

MINUTES OF THE BOARD OF DIRECTORS 'MEETING

DATE 16th July, 2025

LOCATION: Hansford Bell

ATTENDEES:

Janna Sanders - BID Manager (JS)

Chris Palmer – Chair – Hansford Bell (CP)

Katherine Wing – Wings Accountants (KW)

Ollie Beilby – Taylors (OB)

Cllr. Steve Hipsey – TTC (SH)

Item ref	Agenda Item	Decision /Action
1	APOLOGIES	
	Carol Myott (CM), Richard Clark (RC), Fergus Biram (FB), Deborah Walsh (DW), Cllr. Neil Jory (NJ)	
2	MINUTES OF THE LAST MEETING	
	The minutes from the April and May meetings were brought for approval. It was proposed by CP and seconded by KW that these were accepted as a true and accurate record of these meetings. All Members agreed	
3	BOARD OF DIRECTORS UPDATE – nothing further to report	
4	FINANCIAL REPORT	
	- Current BID funds very low – JS/KW looking to get an additional £4-5k into bank account from overdue levy, sponsorship, and Town Guide invoices – need to halt all but essential activities - Need to research potential funding streams with urgency. JS spoken to NJ & Chris Shears regarding new UKSPF grant available through WDBC, but this would not be received until August. - Discussion regarding hanging baskets and the drain on resources, especially needing more watering	
5	TAVISTOCK GIFT CARD	
	- CP provide update on proceedings with solicitor – thinks we have a good case-need costings – not yet had this – to keep cost down this will be taken on by a trainee - £125 + VAT – consider reputational damage with a scheme that is not performing – when CP gets further details he will pass to JS - No news from Miconex after they were sent a holding email	CP
6	GETTING THE WORK DONE - communication and BID Team organisation	
	- Visit South Devon – continuing to do some work on newsletters etc. - Hayley Perring – doing Social Media work – 3 hours per week – flexible and can be amended/withdrawn at any time – social media stats have improved	

	dramatically – total views up 131% to 236k! Reach up 155% and interactions up 45%	
7	AROUND TOWN (empty units/store closures and openings)	
	• Openings:- The Brewhouse due to open on West Street (old Runventure premises) – Eastgate Brasserie now under new management – Granito Lounge opened at the beginning of June – impact mixed – some hospitality businesses saying it has had no impact, whilst others have felt a difference – honeymoon period is now over but footfall in the restaurant is still good • Closures:- Nothing new • Business Crime:- DISC – drop in day took place on Thursday 19th – 5 businesses came, but few have now issued alerts on the system - reports of crime are low – a few businesses have submitted notifications on the DISC system of theft and anti-social behaviour – will arrange a further evening session with PS Ottley • Pulse Smart Hubs/signs:- JS waiting to talk to Town Clerk/Operations Manager • Town Task Force:- further meeting has been held with Terry Green – very helpful - letter has been composed for the Planning Officers at WDBC requesting clarity on their processes with regard to development in the Town Centre and requesting the processes to be simplified to aid growth – 1) Business Information/Marketing pack - WDBC agreed to look at arranging for a new CACI report using funding set aside for Economic Development Plan – 2) identify and contact landlords for empty units – NJ offered to start work on this – JS suggested Santander, Oggy Oggy, Clintons, Betfred and Runventure to start with – 3) funding/financial incentives to help landlords of units that need upgrading (for example- Santander) – This could be identified as an issue for the Economic Development Plan, although JS would like work to start on this sooner – JS looking into marketing pack/conservation plan/mentoring. JS mentioned TSB banking hub – NJ will make contact with Regional Manager	JS NJ
8	COLLABORATIONS & PARTNERSHIPS	
	• TTC updates – Town hall Consultative meeting centred around some discontent among trader's vis a vis 4.30pm. extended opening over the summer and increase in requests for Pannier Market to be open to support town events. Pannier Market Reps. requested more engagement when decisions are being made and said that the extra requests were causing some issues with mental health. BID Manager (JS) expressed concern that some traders do not see the bigger picture in terms of co-dependency of the Market and the High Street after the Pannier Market Rep stated 'We are a Market, not a High Street shop'. Both the General Manager and JS expressed how the two cannot work in isolation and that the Pannier Market would not exist were it not for the High Street. Agreement was made to consult with Traders in October and to have more open discussions around forthcoming events. JS to attend. • Destination Plymouth – JS to discuss partnership working. • Coaches - Our Rep in the English Riviera has retired – JS and Market Reeve to talk tactics with Jo Butler support • Tavistock Visitor Information Centre – Lease renewed THT/TTC until April, 2026 – for discussion – management of Visit Tavistock and the Visitor Information Centre ref. new BID Plan • Tavistock Heritage Alliance – 1)- Focus on Heritage Open Days in September – JS to look at the possibility of running canoe trips on the canal (or similar). 2)- September will be Mining and Photography month in Guildhall. 3)- 26th July will be a Heritage Fair	JS JS/DC

