

# Tavistock

BUSINESS IMPROVEMENT DISTRICT

## Tavistock BID Ltd

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## MINUTES OF THE BOARD OF DIRECTORS' MEETING

**DATE** 19<sup>th</sup> June, 2019 at 6.00pm

**LOCATION:** THE BEDFORD HOTEL, TAVISTOCK

**ATTENDEES:**

Janna Sanders - BID Manager (JS)

Valerie Davenport – Kaleidoscope (VD)

Chris Palmer – Hansford Bell (CP)

Kevin Hailey – Chairman – Abode (KH)

Andrew Baker – Baldwin's (AB)

Nigel Eadie – OPH (NE)

Item ref	Agenda Item	Decision/Action
<b>1</b>	<b>APOLOGIES</b>	
	Colin Kirk-Potter. Brett Kinsman-Daw. Penny Samuels. Paul Williamson.	
<b>2</b>	<b>MINUTES OF THE LAST MEETING</b>	
	Minutes of the May meeting had been circulated and were accepted as a true and accurate record of the meeting– proposed VD, seconded AB – all agreed.	
<b>3</b>	<b>GETTING THE WORK DONE</b>	
<b>3.1</b>	<b>Communication and BID Team organisation</b> – Jo Macaskie (JM) has proved to be a great source of help already in the past month - she is helping on our Carnival and EcoFest contributions, starting work on a CRM database and working with JS on negotiations with Visit Dartmoor.	
<b>3.2</b>	<b>WDBC Representative</b> - Cllr. Ric Cheadle has been appointed as a non-voting representative for WDBC following Robert Oxborough's resignation.	
<b>3.3</b>	<b>Street Ambassadors feedback</b> – Some visits carried out – discussion regarding this – varied responses	ALL
<b>4.00</b>	<b>AROUND TOWN</b>	
<b>4.1</b>	<b>Empty units/Store closures and openings</b> - Raven Lifestyle moved – Santander closed – I Love Dolly Soap closing - Donella's have new owners (pass over a levy-payers welcome pack) - Go-Mobile up for let.	
<b>4.2</b>	<b>Signage</b> – JS requested meeting with Graham Lawrence (WDBC) regarding updating town signage – JS seen the previous planning applications showing a number of options – hoping to speak to Graham to understand why the current model was chosen/approved – more information needed from Graham.	JS
<b>4.3</b>	<b>Hanging baskets</b> – Jacqui on holiday – most baskets now in situ. – 190 gone up - question mark over Taylor's & Tap T'Inn otherwise businesses generally happy - thanks has gone to Abode for their sponsorship on BID facebook group and Visit Tavistock – Jacqui said TTC doing a count of	JS

	baskets without BID stickers and JS will order more from Tavy Signs once numbers are known.	
4.4	<b>South West in Bloom</b> – Our judging date 15 <sup>th</sup> July - JS preparing portfolio and presentation – lot of work.	JS
5	<b>BUSINESS SUPPORT AND LOBBYING</b>	
5.1	<b>Business Rates</b> – Ask Tavistock Times to run a feature on how to apply for discount if not done automatically.	JS
5.2	<b>Rents</b> – Martin Hawkins had raised this at the last meeting – need to lobby TTC (PW on this committee) – meeting needed to raise concern of Members and signpost it is coming from BID – NE offered to serve on a group to talk about this – put on Agenda for Landlord’s meeting.	KH/NE
5.3	<b>Bus station toilets</b> - since elections JS reiterated BID position regarding funding cost of single toilet for maximum period of 2 months whilst alternative solutions are found – Neil Jory is dealing with this – 1 toilet being incorporated into kiosk, other toilet remaining open to the public.	JS
5.4	<b>Business forums</b> – CKP had advised that this would meet on 4 <sup>th</sup> July 6-7pm. At the Bedford Hotel – title ‘making the most of what you’ve got’.	CKP/JS
6	<b>MARKETING AND PROMOTIONS</b>	
6.1	<p><b>Marketing strategy</b> – Meeting held with ‘Visit Dartmoor’ regarding advertising with them and potential collaborations – lot of followers – JM to take this forward as she knows them well – thoughts are:-</p> <ul style="list-style-type: none"> <li>• Banner on home page for @ £50 per month for free Tavistock page – one already exists but created by them and very basic – can be augmented by us – direction from ‘home page’ (and all other pages on the site) immediately to our town page £600 (page on their website is £250)</li> <li>• Bi-yearly e-newsletter sent to their database of 25k contacts - £400</li> <li>• Bi-yearly feature on the home page £400</li> <li>• Levy-payers receive discount off membership to ‘Visit Dartmoor’</li> <li>• Encourage BID members to join</li> <li>• Check out ‘Visit Okehampton’ website – Simon the Graphic designer – very good ‘destination website’</li> </ul>	JS/JM
6.2	<b>Town leaflets/website advertising</b> – in progress – JM dealing with this.	JM
6.3	<b>Branding</b> – JS further contact with Jake Jennings regarding work to update the brand.	JS
6.4	<b>Website</b> – No update.	JS/BKD
6.5	<b>Advertising</b> – Ads agreed with Moorlander for 2 editions over the summer, plus Tavistock ‘Summer What’s On’.	
6.6	<b>Totally Locally</b> – really great coverage and really well received by businesses and locals alike. Canvas interest in another event in Oct.	JS/JM
7	<p><b>EVENTS</b></p> <p><b>Summer trails</b> – first of the trails – ‘Walk in the Park’ will launch next weekend (22<sup>nd</sup> June) – some businesses present offered further prizes.</p> <p><b>Second trail</b> – Pannier Market, Duke and Brook Street – August.</p> <p><b>Third trail</b> – West Street, Market Street and King Street – August.</p> <p><b>Carnival</b> - BID funding a story telling tent in the Churchyard with Mr. Pig - £150.</p> <p><b>Summer</b> - T-shirt printing and animation workshop with Learn Devon, Traditional Tales from Rod Pudner, Games on the Square, Bubbleman.</p> <p>Discussion re: whether BID should draw back from providing some events as TTC (Becky Hadfield) are now putting on more.</p>	JS

