

Tavistock

BUSINESS IMPROVEMENT DISTRICT

Tavistock BID Ltd

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MINUTES OF THE BOARD OF DIRECTORS' MEETING

DATE 20th February, 2019 at 6.00pm

LOCATION: THE BEDFORD HOTEL, TAVISTOCK

ATTENDEES:

Janna Sanders - BID Manager (JS)
Penny Samuels – Brocante (PS)
Valerie Davenport – Kaleidoscope (VD)
Nigel Eadie – Original Pasty House (NE)
Chris Palmer – Hansford Bell (CP)

Kevin Hailey (Chairman) – Abode (KH)
Cllr. Robert Oxborough – WDBC Rep (RO)
Cllr. Paul Williamson – TTC Rep.(PW)
Brett Kinsman-Daw – ABC (BKD)
Colin Potter – Dragonfly Cafe (CP)

The Chairman welcomed Colin Potter – (Dragonfly Cafe) as a new Director of BID and John Baldwin who was attending this meeting which had been opened to BID levy payers.

Item ref	Agenda Item	Decision/Action
1	APOLOGIES	
	Andrew Baker.	
2	MINUTES OF THE LAST MEETING	
	Minutes of the January meeting had been circulated and were accepted as a true and accurate record of the meeting– proposed VD and seconded PS – all agreed.	
3	GETTING THE WORK DONE	
3.1	JS report Communication and BID Team organisation – Amy left the post of BID Administrator at the end of January - BKD has agreed to take on part of the role – website and social media support – handover a couple of weeks ago – still figuring out best practice and work flow – BKD working on some website and social media updates and the Easter trail – meeting arranged for next week Street Ambassadors – Decision made at last meeting to implement this – proposed breakdown passed around for Directors to look at and communicate with JS by the end of the week – she will provide a ‘tool kit’ for Directors to work from so that there is consistency and advise how often/long visits should be – probably initial visit and then when events are coming up to make sure everyone is aware of what is happening Board of Director status - Colin Potter (Dragonfly Café) was now on board as a Director, Qasim Al Haq (Black Sheep Brew) in the process of completing the details required BID Board sub committees – to be considered at the next meeting AROUND TOWN	All Directors
4.1	Empty units/Store closures and openings – JS still waiting for Carol Jenkins	

	(WDBC) to send regular update of businesses opening to inform our welcome pack distribution – KH said that there was no positive information on closures and openings at present – pop-up shops, no-one currently wanting to take this up – doesn't seem to be viable attraction for landlords with paying electric etc. need to try to work more on Landlord initiative	
4.2	Signage – JS has all the updates ready to go as soon as she has a window of opportunity – this is not a long-term solution – look at new signage – took 3 years to implement last time because of heritage rules - JS will check with Graham Lawrence	JS
4.3	Hanging baskets – Blooming baskets have taken the baskets and have started planting them up – colour scheme orange and purple – JS spoken to Rising Sun and Odds and Buds about the reasons for this decision	
4.4	South West in Bloom – Mentoring meeting with Tim Ely (Regional judge) has taken place ahead of entry deadline 9 th March – judging 3 rd and 17 th July – JS working with Ali Sedgewick on our portfolio and tour route – areas for improvement include showing Tavistock supports sustainable living and creating more wildlife habitats in town – so bird box making session arranged with Dartmoor Rangers on Paint the Town day – hopefully there should be a few bird boxes to put up in the Churchyard (have agreement from Church) – overall theme of the planting – Children's books, tie in with several events over the summer, including the Summer Trail	
5	BUSINESS SUPPORT AND LOBBYING – BID experienced quite a bit of opposition on facebook and twitter etc. – BID prefer to work with gentle persuasion	
6	MARKETING AND PROMOTIONS	
6.1	Cross-Party Marketing working group – First meeting took place with a variety of local stakeholders -initial plan of action agreed – destination plan to be created to inform how BID markets itself and increase the reach of the 'Visit-Tavistock' brand by engaging with other tourist organisations – group includes – Jan Horrell (THT), Jo Butler (Tourism Consultant), Tim Randall (Links), Mike Coombes (Bedford Hotel), Jo Macaskie (Miss Ivy), Melinda Brown (TapT'inn) and Becky Hadfield (TTC)	
6.2	Town Leaflets – JS has reminded Jo Butler that we are waiting on the drafts of the visitor leaflets and a rate card for the website to attract non-levy payers – RO advised that nothing further would be done until the elections had taken place in May – would then explore what funds are available	
6.3	Media file – JS has purchased some additional photos from Portia Crossley and uploaded them to the Facebook media file	
6.4	Website – updates still need to be made to both websites – input from other levy payers regarding the local offers page is not forthcoming – mainly features Bedford Hotel events – please can we try to encourage other businesses to send their offers and events – JS will do a press release - BKD said the website would be finished tomorrow	
7	EVENTS – Events working group – So far little uptake of the shared calendar, despite local groups agreeing to it in principal – JS will continue to push it as realistically it is the best way to communicate what events are on – information contained in the calendar will be used by BID to populate the 'What's On' page on Visit-Tavistock and the Visit-Tavistock Facebook page. JS would like to see the group meeting 3 or 4 times a year. This includes TTC, TDCC, THT, Lions club and Rotary club February ½ term – events underway include 'Games on the Square' Wednesday (very busy today and a little unruly) and Thursday – 'Shadow Puppet Workshop' in Butcher's Hall on Saturday	