	• Mount Kelly – JS recently attended their first Business Breakfast Forum for parents with an aim to stimulate conversation and connections among the parental business community – future meetings will invite the wider business community	
9	EVENTS	
	• Cream Tea week – this had been really really good – 17 businesses taking part with different winners in the various categories – thanks to the Mayor and Consort, Tim Randell (TDCC) Jacquie Bird (Westcountry ITV) - thanks too to OB, Coffee & Cream, Mime, Aroma, Café Liaison and Miss Ivy's helpers for helping on the day – 16 businesses donated 20 scones – thanks to everyone who helped. Discussion regarding another year – suggestions - bring in Monks to serve Cream Teas - hold in Town Hall • Summer Events – no budget now available • Dartmoor Marathon – taking place Sunday 12th April, 2026. JS assisting with the start/finish and events surrounding that – JS to hold a meeting with Wayne Southall and CM to engage all stakeholders JS • Restaurant week – early October to give time to encourage local businesses JS	
10	MARKETING/PROMOTIONS	
	• New Film about Tavistock's status as Home of the Cream Tea has been shot and is being edited – using funds awarded during COVID for Children's films, which never got off the ground – some not historically correct – hope we can do something - JS been in contact • Tavistock Experience Collection – working with Jo Butler to develop a series of Visitor experiences in the Town. Taking advantage of the new Visit Tavistock website launch, we aim to have a collection ready by the start of the school summer break – Since COVID larger tourism organizations are emphasizing the importance of experiences because they align with changing traveller expectations. Today's Visitors seek more than just sightseeing or shopping – they want immersive, memorable, and engaging interactions. – by promoting experiences, we can drive footfall into the Town and to your business. 1) increase appeal and engagement. 2) meet market demand. 3) Enhance social sharing. 4) Support local economics. 5) Differentiate destinations. Examples – Artisan coffee making – Family cake or cookie making experience - Personalised shopping - Create an interactive installation – Food or drink tastings – Workshops to showcase your product and give hands-on experience, maker for a day/half a day – Cocktail making – Bakery Tour – VIP Visitor Beauty Package – Be a Shopkeeper for an afternoon/few hours • New Website – in process and is looking good – need to identify which items we would like to be held in the shop and provide Simon with final tweaks – Jo Butler is also taking a look and will feedback • JS/Fatcalf updating Tavistock Top 10 leaflet and creating a 'Top 10 within 10' JS • Tavistock Itineraries – funding was given to this from the Devon Elevation Fund – need to resolve with TR JS	
11	BUSINESS SUPPORT	
	• SW Data Hub – JS to meet with Destination Plymouth to discuss membership of this newly established data hut. Data includes:- Airbnb occupancy and average daily rate – Supercontrol (self-catering booking platform) data – Visitor origin by UK region (and International regions), also length of stay, number of guests, spend/night, booking lead time – Occupancy reported by	

	Accommodation providers to the hub – Visitor data reported by Attraction operators contributing to the hub – Daily footfall data and monthly Visitor data both from BT mobile – for Tavistock specifically. There is no charge for businesses but there would be for us as a BID • Banking hub – No further updates	
12	PLACEMAKING	
	• Hanging baskets – looking good - additional baskets/brackets have been installed at One Drake Road – Image Lifestyle – 13 Women’s clothing and Stranded Sheep – Swans Nest also requested one, but we currently have none spare	
13	LEVY QUERIES – There are none	
14	CHAIR UPDATE – CP had nothing extra to report	
15	AOB • Renewal – 2026 – WDBC looking at whether they could fund the £16k – JS send link to all levy payers, reminding what BID does on their behalf (JS normally does this in September) – need to understand BID strategic for the whole Town – not necessarily benefit you personally with everything done, but benefit for the Town as a whole – it’s not just the hanging baskets! – Tavistock BID won the parking battle for eight towns – Tavistock only BID to fight – need overall title for what JS sends • Car Parks – no ability to pay by card – problematic for Visitors • Town Planter – no updates	JS
16	DATE OF NEXT MEETING – no meeting in August – 17th September, 2025	