

Tavistock

BUSINESS IMPROVEMENT DISTRICT

Tavistock BID Ltd

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MINUTES OF THE BOARD OF DIRECTORS' MEETING

DATE 16th January, 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)

Non-attendee – Amy Palmer– Admin Assistant (AP)

Kevin Hailey (Chairman) – Abode (KH)

Andrew Baker – Potter Baker (AB)

Cllr. Paul Williamson – TTC Rep.(PW)

Brett Kinsman-Daw – ABC (BKD)

The Chairman welcomed Brett Kinsman-Daw (ABC) to his first meeting as a newly appointed Director of BID. He also welcomed Colin Potter – (Dragonfly Cafe) and Qasim Al Haq – (Black Sheep Brew) who were considering becoming Directors.

Item ref	Agenda Item	Decision/Action
1	APOLOGIES	
	Robert Oxborough.	
2	MINUTES OF THE LAST MEETING	
	Minutes of the November meeting had been approved after the AGM in October so that they could be put on the website – this decision was verified – proposed VD and seconded AB.	
3	GETTING THE WORK DONE	
3.1	JS report Communication and BID Team organisation – Amy has taken on a new job with St. Luke’s Hospice and has moved house from Tavistock to Plympton but has agreed to continue working for the BID (5 hours per week) - see how this arrangement works over the coming weeks before taking a view on it – she is working on website and social media updates – BID CRM database (still awaiting details from WDBC) and the Easter trail Street Ambassadors – each Ambassador take a segment of the town to increase communication – JS will pass any papers required to Ambassadors for them to distribute Board of Director status – Brett Kinsman-Daw (ABC), already appointed Director. Colin Potter (Dragonfly Café) and Qasim Al Haq (Black Sheep Brew) – expressed interest – attending this meeting – both wish to go ahead – AB to put their names to the Commission.	All Directors AB

	<p>Cross Party Marketing Working Group – Purpose of this group is to improve the Visit-Tavistock brand and improve how Tavistock is promoted, including a new Town Guide – established by BID the group will include – Jan Horrell (TTC), Jo Butler (Tourism Consultant – just helping, not employed), Tim Randall (Links), Mike Coombes (Bedford Hotel) – suggestions:- should Becky Hadfield (TTC), Miss Ivy Events and Melinda Brown be included - anyone from BID BOD wishing to be in this group? - BKD wished to be included in this group - NE said that he and Martin Legg had a meeting on Friday to discuss Tavistock Guide with Tim Roberts (Fat Calf)</p> <p>Tavistock Events Working Group – JS has created a shared calendar (on Google) for various local organisations to use in the interests of improving communication among us regarding events we are hosting – information contained in calendar will be used by Amy to populate the What’s On page on Visit-Tavistock or the Visit-Tavistock face book page – need to encompass more – group will meet 3-4 times a year to discuss upcoming plans – includes TTC, TDCC, THT, Lions and Rotary - CP interested to advertise his breakfast for runners</p> <p>BID Board Sub Committees – to be discussed further at the next meeting</p>	
4	AROUND TOWN	
4.1	<p>Welcome packs – These have been given to Fi’s Children’s Boutique, Turkish Barbers, Cabana Interiors, Best Pizza, Go Mobile (new franchise operators), Mountain Warehouse, Eversfield Organic and Raven Lifestyle – still waiting for Carol Jenkins to send regular update of businesses opening to inform our welcome pack distribution</p>	
4.2	<p>Empty units/Store closures and openings – Odds and Suds has closed – Flapjackery has taken over the lease – another hairdresser showing interest</p> <p>Pop up shops – some Landlords in favour</p>	KH
4.3	<p>Signage –this has now been largely updated – awaiting a few amendments from ABC – look at costings of new signs? – this is not in budget and the signs were very expensive to make – perhaps seek to raise funds?</p>	
4.4	<p>Hanging baskets – KH and JS been working on getting quotations from Blooming Baskets and Odds and Buds as Rising Sun have confirmed that they cannot lower their price (£21.75 per basket) – Odds and Buds no less than Rising Sun – awaiting quote from Blooming Baskets (Saltash) – will visit to look at their operation – currently their quote comes in £1,000 less than Rising Sun – Alison spoken to JS today - £10 per basket – KH sponsoring this – Council to water 190 baskets – Board or Directors agreed to work with Blooming Baskets- KH sponsorship of event £4,000</p>	
4.5	<p>South West in Bloom – Initial meetings have taken place with Ali Sedgewick of Tavistock Community Gardeners who co-ordinates Tavistock’s entry into South West in Bloom – agreed to place BID entry this year to support other entries – agreed mentoring meeting with Tim Ely (Judge) in net few weeks – theme will be Children’s books which will tie in with the Lions Carnival theme and other events over the Summer</p>	JS
5	BUSINESS SUPPORT AND LOBBYING – nothing to report	
6	MARKETING AND PROMOTIONS	
6.1	<p>Visit Dartmoor - BID has been offered a ¼ page advert for £250 in their Dartmoor Destination Guide 2019 – distributed throughout the UK – mailed out abroad on request and online – 1 off advert – Board of Directors voted</p>	

