise poster,
<b>4.00</b>	<b>AROUND TOWN</b>	
<b>4.1</b>	<b>List of levy payers/Empty units/Store closures and openings</b> - WDBC now provided list of levy paying businesses as of September 2018, working on way to exchange regular update of new businesses for welcome pack distribution – waiting for Business rates system update early March – proper CRM data base of levy payers needed – KH updated regarding business closures and openings.	JS to revisit end March with Carol Jenkins.  BKD to look at possible CRM database.
<b>4.2</b>	<b>Signage</b> – all updated bar resolving the split of two units on Brook Street – now more updates needed! Need to look at new signage discussed.	JS to speak to Graham Lawrence re: signage and heritage issues.
<b>4.3</b>	<b>South West in Bloom</b> – BID entry form gone in –judging between 3 <sup>rd</sup> and	JS to start putting

	7 <sup>th</sup> July – judges need presentation when they come.	portfolio together.
<b>5</b>	<b>BUSINESS SUPPORT AND LOBBYING – future High Street funding</b> – JS to meet with RO regarding TC promotion concept mission – also had meeting with TTC (Carl and Wayne) regarding bid for Heritage Asset fund – now wait until after the elections – neighbourhood plan needs to be picked up again which both TTC and WDBC have expressed a desire to do.	JS to arrange meeting with RO.
<b>6</b>	<b>MARKETING AND PROMOTIONS</b>	
<b>6.1</b>	<b>Marketing working group</b> – JS working with Jo Butler on destination plan which will inform how we market ourselves.	
<b>6.2</b>	<b>Social media</b> - reach on facebook growing – 60 likes this month and posts 16,000 – JS paid £10 to boost Paint the Town event – definitely reached more people and had more engagement than any previous post – JS monitor ‘What’s on Tavistock’ – doubling up with ‘Visit Tavistock’.	JS ongoing.
<b>6.3</b>	<b>Town leaflets/Town leaflets</b> – JS reminded Jo Butler that she is waiting on the drafts of the Visitor leaflets and a rate card for the website to attract non-levy payers – Town map/Guide handled by BID being distributed at present – boxes held by NE at the Pasty House.	
<b>6.4</b>	<b>Website</b> – Decision made to migrate to a different template as updates are currently slow progress - local input from levy payers not forthcoming for offers page (just Bedford Hotel) – please encourage other businesses to send offers/events.	
<b>7</b>	<b>EVENTS</b> <b>Tavistock Events working group</b> – little uptake of shared spreadsheet, maybe set up shared google calendar instead – information contained in calendar will be used to populate the ‘what’s on’ page on website and face book page. <b>Paint the Town</b> – very well received – great engagement from participants and wider community – Bird Box making well attended, only one box for the Churchyard – coverage from Tavistock Times, BBC Radio Devon and Spotlight. <b>Easter</b> – Easter egg trail will be launched last weekend of March – eggs to be hidden in participating businesses – Miss Ivy holding chocolate festival in Butcher’s Hall on 19 <sup>th</sup> April – BID provide bonus egg for that location. <b>Garden Festival</b> – coincide with reveal of Hanging Baskets and Garden Festival on Bank holiday prior to ½ term – Summer trail to be launched early this year – SW in Bloom entry theme is Children’s Books – floral street display to be augmented by books to be found in participating businesses – sections of the trail will be released at different times – <b>First trail</b> - Walk in the park launch 25 <sup>th</sup> May (1/2 term) – Rob Pudner story teller featuring some books on the trail – combine with story crafts with ScrapStore. <b>Second trail</b> – Pannier Market, Duke and Brook Street – launch summer holidays. <b>Third trail</b> – West Street, Market Street and King Street – launch summer holidays.	JS to arrange meeting with event stakeholders / ongoing.  JS to start work on summer trail sheets.
<b>8</b>	<b>COLLABORATIONS</b>	
<b>8.1</b>	<b>Tavistock Customer Service Excellence Awards</b> – KH and JS approached by Rhiannon Spurgeon of the Enterprise Hub re award – encourage public to vote for best experience in town from May-September – presentation at light switch-on – being worked on at present.	Awaiting info. From Rhiannon.
<b>8.2</b>	<b>Record Breaking Cream Tea</b> – provisional date still Sunday 23 <sup>rd</sup> June – unable to hold in centre of town because of GWR restrictions – create event within Pannier Market footprint/Butcher’s Hall/Town Hall and Bedford square.	Next meeting Friday 29 <sup>th</sup> March.

<b>8.3</b>	<b>Lions Club/Carnival</b> – JS approached by Ben Neale of HQ Bar regarding possibility of BID supporting Tavistock Carnival day by curating local arts/music/entertainment festival around the town put on by local businesses – get the word out – Eco-Fest is on Carnival day	Ambassadors to discuss with their levy payers.
<b>9</b>	<b>PARKING</b> – JS reported that the 2-hour meeting didn't seem to make much headway – emphasis needs to be on community rather than across borough decisions - suggestion of park and ride was dismissed as an option for WDBC as it had been discussed before and issues surround critical mass using it. <b>Coaches update WDBC</b> – not making much headway – altercations that coaches had experienced with taxis, and lack of space to park not positive – WDBC have agreed to look into allowing larger coaches to park in Bus Station and will investigate pay to park in order to discourage local companies from using the spaces for visiting coaches	JS to chase Tom Jones, WDBC, for meeting.  JS to look at park & ride options.  JS to follow-up with WDBC on coach issues post elections.
<b>10</b>	<b>Manager update</b> – <ul style="list-style-type: none"> <li>time taken up this month with Street Ambassadors, Paint the Town and High Street funding – Paint the Town extra time paid off</li> <li>KH and JS planning to visit Falmouth shortly to discuss how BID approaches sponsorship and voluntary contributions</li> <li>JS at Best working arrangement meeting this week with TTC, WDBC, TDCC, generally positive – CEO apologised for being inward looking and not consulting on local issues – WDBC learnt a lesson over the Hotel proposal – move forward with clear objectives and collective ambitions for the town – meeting every 2/3 months</li> <li>Light switch on date 16<sup>th</sup> November despite Pudsey Day of Morris on the same afternoon</li> </ul>	
<b>11</b>	<b>FINANCIAL REPORT</b> – In the absence of AB there was nothing further to report at this meeting	
<b>12</b>	<b>Chair update</b> – Nothing further to report at present	
<b>13</b>	<b>Any other business</b>	
<b>13.1</b>	<b>Dickensian</b> – Discussions regarding a) charging for stalls on the street and b) levy payers having stalls on the street – how do you determine which businesses should be able to have one? Philosophy was always to build goodwill with customers, not necessarily about sales. Need to arrange open forum for wider discussion. Directors felt that entertainment was important – fire walking, stilt walkers and vintage fair games.	JS to look at arranging open forum for levy payers to attend.
<b>13.2</b>	<b>Landlord initiatives</b> – no further update – waiting for update on the list	
<b>13.3</b>	<b>Voluntary contributions</b> – KH reported that Bovis Homes were happy to work with BID and promised £5,000, others still in the pipeline – check again what is happening to 106 money	KH to follow-up with other developers and 106 money.
<b>14</b>	<b>DATE OF NEXT MEETING</b> – <b>Wednesday 17<sup>th</sup> April, 2019</b> – at the Bedford Hotel at 6.00pm.	
	Meeting closed at 8.23pm.	