	<p>Spring Festival – ‘Paint the town’ day planned on 16th March when colourful window displays will be revealed throughout the town – all feature a garland created by local school children and an award for the best display – also on the day the Girl Guides will sell posies and daffodil bunches on the Square and there will be Bird Box making – a lot of interest from Town businesses, (40) - don’t have enough garlands commissioned – involved are Methodist Church, Spring House Peter Tavy, ScrapStore, Girl Guides and TASS – Directors offered a few other suggestions.</p> <p>Paint the Town/Easter – this forms part of the Spring Festival – trail to be launched weekend after Paint the Town – JS has arranged three local chocolatiers who will design 15+ eggs which will be hidden in participating businesses – Miss Ivy is holding a chocolate festival in Butcher’s Hall on 19th April and BID will provide a bonus egg for that location</p> <p>May Day – Any contacts for providing a May Pole in the Square? – JS would like to do this as she remembers this happening when she was a child</p> <p>Garden Festival –to coincide with the reveal of the Hanging Baskets and Garden Festival the summer trail will be launched on the bank holiday weekend prior to ½ term – South West Bloom entry theme is Children’s Books and planting forms the basis for a very colourful and exciting trail – BID will look to augment the street display element of the trail with books to find inside participating businesses – given the duration of the trail, we are thinking about releasing sections of it at different times</p> <p>May ½ term – Rob Pudner will come along to do some story telling featuring some of the books on the trail</p>
8	COLLABORATIONS
8.1	<p>Record breaking cream tea – provisional date – Sunday 23rd June – two meetings held this month ref. this event – original idea to have trestle tables running down West Street, Duke Street and Brook Street with over 1,000 participants seated for their cream tea , however, after receiving the guidelines from GWR there were many questions still requiring answers – no further decisions can be made until these are answered – RO will check with Debo Sellis regarding traffic order (this requires 3 months notice)</p>
8.2	<p>Miss Ivy Food Festivals – BID has been asked to collaborate and potentially fund the entertainment of these festivals – 25th May, 29th June, 27th July - £150-£300 per festival depending on how many performers we would be prepared to fund – JS suggested it would be good to do this for the night time trade in town (4.00-8.00pm.) - we need to reduce other summer expenditure accordingly – discuss further</p>
8.3	<p>Tavistock EcoFest – JS been approached by Ursula Mann and Trudy Epron regarding a sustainability fair in the Meadows during the Carnival – agreed in principal that BID will support by involving levy paying businesses who support green trading and offer sustainable products or activities (ie. Bamboo cups or metal straws) – PS offered to run an ‘eco brick’ workshop and get schools involved – need to provide minimal amount of funding for a booklet and put on website</p>
8.4	<p>Lions Club/Carnival – JS had meeting with Carnival committee primarily to discuss moving the time of the carnival to a time that might benefit businesses of the town centre more – discussed before, but earlier road closures were not supported by the business community – need to do more research before this can be taken any further – Lions agree there is potential to bring time forward by a couple of hours, but this will involve more manpower – they would rather extend the carnival day with other events but would need support from other organisations to do so – possible</p>