<b>8</b>	<b>COLLABORATIONS</b>	
<b>8.1</b>	<b>Tavistock Customer Service Excellence Awards</b> – These have been really well received and many nominations entered already – need to keep up the momentum with press and social media coverage – Rhiannon working on sponsorship/prizes – Bedford Hotel – Two Bridges – Moorland Garden.	JS
<b>8.2</b>	<b>Record Breaking Cream Tea</b> – No update due to lack of response from GWR – perhaps June next year?	
<b>8.3</b>	<b>Eco-Fest</b> – A number of shops have signed up to advertising their sustainable products/activities after a walkabout - brochure to be done	JS/Ursula Mann
<b>8.4</b>	<b>Lions Club/Carnival</b> – As with Eco-Fest, after a slow response JS/JM have managed to get a number of businesses involved in the Carnival Day Festival – more canvassing needed– JM will do this – Ben HQ doing a flyer	JM
<b>9</b>	<b>PARKING – Coaches</b> – JS asked for any feedback from Directors regarding the parking questionnaire – will be discussed further – it was noted that there had been an increase in the number of coaches coming to Tavistock.	
<b>10</b>	<p><b>Manager update</b> – JS had been busy particularly with FiverFest – media coverage excellent and feedback from businesses very positive – another national campaign planned for October.</p> <p>JS had met with Wayne Southall and Matt Voller (Plastic Free Tavistock and Surfers Against Sewage).</p> <p>KH and JS encouraging meeting in Falmouth with Richard Wilcox, BID Manager – Falmouth BID has good working partnership with their Town Council – JS hopes to replicate this and investigate regular meeting with Traders – wanted to check how Falmouth BID Manager approaches sponsorship opportunities – he has regular partners for almost every event that the town puts on – discuss:- 5 priority projects for a sponsorship campaign – new signposts – Tavistock gift card – Town Guide – additional Christmas lights – new annual event/festival. He encouraged weekly email and more like bi-monthly newsletter - VD suggested BID links with historical events – May next year opening of Guildhall?</p> <p>JS also attended meeting of SW BID's – looking to share information so that Brittany Ferries can formulate a peninsula marketing approach which will drive traffic into the region in general – we have been asked to contribute £150 a year to be part of this group covering the time of Lucy Ball (decision marketing consultant) plus any costs incurred with regional lobbying.</p> <p>JS also met with Denise Gatley of the Library regarding future collaborations and she was very keen to support our events. She is also very happy to provide free space for any events we would like to hold there.</p> <p>JS meeting with Julian Greaves regarding lights – need to sort lights that BID borrowed from TTC and used in West Street last year as they were not in use.</p>	
<b>11</b>	<b>FINANCIAL REPORT</b> – AB circulated the Budget sheet to the end of May - everything was in hand and there were no concerns – it was possible to cover financially a couple of extra things that were raised – AB advised the meeting that as he was not often in Tavistock he would like to stand down. Ben Sharland had covered for AB before when he was unable to attend the meeting, but he could not commit to becoming a Director and would only be able to commit to a meeting every quarter – AB would complete the accounts up to the end of September – it was agreed to check with Andy Wing whether he would be able to take up this position – NE said that TTC	AB

	owed money for the Tavistock Guide – AB would check.
<b>12</b>	<b>Chair update</b> – KH updated the meeting regarding voluntary contributions – he was still in negotiations regarding this – he reported that there was interest in a pop-up shop in Tavistock from one of the businesses he was negotiating with.
<b>13</b>	<b>Any other business</b> – None.
<b>13.1</b>	<b>Shop Watch</b> – Need to appoint someone to take this over from Robin
<b>13.2</b>	<b>Mayflower 400</b> – VD reminded the meeting of the Mayflower 400 celebrations to take place in Plymouth in 2020
<b>14</b>	<b>DATE OF NEXT MEETING</b> –Wednesday 17 <sup>th</sup> July 2019 – at the Bedford Hotel at 6.00pm.
	Meeting closed at 8.20pm.

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