

## MINUTES OF THE BOARD OF DIRECTORS 'MEETING

**DATE** 19<sup>th</sup> April, 2023.

**LOCATION:** Bedford Hotel, Tavistock. 6.00pm.

**ATTENDEES:**

Janna Sanders - BID Manager (JS)

Katherine Wing – Wings Accountants (KW)

Clare Simmons – Millers Estate Agents – (CS)

Steve Lewington – Too Hoppy (SL)

Nigel Eadie – OPH (NE)

Paul Williamson – TTC – (PW)

John Taylor - Grenville Estates (JT)

Fergus Biram – Roots & Vines (FB)

JS welcomed Neil Jory from WDBC regarding Car Parking.

| Item ref | Agenda Item   | Decision /Action    |
|----------|---|---------------------|
| <b>1</b> | <b>APOLOGIES</b>  |                     |
|          | Colin Kirk-Potter. Chris Palmer   |                     |
| <b>2</b> | <b>MINUTES OF THE LAST MEETING</b>  |                     |
|          | It was proposed by KW and seconded by NE that the minutes from the Board meeting 15 <sup>th</sup> March, 2023 were accepted as a true and accurate record. All agreed.  |                     |
| <b>3</b> | <b>BOARD UPDATE –</b> <ul style="list-style-type: none"> <li>• KW to chair meeting now as interim Chair</li> <li>• KW welcomed Fergus Biram from Roots and Vines with a view to joining the Board</li> <li>• NE updated Directors’ that he was now resigning from the Board as he had sold the Original Pasty House</li> <li>• PW reminded Directors that he too was standing down as the TTC Representative PW was thanked for all his input into BID</li> </ul>   |                     |
| <b>4</b> | <b>FINANCIAL REPORT</b>   |                     |
|          | <ul style="list-style-type: none"> <li>• KW reported that she and JS had been working through the accounts and updated on dropbox</li> <li>• Hope there will be more BID levy shortly</li> <li>• Re-valuation of rateable values</li> <li>• Similar deficit to last month</li> <li>• Agreed contract with Tavistock Times for coming year</li> <li>• JS has reduced amount paid to ‘Make a Plan’ (£500 less) as there was less money last month</li> <li>• Now billing for Town Guide - £4,000 – JS give details to KW</li> <li>• WDBC hold 5% levy payments until the end of the year</li> <li>• JS meeting Simon Lloyd next week – he manages our web-site</li> <li>• Visit Tavistock is inviting you to a workshop – presumably meet in Bedford Hotel</li> </ul> | <p>JS</p> <p>JS</p> |

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|          | <ul style="list-style-type: none"> <li>• JS will do a poll update on the poll for on street parking'</li> </ul>  |    |
| <b>5</b> | <b>GETTING THE WORK DONE- communication and BID Team organisation</b>  |    |
|          | <ul style="list-style-type: none"> <li>• Visit South Devon has been contacted to help with bi-monthly VT newsletters – 4 website updates a month – quarterly VT workshops and Group Travel product development – all this for £200 per month starting this week. Help with social media would be another £150-£200 per month – currently not on the cards due to budget restraints – JS will sort social media</li> <li>• VSD updated our content plan – Jo Butler will share a content plan at a workshop with levy payers on 18<sup>th</sup> May to show how businesses can get involved – Jo preparing a toolkit for businesses</li> </ul>  | JS |
| <b>6</b> | <b>ON STREET PARKING – BUSINESS SUPPORT</b>  |    |
|          | <ul style="list-style-type: none"> <li>• Stop the Meters campaign is costing – petition currently stands at 2200 signatures with almost 250 paper petitions handed in</li> <li>• Crowdfunder ended with £510</li> <li>• Initial survey indicates:- 72% said they would reduce their visits if metered:- 11.5% would not change their habits:- 16.5% would not visit at all if they had to pay to park – this needs to be shown in a Press release – add 72% and 16.5% - very large percentage of people who would reduce/stop visiting Tavistock</li> <li>• Further to Cllr. Jory's information from Stuart Hughes at the previous meeting (that a full consultation was on the cards along with impact assessment) – there has been no further engagement or movement on the issue</li> <li>• JS to email Cllr. John Hart and Meg Booth, pressing for confirmation of the above</li> <li>• Cllr. Jory spoke with Councilors today – nothing in diary regarding consultation and impact assessment - nothing happening at the moment</li> <li>• No contact from Cllr. Sellis</li> <li>• Need some information now – may be article in the paper – press release before next week (before elections) – saying thank you for your support – we will keep you posted</li> <li>• Have opportunity for new Town Council after the elections – check new Town Councilors – get them to come to BID - need to be working together</li> <li>• Petition chugging along and data gathered from printed surveys very insightful</li> <li>• Steve Hipsey and volunteers to conduct time and motion study in coming weeks - likely after elections</li> <li>• JS provide updates from Anna Pascoe.....</li> <li>• JS has been speaking to Emma at Okehampton she would like Okehampton and Tavistock to work together</li> <li>• Directors thanked PW for all his input into BID</li> </ul> |    |
| <b>7</b> | <b>AROUND TOWN (empty units/store closures and openings)</b>   |    |
|          | <ul style="list-style-type: none"> <li>• Oggy Oggy now open as takeaway only in former Fudge Pantry, Brook Street,</li> <li>• 3 Brook Street now empty</li> <li>• DLX moved from top of Market Street into JT premises on corner of King Street</li> <li>• Stags now in old HSBC building</li> <li>• Clintons and MacKays now closed</li> <li>• Indoor Garden shop open in former I love Candy store</li> <li>• Harmony Lighting closed – owners of Gift Gallery renovating and will open a Coffee Lounge</li> <li>• Day Lewis has been empty for some time</li> </ul>   |    |

