

Tavistock

BUSINESS IMPROVEMENT DISTRICT

Tavistock BID Ltd

Bedford Chambers, Bedford Square,
Tavistock PL19 0AD

01822 613167

Contact: info@tavistockbid.co.uk

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MINUTES OF THE BOARD OF DIRECTORS' MEETING

DATE 17th April, 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)

Colin Kirk-Potter – Runventure/Dragonfly Cafe (CKP)

Valerie Davenport – Kaleidoscope – Acting Chair (VD)

Andrew Baker – Baldwin's (AB)

Cllr. Robert Oxborough – WDBC Rep. (RO)

Item ref	Agenda Item	Decision/Action
1	APOLOGIES	
	Chris Palmer. Kevin Hailey. Brett Kinsman-Daw. Nigel Eadie.	
2	MINUTES OF THE LAST MEETING	
	Minutes of the March meeting had been circulated and were accepted as a true and accurate record of the meeting– proposed RO and seconded PS – all agreed.	
3	GETTING THE WORK DONE	
3.1	Communication and BID Team organisation – BKD working on migrating website to a new template – JS authorised purchase of/subscription to a social media tool which can be used to schedule posts each week – JS suggests that Admin support still needed – AB confirms budget for 5 hrs/wk – RO formally proposed that this is done – all Directors agreed.	JS
3.2	Street Ambassadors feedback – Some Ambassadors managed visits – good response from Brook Street for hanging baskets – interested in containers outside shops – RO advised caution as planning permission is required for this – Ambassadors had experienced some reticence in replies needed regarding Carnival/Festival Day – just pubs interested at present – JS will call on a few businesses that would be likely to participate.	JS
4.00	AROUND TOWN	
4.1	Empty units/Store closures and openings – Day Lewis closed and relocated to Abbey Surgery – plans in for old Mainly Stationery to be shop/office front and a2 bedroom flat/apartment at the back.	
4.2	Signage – JS has been in touch with Graham Lawrence (WDBC) regarding updating town signage.	JS
4.3	Hanging baskets – Blooming Baskets advised baskets ready week of 20 th May request to settle invoice in advance – AB agreed possibly ½ could be in advance – JS to check – JS working on list of premises requesting basket this year – so far just 60 responses of 167 last year.	JS
4.4	South West in Bloom – Ali Sedgewick asked that we consider using the garlands from Paint the Town to decorate empty windows over the summer – aid BID entry as points deducted for empty shops – good idea –	JS

