

MINUTES OF THE BOARD OF DIRECTORS 'MEETING **AGENDA ITEM 9c**

DATE 19th June, 2024

LOCATION: Hansford Bell – 6:00pm.

ATTENDEES:

Janna Sanders - BID Manager (JS)
 John Taylor (Grenville Estates - JT)
 Ollie Beilby (Taylors – OB)
 Carol Myott (Flapjackery – CM)

Chris Palmer (Hansford Bell - CP)
 Cllr. Steve Hipsey (TTC -SH)
 Fergus Biram (Roots & Vines – FB)
 John Fraser (Original Pasty House – JF)

| Item ref | Agenda Item | Decision /Action |
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| 1 | APOLOGIES | |
| | Clare Simmons, Katherine Wing | |
| 2 | MINUTES OF THE LAST MEETING | |
| | Minutes from 23 rd May still to be approved. | |
| 3 | BOARD OF DIRECTORS UPDATE – None | |
| 4 | FINANCIAL REPORT | |
| | <ul style="list-style-type: none"> Up to date figures on Dropbox NJ writing to Neil Hawke WDBC ref. reallocation of Wi-Fi money from Community Recovery Fund to other BID projects Income from previous BID years levy totals £1340.63. Miconex letter still to go – awaiting approval from NJ ref: WDBC logo No movement on BID for funding from TTC ref: town marketing | NJ NJ/JS |
| 5 | GETTING THE WORK DONE - communication and BID Team organisation | |
| | <ul style="list-style-type: none"> Visit South Devon working on 2024 content plan, updating Visitor Information pages on website and a new blog – newsletter going out shortly Visit Tavistock membership package suggestions have been emailed over - JS needs time to look through JS held a meeting with BIDBase who are offering an operating system & CRM. It offers a way of communicating with levy payers, monitoring street operations, promoting events, ballot and office management plus an optional business crime reduction system. Cost £1095/year. Discussed – BIDBOD would like to attend a demo – concerns over additional work for BID Manager – JS to arrange convenient time for demo JS taking a seat inside the Guildhall every Wednesday – partnership working with TTC | JS JS |

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| 6 | AROUND TOWN (empty units/store closures and openings) | |
| | <ul style="list-style-type: none"> • Positives:- Lydford Farm Shop opening in former Too Hoppy premises – Lakes premises West Street sold at Auction • Closures:- Brigid Foley; Mainly Stationery • Concerns:- Duke Street empty premises • Old Woolworths site:- JS to meet with Cllr Jory (TTC) and other stakeholders regarding plan for encouraging development of land • Town signs:- now installed • Planning concerns:- JS to request meeting with Andy Bates, Leader of WDBC re. planning concerns in town centre • Townscape Improvements:- comments from some businesses on the visual appeal of the town - from building front ages, street cleaning, to street furniture and rats - JS needs to follow-up on some issues with BDBC Environmental Health • Windows of NatWest bank:- JS working on a cheap solution with ABC Services to brighten up windows of Natwest Bank • Business crime – JS/FB to attend DISC demo – JS emailed Police Commissioner Hernandez re: money for CCTV – nothing available at present – contact again in October • Kelly College - Proposal to build 10 houses on the edge of the site - refusal - Kelly brings a lot of business into the town - bigger picture - Woolworths and Kelly connected - conversation with Andy Bates regarding this too | <p>JS/NJ</p> <p>JS</p> <p>JS</p> <p>JS/FB</p> <p>JS</p> |
| 7 | TTC PARTNERSHIP | |
| | <ul style="list-style-type: none"> • A productive meeting was held with Wayne Southall, General Manager regarding the need to devise a coherent partnership strategy for the town centre in terms of increasing footfall and encouraging a) locals to visit the town more often and b) encouraging more visitors generally. • Both TTC and BID are invested in supporting the wellbeing of the town centre and acknowledge that a closer working partnership is now fundamental. To that end, we will meet every two weeks as we work on our strategy and develop/work on ideas that come from this. • Finer details of how the partnership will work will also be developed. • Initially, work on re-establishing the Friday Charter Market. As an historic Market Town, we both feel this could be a highly achievable first step. I will come and look at the stalls already operating on Bedford Square on a Friday and also visit Totnes to see what kind of offer they have there. We will look to increase the number of market stalls by 5 or 6. Once we have these in place, we will look to do a formal re-launch of the Charter Market and will work on promotion of this. Comments from BIDBOD ref: inclement weather and possibility of holding in Butchers' Hall. • Other items on the agenda, that require further discussion over time: <ul style="list-style-type: none"> - establishing our own food market on the alternative Saturdays. - BID supporting the first Teenage market at the end of August. - Monday opening. - Christmas markets. - how to market what is happening in the town – finding a poster space for TTC/BID to have a monthly/bi-monthly what's on rundown | |