	against this.	
6.2	<p>Collaborative Town Newsletter – The next issue of ‘Your Town’ collaborative town newsletter (TTC, BID, TDCC) is due mid-February – costs to us, including distribution to 5,000 homes in Tavistock is approximately £600 – at a meeting held in October Tim Randall (TDCC) expressed concerns about the format it takes – JS agreed in principle that BID take part, but on the proviso that a) it is more engaging and b) all other parties agree to it – discussion – BID communicates events – this publication to locals – should it not be for Visitors? - PW will speak to TTC – BKD said that the newsletter was started to circulate homes in Tavistock with what is going on – it was suggested that we don’t carry on – perhaps re-visit if further additional funding can be found</p>	PW
6.3	<p>Visitor Information Centre/Heritage Trust – JS has met with Jan Horrell, the newly appointed Development Officer for the Guildhall Project – agreed to work more closely together regarding events planned as some have mirrored one another – series of ‘walks and talks’ planned by them throughout the year, including Discover Tavistock walk – these need to be more child orientated – previously discussed having Ambassadors during the summer months to do guided tours of the town – agreed to work together on this rather than duplicate – use walks to showcase independent shops and amend route to include Duke Street/Brook Street – Jan agreed that VIC Volunteers can help with Visit-Tavistock social media now that Amy is not necessarily available when updates are needed – Proposed Visit-Tavistock Newsletter also discussed could work with Volunteers doing this, but concerns regarding continuity – may be better for BID to create and mail out</p>	
6.4	<p>Town leaflets/website advertising – JS has reminded Jo Butler that BID is waiting on drafts of the visitor leaflets and rate card for the website to attract non-levy payers – once to hand discussion can take place with Amy</p>	
6.5	<p>Coaches/Group Travel – 1,000 more coach driver leaflets given to Alan Payling for Riviera Coach Park – along with Market Reeve JS met him at the Old Police Station Café in Princetown this week to discuss recent issues that have arisen with some of the drivers – main problems are access for new larger vehicles to the coach park and pick up – altercations with taxi drivers opposite the Bedford Hotel – JS will discuss further with Cathy Aubertin WDBC – also discussed joint marketing with Doug Jenner of the Old Police Station Café (who receives large numbers of coaches) in order to create a Dartmoor Day (featuring Princetown and Tavistock – many drivers sell optional days to their passengers (outside of the tour operator itinerary) and we need to focus more on marketing Tavistock for these extra days – Duane will look at increasing the driver incentive to make it more attractive financially</p> <p>Alongside this we still need to set up a mail chimp database for tour operators/managers to send them regular updates – Doug Jenner listed a lot of companies still in operation who no longer visit them – need to get back on their radar- other towns do not have the number of coach friendly hotels that Torquay and Paignton have – one hotel in Looe owned by Edwards Coaches that JS will approach and will look at other towns like Sidmouth, Exmouth and Plymouth – look at further possibilities through global companies like Trafalgar, Insight Coaches and Globus</p>	JS JS
6.6	<p>Media File/Press Pack/Website – JS uploaded promotional material to Face book group – Mike Coombes wants photos – KH has new day-time and night-</p>	

	time photos of Tavistock and around – updates needed to be made on both websites – input from other levy payers welcome, mostly features Bedford Hotel events – please encourage other businesses to send in events and offers – send to Amy@BID
7	<p>EVENTS – February ½ term – Events planned are ‘Games in the Square’ (15 different games), on Wednesday/Thursday 20th/21st February from 10.30am.-3.30pm. and ‘Tavistock Craft Day’ for children and adults on Saturday 23rd February – JS waiting on Becky Hadfield regarding use of Butcher’s Hall at a subsidized rate, failing that a couple of empty shops around the town could be used – participants include – Tavistock Scrapstore, Orchard Studios, Totally Potty and Lorraine England</p> <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 – Online booking form to register interest on Face book Group – waiting for Amy to email this out, but there seems to be very little interest</p> <p>Easter – this forms part of the Spring Festival – trail to be launched weekend after Paint the Town – VD commented that Christmas trail didn’t work well – posters are needed in shops to advertise – hoping to get local chocolatiers to design 10-15 eggs which will be hidden in participating businesses – Miss Ivy holding a chocolate festival in Butcher’s Hall on 19th April – BID will look to provide a bonus egg for that location – JS also investigating options to have an Easter bunny in town at some point over the holiday</p> <p>May Day – JS remembers when there used to be a May Pole on the Square when she was younger – any ideas where to start to do this again?</p> <p>Garden Festival – To coincide with the reveal of the Hanging Baskets and Garden Festival this year on the bank holiday weekend prior to ½ term we will launch our summer trail early this year. The SW Bloom entry theme is Children’s books and the planting forms the basis for a very colourful and exciting trail – BID hope to augment the street display with books to find inside participating businesses – given the duration of the trail, the thought is that sections will be released at different times</p> <p>May ½ term - planning a visit from Rob Pudner to do some story telling featuring some of the books on the trail – also potentially ‘Songs on the Square’ day with local groups like Tavy Tars, Gilbert and Sullivan Society, The Edge, Tavistock Operatic Society etc.</p> <p>Record Breaking Cream Tea – provisional date Sunday 23rd June – depend on whether the working group thinks we can pull it off in this time frame – JS at meeting yesterday led by Tim Randall (TDCC) – waiting to know how it has to be done – tables in West Street to Lawsons – last record at Alexandra Palace – 830 attending – Langage will provide cream – bid for tables – TTC, Lions etc. will also be involved</p>
8	<p>PARKING – update from RO – not present – think of options for seasonal park and ride, particularly in the summer – Stage coach used at Dickensian (charge £600 for 5-9.00pm.) – fare would need to be £1.50/£2.00 as incentive - (less than parking) – use college on Saturday to start?</p>
9	<p>MANAGER UPDATE -</p> <p>Previous events – Christmas Trail – not well attended – JS now has insight into when such events are needed – Christmas busy time anyway so people weren’t looking for anything else to do. Entertainingly Different – gave a great show on 16th December – although weather forced the use of</p>

