

MINUTES OF THE BOARD OF DIRECTORS 'MEETING

DATE: 15th March, 2023.

LOCATION: Bedford Hotel, Tavistock. 6.00pm.

ATTENDEES:

Janna Sanders - BID Manager (JS)

Chris Palmer – Hansford Bell (CP)

Katherine Wing – Wings Accountants (KW)

Clare Simmons – Millers Estate Agents – (CS)

Nigel Eadie – OPH (NE)

Paul Williamson – TTC – (PW)

John Taylor - Grenville Estates (JT)

Steve Lewington – Too Hoppy – (SL)

JS welcomed Neil Jory from WDBC regarding Car Parking

Item ref	Agenda Item	Decision /Action
1	APOLOGIES	
	Colin Kirk-Potter.	
2	MINUTES OF THE LAST MEETING	
	It was proposed by CS and seconded by JT that the minutes from the Board meeting 18 th January, 2023 were accepted as a true and accurate record. All agreed.	
3	FINANCIAL REPORT	
	<ul style="list-style-type: none"> • KW reported that there was £700 to reclaim from HMRC for VAT • Budget deficit stands at £5,000 (Christmas lights Dickensian Stewarding Stop The Meters Campaign) • KW reports that more BID levy is expected in • Funds being spent on priorities • Business rating re-assessment means the BID levy for 2023-24 could be down by 20% - JT said we need to ask for figures from West Devon and then assess next steps. The majority of businesses will have benefitted from reduction. • Neil Jory not seen any figures – to check with Chris Shears 	KW NJ
4	GETTING THE WORK DONE- communication and BID Team organisation	
	<ul style="list-style-type: none"> • Visit South Devon has hired a new team member based in Tavistock who can help us with newsletters, website updates and some social media graphics – JS given a budget of £50 per week as stated in our 2023 budget • VSD updated our content plan – this will be circulated to Members to encourage engagement – Jo Butler (JB) suggesting a session in March or April with levy payers – JB preparing a toolkit for businesses • JS to continue doing VT social media / website 	JS
5	ON STREET PARKING – BUSINESS SUPPORT	
	<ul style="list-style-type: none"> • Still no data forthcoming from DCC to support their proposals for on-street parking 	

	<ul style="list-style-type: none"> • Dotty King, who has contacts within DCC, advised JS that at the recent DCC meeting on 27th February, the issue regarding meters in Tavistock has 'stalled due to need for full impact study' • No reply received from DCC Officers regarding comments on bus services and need for Tavistock to contribute to their provision • Meeting with Town Clerk, Town Mayor, Cllr. Jory and TDCC a month ago was very fruitful - all partners are agreed against on-street charging – TTC has committed their support at Full Council – all agreed that comments regarding bus charges are spurious at best – lack of data suggests that the proposal will be unpalatable and all partners are committed to making it so • JS received supportive communication from a number of WDBC Councillors • Campaign seems slow off the mark – lots of views to the petition, but low conversion rate – JS paid £25 to increase the reach of petition – Crowdfunder not performing well at all – need to get more to sign • Car and lapel stickers have been printed – adverts in Tavistock Times and a poster on the Square – paper petitions circulated in certain businesses • Steve Hipsey has provided very insightful study into current parking provision • Good response from paper petition – keep pushing • JS to write to officers again 	JS
6	TTC UPDATE	
	<ul style="list-style-type: none"> • Hanging baskets:- JS met with Wayne Southall and Becky Rowe – she explained financial constraints for 2023 – Becky Rowe advised that cost of watering for 2022 is £5,760 (£1,000 more than in the budget) – this is due to an increase in salary costs (now £17.50 per hour) and Plymouth Road baskets – projection this year is £6,090 – this is based on 2 Officers undertaking the watering over a course of 17 weeks with 8 weeks of that period being twice weekly watering (as per 2022) and does not include Plymouth Road – JS has reduced current baskets around town from 220 to 177 – TTC already under representing the hours it takes and charging only for 7.5 hours – need to have discussion at another date re: future proofing the provision of baskets • Christmas lights:- Invoice for 2022 -£12,777 – awaiting utility costs from TTC – Wayne advises we will need to factor in Eyebolt testing this winter – TTC replacing lights around the Churchyard as a priority – Duke Street/Brook Street not in the running for replacement this year, but Becky will price out options – BID needs to look at Market Street for 2023 • Coronation:- JS asked for grant in kind for use of Bedford Square and Guildhall Car Park – Wayne agreed to Bedford Square but not Guildhall Car Park due to loss of income – Miss Ivy will take Guildhall Car Park as a commercial venture – Street food event evening 	
7	AROUND TOWN (empty units/store closures and openings)	
	<ul style="list-style-type: none"> • Fudge Pantry, Brook Street, closed. Oggy Oggy moving in here • Jar Zero closed • Boutique Gin Shack expanded • Stags moving into old HSBC building • Rumours that Clintons is closing • Lazy Jacks closing – No.5 Aesthetics expanding here from upstairs • Plant shop opening in Tilius I love Candy • New tenant for former Abode property on corner of King Street 	