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| 8 | BUSINESS SUPPORT | |
| | <ul style="list-style-type: none"> • JS met with NJ and discussed the possibilities of inviting Bill Grimsey and/or Mary Portas to Tavistock for a brain storming session on how to help the town centre. JS/NJ • JS to contact Adam Hawksbee, Town Centre Tsar. JS • Town Markets – see above. • Business support seminars - JS met with Tim Randell (TDCC) and Mark d Nleffe ref. series of seminars relevant to town businesses - JS to poll businesses ref. best time to schedule from end May into June 2024 • Business/town digitalisation - JS to discuss with NJ JS/NJ • Ongoing Bank closures - lack of cash impacting businesses, with some having to take time out of their day to travel to Plymouth - JS to liaise further with NatWest Business support - JS | |
| 9 | MARKETING/PROMOTIONS | |
| | <ul style="list-style-type: none"> • Customer Service Awards – work is underway for a launch in early July. The 4 sector categories are: <ul style="list-style-type: none"> i. Hospitality ii. Services iii. Wellbeing iv. Retail • There is also an Outstanding Individual category and new for this year a Most Missed for businesses who, for whatever reason, are no longer part of the Tavistock business community (since the last awards in 2019). We are asking for sponsors for a category and also for other elements such as printing, media, drinks reception. There will be a presentation evening on 26th September at The Bedford Hotel. • BIDBOD suggested a rethink over ‘Most Missed’ category plus adding in ‘Favourite New Business’. • Links Tavistock feature has been published and looks great. JS to ask TR for feedback from advertisers and to speak to businesses to see if there has been any direct result from their advert. • Sustainable Tavistock map/guide – no updates. • Food & Drink Guide needs a reprint. | |
| 10 | EVENTS | |
| | <ul style="list-style-type: none"> • Miss Ivy has confirmed that she has found support locally to enable her to continue with some of her town events (street food, Christmas market etc). • <u>EAT Food Festival</u>: CM wanted BIDBOD input ref: a 2025 festival and whether it would be supported by stakeholders – all agreed that it was a good event for the town but respected levy payers’ desires for the BID not to fund it Flapjackery would sponsor for another year as long as the desire for it to happen was there – all agreed. • <u>Cream Tea Week</u> 22nd – 29th June with a Cream Tea Party on Bedford Square on 30th June when the winners of the competition will be announced. JS to continue to push for business input on the day. JS • FYI Carnival – parade will happen on Sunday 21st July. Again, encourage businesses to open. • <u>Dickensian</u>: all agreed to switch lights on 15th November. JS to communicate. JS • <u>Restaurant Week</u>: for discussion – dates process. | |

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| 10 | PLACEMAKING - most of the baskets are up but there are 10 outstanding as we wait for new brackets to be delivered - JS sourced an alternative solution at £9/bracket but they will not work as the holes are too small - new order being placed with Plantscape for green brackets at £23.50 each! | |
| 11 | COLLABORATIONS | |
| | <ul style="list-style-type: none"> • Visitor Information Centre: JS has spent a few days in the VIC with the volunteers. It is obvious there is a substantial disconnect and lack of understanding about Visit Tavistock. Some work will need to be done on getting volunteers up to speed in terms of their promotion of the visitor offer. • Heritage Alliance - monthly meeting (THT, TTC, WDBC, Tavistock Museum, Subscription Library, Police Museum, TASS, Tavistock local History and Bedford Hotel). Tavistock Museum has re-opened. Police Museum opening on Fridays - no other updates • West Devon Arts - JS to meet with Andy to discuss options for lanterns in the trees of the Churchyard on a theme (see Longleat for ideas) • Coach Drivers Incentive - no updates • Plymouth Cruise Partnership - JS still to discuss tailored package with Glen Gardner (Destination Plymouth) re. increase of Cruise Ship visits to Plymouth and potential for Visit Tavistock | <p>JS</p> <p>JS</p> <p>JS</p> <p>JS</p> |
| 12 | GIFT CARD | |
| | <ul style="list-style-type: none"> • JS liaising with NJ regarding legalities • Need to find alternative business for the loading machine | JS/NJ |
| 13 | LEVY QUERIES - None | |
| 14 | CHAIR UPDATE – CP had nothing extra to report | |
| 15 | AOB <ul style="list-style-type: none"> • Town Planter still to be resolved - do we try to sell it? • Car Parks – no ability to pay by card – problematic for visitors | |
| 15 | DATE OF NEXT MEETING – 19 th June - venue to be decided | |

Meeting closed at 8pm.