	some willing to do this.	
5	BUSINESS SUPPORT AND LOBBYING	
5.1	Bus station toilets – email exchange last week – BID agreed to fund cost of single toilet for maximum period of 2 months while alternative solutions found – Directors agreed that disabled toilet should be kept open – no correspondence directly from WDBC – RO will approach Philip Sanders when he gets home.	RO
5.2	Future High Street funding – JS had met with RO regarding Town Centre promotion concept – discussion by Directors led by RO – aim: to get people to spend more money in Town Centre in order to sustain businesses that are providing, collectively, a wide range of valued goods and services – RO happy to drive this.	RO
5.3	Business forums – Clair Wellsbury-Nye offered to help with this – offering 2 hour session comprising workshop followed by open forum – possibilities? - software and shortcuts – Facebook – blogging – SEO Plain English Guide – modern marketing – customer journeys – charge £100 – discussion - first hour workshop then open forum – JS get some dates from Clair and pass on to CKP who is happy to lead on this.	JS/CKP
6	MARKETING AND PROMOTIONS	
6.1	Marketing working group – no further updates	
6.2	Town leaflets – JS keen to crack on with this before summer – she has arranged meeting with Jo Butler next week – link with Visit Dartmoor.	JS
6.3	Branding – JS spoken with Jake Jennings who has offered to send over what logos/branding he still has plus the design specifications – also document to say what can and cannot be done – try to get more information regarding this from Chris Hair.	JS
6.4	Extended Town Guide – discussion – seems to be no publicity outside Tavistock – need to extend leaflet drop area - £3/4.000 saved on hanging baskets could be used –will need to be for 2020 as it is too late for 2019.	JS
7	EVENTS Easter Trail – Big BID Egg hunt underway and being very well received – already 400 people taken part – some travelled from Bude and Plymouth specifically for this event. Summer trail – first of the trails will need to be postponed due to the plants being affected by the cold snap – JS met with Ali Sedgewick and will start designing the clue sheet – still looking for donations of prizes of money for prizes from local businesses – now looking at putting on a mini-trail (Spot the Dog) in the pannier Market and perimeter over the May ½ term First trail - Walk in the park launch 22 nd June Second trail – Pannier Market, Duke and Brook Street – launch summer holidays Third trail – West Street, Market Street and King Street – launch summer holidays May ½ term – Rob Pudner - story telling featuring some books on the trail – story crafts with ScrapStore and face painting.	JS
8	COLLABORATIONS	
8.1	THT – updates from meeting with Lizzie Mee regarding their summer heritage trail – THT working on 24-page A5 booklet for an hour long heritage walk – Tom Graham sent initial draft to ensure our itinerary leaflets do not mirror this too much – Heritage weekend 17/18 th August.	JS
8.2	Record Breaking Cream Tea – no response from Guinness World Records – now looking at two possibilities 1) single cream tea within Pannier Market perimeter or - 2) multiple sitting cream tea in various businesses in town –	JS

	JS favours 2) as it would be more inclusive – won't now happen in June, maybe Sept – JS met with Fire Service Special Event Rep to discuss the Pannier Market perimeter - no fire/health and safety risks issues to report.	
8.3	Eco Fest – 20 th July – little uptake from BID Members regarding free advertising for them if they offer sustainable products/activities – JS proposes that she does a walk about to specifically target people – RO suggested he speak to Sarah Palmer from the Green Party as she would have a list of those who have sustainable products.	JS/RO
8.4	Lions Club/Carnival – Ben from HQ and the Lions are pushing BID for answers regarding the desire to engage with the festival idea – only responses so far The Bedford Hotel and Church Lane in the affirmative – (see 3.2) – JS will chase some up.	JS
8.5	Tavistock Customer Service Excellence Awards – no update – launches early May.	JS
8.6	The Edge – unable to help over the summer and Christmas due to other commitments.	
8.7	Christmas – JS requested opinion on theatre performance in Butcher's Hall (Pocket Watch Theatre Company or Untamed Theatre) on Sunday after Dickensian. Ideas for stocks/custard pies etc. in the Square on Dickensian Evening and Lantern Parade culminating in Square with Stannary Band/Carols – prize giving after Carols for Lantern parade.	JS
9	PARKING – Coaches – no updates	
10	Manager update – JS busy with collecting and delivering eggs/trail sheets – needs an Assistant – Motorhome leaflet distributed thanks PW – PW had put the leaflet on Facebook and 20,000 people had picked up on it - more copies now needed to be delivered elsewhere – look at Christmas ideas – limited availability in Butcher's Hall – collaborate with Miss Ivy on Christmas Festival on 15 th Dec to make this as big as possible – need to persuade businesses to open on Sundays in December to improve shopping experience – Offers: Fiverfest, Tennerfest, Passport of Offers.	
11	FINANCIAL REPORT – AB circulated the Budget sheet to the end of March - everything was in hand and there were no concerns – AB needed details from CKP to register him as a Director – AB had received a letter from the Royal British Legion requesting that they be exempt from paying levy, also requesting that they were reimbursed for last year – unable to backdate - AB will write them a letter.	
12	Chair update – In the absence of the Chairman there was nothing to report	
13	Any other business – nothing further to report	
14	DATE OF NEXT MEETING –Wednesday 15th May, 2019 – at the Bedford Hotel at 6.00pm.	
	Meeting closed at 7.55pm.	