8	BUSINESS SUPPORT	
	<ul style="list-style-type: none"> Imminent rise in utility costs (April) – concerns for welfare of some businesses – how can we help? JS asked to comment on Swans Nest (Paddons Row) social media post about lack of footfall and shops closing. JT said that there is an uptake of smaller units in the town centre. All agreed that national closures are sign of a different problem nationwide. Tavistock town centre remains buoyant. JT/NE give JS a quote for Tavi Times JS asked how do we try to attract businesses – how do we promote the town as a good place to do business – CS suggested sharing premises availability on LinkedIn – contact CS do Tavistock BID page – also using business broker sites 	JT/NE CS
9	MARKETING/PROMOTIONS	
	<ul style="list-style-type: none"> Town Guide – with Printer. Expected delivery 24th March, 2023 – cost covered JS agreed to take advertising at all DNPA car parks again for 2023 Traffic to the website in the past 30 days is up 32% - unique Visitors up 25% and average session duration is slightly up – referrals up from all platforms – blog views are also up 9% - with the last two performing best of all blogs – recent traffic has been down to <i>The Bedford</i> competition JS agreed to continue Tavi Times Business club @ £75 per week JS met with Terry from Reach Publishing – Devon/Plymouth Live, Herald WMN – their titles have a 37 million reach each week with 5.4million in Devon – paid content on sites from £700 but In Your Area ads are relatively cheap at £41 per week – JS to investigate further 	JS
10	EVENTS	
	<ul style="list-style-type: none"> Paint the town: Sat 25th March – encouraging response from schools and groups (scouts/guides etc.) – 30 garlands. Dartmoor Rangers providing badge making on the Square. Minimal costs – just for daffodils – estimate £50 Easter Trail: 1st-15th April – 16 Businesses signed up – all in hand Cream Tea 2023: – JS met with Tim Randall – looking at Cream Tea week 24th-30th June – relatively low key with Businesses being encouraged to host a special Cream Tea menu for the week, plus a competition to design a new scone, which will be judged. A Tuff-Off on the Square/Meadows on 24th June Miss Ivy Festival – 24th/25th June – Meadows Tavistock Carnival: 15th July – Lions asking for more businesses to take part – JS will communicate – theme ‘Musicals’ Miss Ivy Caribbean Rum and Pirates day – 29th July – Bedford Square Miss Ivy Lazy Sunday Markets – running through August – TTC not able to reduce the cost of Bedford Square rental which means these would run at a £200 loss each time options are to look at sponsorship or to reduce the number being held to two and BID help to fund with Summer Events budget 	JS
11	CORONATION	
	<ul style="list-style-type: none"> Current budgeted costs £2,000 Stage for performers to include swing band from 1.00pm. plus school choirs Cream teas and Pimms bar on Bedford Square Guildhall for children’s entertainment (Punch and Judy, bubbles, games) Guildhall crafts Maypole Dance – does anyone know of a connection to Maypole dancing? – JS looking at this for schools plus a display/exhibition in collaboration with Tavi Times. Other ideas to mark the occasion include a ribbon wish tree (either in 	

	Churchyard or around War Memorial in Guildhall) where people can write their wishes for the new reign or schools/community groups make a flag for the occasion to be hung around the Square	JS
12	HANGING BASKETS	
	<ul style="list-style-type: none"> • See TTC input under item 6 • Contract confirmed with Westcountry Baskets of Pillaton for £5,713.20 – baskets being prepared ready for May delivery • Other quotes received:- Rising Sun, Harrowbarrow – they cannot help • Ambius - £59.25 per basket – total quote £11,850!! • West Country Baskets Pillaton - £36 for large baskets, £28 for medium and £23.40 for small • Liskeard TC – Liskeard in Bloom do their baskets 	
13	COLLABORATIONS - No update	
14	GIFT CARD – New businesses – Original Barbers. Boutique Gin shack. SW Bottle shop. Awaiting Christmas sales figures	
15	MANAGER UPDATE – JS updated Members regarding THT advising that Richard Rundell would not be covering the Visitor Information Centre or Visit Tavistock – not employing a new Manager at present – being staffed by Volunteers - JS there quite regularly could she use back Office? – need to tighten links between Visitor Information Centre and Visit Tavistock – Guildhall Centre closed until 4 th April – THT ? JB working on commercialization of Centre	
16	CHAIR UPDATE – CP would organise temporary handover as Chair to KW before the next meeting – JS thanked CP for all he has done	
17	AOB <ul style="list-style-type: none"> • Town Planter still to be resolved • Mayor’s Charity –Make A Difference – offers of prizes gratefully received • Mount Kelly Reward card – suggestions sent to Guy Ayling – awaiting response • NE reported that FiverFest was going OK – 30% up on the previous one 	
18	Date of next meeting – 19th April, 2023	
19	Meeting closed at 7.40pm.	