	<p>Butcher's Hall, the traditional tales were very well received – JS looking to put these on in the summer to tie in with the Children's book theme.</p> <p>Christmas Market – not successful – 16 stalls to start with but a number pulled out at the last minute, leaving just 9 on the Square – feedback on Visit-Tavistock was particularly negative and also focused on the fact that the Pannier Market and a number of shops were closed – if we intend to do this again it needs to be much bigger and better – note from BID to Market Reeve – NE said various Customers were very surprised that shops were not open – decision not to open was a mistake</p> <p>Christmas trees – The provision of Christmas trees has given rise to a number of comments from levy payers – some were unhappy that, of the 56 trees delivered, only a few were visible on the high street – others were unhappy about how the request for trees was communicated – for 2019, if we secure additional funding JS would like to look at providing trees for the brackets on the high street and will talk to Okehampton Town Council about how they do it and then Wayne regarding costs involved – discuss further at the next meeting.</p> <p>Dickensian follow up – Park and Ride - A Marshall is needed at Bedford Hotel – fewer, but larger buses are needed – a timetable should be put on board the bus. Control point – This worked well – in 2019 we should look at asking traders to register here on arrival as JS didn't have sight of who was in situ. when. Carols – a carol sheet is needed for the singers and Stannary Brass Band – more co-ordination between the two (by BID) in advance.</p> <p>Roundabout lights – These worked well, but for 2019 someone other than JS needs to co-ordinate and manage them – a generator would be fine outside the HSBC bank, rather than cables from the Conservative club. Access – we could look at providing permits for trader vehicles to make access for them quicker. Waste – Extra bins are needed, plus we should request WDBC to collect waste from Co-op Brook Street. Light switch-on – Can we fix a tentative date for this in November – discussion – late night shopping? Lantern parade? Various suggestions of personality to switch on lights – 15th November, 2019 – can TTC have lights up by then? Dickensian 2019 – 6th December, 2019. Promotions/Tavistock Gift Card – JS been approached by Miconex regarding a Gift Card for Tavistock – in theory brilliant idea, serving local businesses well by keeping money in the town – however, initial outlay is anywhere between £10-£19,000 in year one, followed by £1-£8,000 ongoing – although a new model is being devised – given Tavistock size, I imagine our outlay would be on the lower end – Exeter has this scheme and it works very well – JS would like to look into this should we secure extra funding if everyone is in agreement</p>
10	<p>FINANCIAL REPORT – AB passed around the latest financial statement – various balances on or close to budget – discussion regarding Cream tea covered under 7 above – question as to whether BID could cover the budget side of this – BID would have to pay VAT – how would this be covered in accounting terms – money to go to a charity – AB not happy with this suggestion – needs further investigation with other groups involved</p>
11	<p>CHAIR UPDATE – Voluntary contributors - KH working with various potential voluntary contributors – Barrett Homes (Chief Directors) have meeting with KH on 2nd February – Tesco and Morrison's had been approached – Morrison's not able to do anything – Tesco prepared to do</p>

	something in the form of sponsorship etc. Landlord initiative – KH will look at this further. Dickensian – KH had received good feedback. Street Ambassadors – where do we go from here? – serious amount of infrastructure – JS needs support – Ambassadors share the load
12	Any Other business
12.1	Concern expressed regarding car parking which is not good now - going to be in a mess by 2020/21 when there are an extra 600 people looking to park - KH said we need to meet urgently with TTC to see what the strategy is – new shopping park proposed on the outskirts of Plymouth (Novorossiysk Road), if parking not good in Tavistock we will lose a lot of custom – JS has meeting with WDBC regarding parking – she will push as much as she can – schools in the area are not going to copy with extra families coming to town – increased traffic problem as journeys being made further afield for schools
13	DATE OF NEXT MEETING –Wednesday 20TH February, 2019 – at the Bedford Hotel at 6.00pm.
	Meeting closed at 8.39pm.