	<p>storytelling tent in the Churchyard which would help entertain families and potentially bring them into town earlier (cost £300-£400 – use of Churchyard already agreed) – this would tie in with the storytelling theme – otherwise collaborate with Miss Ivy on a music festival after the event – need to prove support fro business community first</p>	
9	<p>PARKING – JS would like to know the car park strategy for Abbey Rise car park - there is resistance to changing Abbey Rise to short stay – JS not yet spoken to StageCoach regarding options for seasonal Park and Ride</p>	JS
10	<p>MANAGER UPDATE - JS had spent a lot of time in early February lobbying WDBC Councilors to revisit the hotel proposal and reject funding for it at the full council meeting – delighted that this was achieved – now need to push for greater involvement in town strategy groups and for better communication by WDBC to stakeholders such as BID – meeting tabled for 8th March at WDBC – JS thanked KH and PW for their efforts and support</p> <p>SW BID’s meeting St. Austell – Christmas trading period – most BID’s reported fall in revenue during November/early December, better trading in the two weeks leading up to Christmas. Late night shopping – Interestingly majority of BID’s also concluded that late night shopping was no longer reaping the benefits that it once did and many will not actively encourage or support it with events in 2019. Christmas experience – Concluded that most shoppers now want a full shopping experience over the Christmas period and this appears to be what will bring them onto the High Street – Tavistock offers the perfect opportunity – we should work on offering more and marketing it better. Events – All BID’s agreed that events do bring economic returns, but questioned how you prove the economic worth – Plymouth recently conducted some satisfaction surveys during events which gave interesting results – JS feels we should endeavor to do the same – perhaps with the help of Volunteers – Survey monkey suggested. Additional revenue – Many BID’s receive significant funding from voluntary contributors – Falmouth especially successful in doing this – BID Manager Richard Wilcox has offered to show JS around and talk through sponsorship/contribution opportunities specific to Tavistock – this will be helpful to us – essential that we make any business that we partner with that it will benefit them and is a two-way street – JS been researching Dartmoor Brewery, GWR, First Group, Stagecoach. Mount Kelly, Brittany Ferries, Plymouth Argyle, South West Water, Mole Valley Farmers, Francis Clark, Warrens Bakery, Wrigley’s, Fly be – JS came away from the meeting feeling there is more she would like to do as Tavistock BID and there is a lot of support to make that happen – events are important, but JS will be looking for the economic proof that each event is worthwhile – JS speak with TTC ref. sharing the costs of a footfall counter (like Springboard) as this would help us to understand the pattern of Visitors to the town and cater for periods when things are quieter too – people don’t necessarily know where things are – need destination plan – standard set of questions</p> <p>JS felt there was more that could be done with Tavistock BID – there is a lot of support out there to make this happen – events important, but need to understand the businesses we serve more and see economic proof that each event is worthwhile – speak again with TTC regarding sharing costs of footfall counter . Light switch-on – in light of the feedback from SW BID meeting JS doubtful whether additional event will either work or be supported by enough businesses – JS propose changing date to the weekend and have a day event – starting say midday/2pm. With entertainment through the afternoon leading up to switching on lights around</p>	<p>JS</p> <p>JS</p> <p>JS</p>

	5.00/5.30pm. enabling businesses to close and come to take part in switching on lights – JS send out a poll regarding lights switching on/events they feel would increase their revenue. Promotions/Tavistock Gift card – JS had discussions with Miconex regarding a Gift card for Tavistock – in theory a good idea to keep money in town – initial outlay high - £10,695 for the first year with £5,680 per year ongoing, although new model being devised with lower running costs – discussion regarding this – get comparison costs from another company - JS attending workshop meeting regarding this in Exeter (who runs this scheme) at the end of the month. Need to look further at Shop local and Tavistock branding - initially set up by Nathanael Davis	
11	FINANCIAL REPORT – In the absence of AB, JS passed around the latest financial statement for Directors to look at – this will be covered in more detail at the next meeting.	
12	CHAIR UPDATE – WDBC Hotel – KS had spent a lot of time working on this over the last few weeks JS Remuneration – KH felt this needed to be looked at as JS worked more hours than she had remuneration for More ‘hands on’ working – KH felt that BID needed to be looked at more closely as at present some things seemed to be a bit random – need greater ‘hands-on’ approach – look at in more detail at next meeting	KH KH
13	Any other business	
13.1	106 money - need to look at this – check with Town Clerk - ask TTC to designate Councilors to monitor where 106 money is going	
13.2	Landlord initiatives – look at this more closely now	
13.3	Voluntary contributions – KH has this in hand	
13.4	Need a meeting to talk about how we can help businesses – get together to talk about rent/rates – Chamber breakfast tomorrow – KH attending – ask Tim Randall about Business Show this year – RO advised that the retail services returns were due in a couple of weeks time – greater trends in buying on line – need to try to agree to waive 3 months rent/work with pop-up-shops etc. RO will speak with Steve Henshaw WDBC	RO
14	DATE OF NEXT MEETING –Wednesday 20TH March, 2019 – at the Bedford Hotel at 6.00pm.	
	Meeting closed at 8.35pm.	