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|           | <ul style="list-style-type: none"> <li>• What can we do to persuade Landlords to perhaps split larger shops? – Cllr. Jory – perhaps provide financial enticement - waive fees for 12 months? Explore this further with WDBC</li> <li>• JS speak to Richard from Falmouth first and get some advice how they handle this – then speak to JT or Simon Powell to see how we can encourage landlords to allow pop-up shops for a few months and then change.</li> </ul>  |  |
| <b>8</b>  | <b>BUSINESS SUPPORT</b>  |  |
|           | <ul style="list-style-type: none"> <li>• Linked In profile created – CS working on this, seems to be working well - looking at other Linked In BID's – Thanks expressed to CS for her work on this</li> <li>• Business Brokers – regarding empty units - promote town as a good place to do business – financial enticement via WDBC?</li> <li>• Wi-Fi – JS meeting today with Graham Lawrence – Heritage and Wayne – TTC would be do-able - initial survey taking place today/tomorrow 19/20.4.23 – only have £15,000 to do this - discussions focused around the central area of Bedford Square, Pannier Market and Duke Street in phase 1, with phase 2 on the other side of town - potential to include a transmitter also/separately on the Co-op tower at the end of Brook Street – JS has lots of questions and queried level of ongoing management required – both technically and for content – awaiting further details from Renovotec regarding costs for support packages - KW said we would need to wait for the report and look at this next month – partnership with TTC – Market opening on Monday? – trying to push that this happens</li> </ul>  |  |
| <b>9</b>  | <b>MARKETING/PROMOTIONS</b>  |  |
|           | <ul style="list-style-type: none"> <li>• Town Guide – 7,500 to be distributed and 25,000 with Westward – printing costs covered by the budget, not taking Guides around</li> <li>• JS agreed to take advertising at all DNPA car parks again for 2023</li> <li>• Traffic to the website in the past 30 days is up 13% on last month (which was up 32% on the month before) so moving in the right direction - unique Visitors up another 2%, but average session duration is slightly down – referrals are up from Google by 32% - 80% of all traffic is via mobile – What's On page and the Blog are the most frequently visited pages</li> <li>• JS agreed to continue Tavi Times Business club @ £75 per week</li> <li>• Current regular advertising includes Tavy Links and Dartmoor magazine</li> <li>• Recent Fiver Fest proved a success – fewer businesses meant it was easier to promote too</li> <li>• JS agreed to membership with Visit South Devon for £250 to include – 1) - bespoke town itinerary targeting the UK groups – develop a new thematic itinerary for 2023. 2) – Enhanced town page on the new group travel section focusing on your coach parking, group travel offers and visitor information. 3) - Representation within our Group Travel Display adverts will be taken out in publications through 2023. 4) - Representation at the 2023 Group Travel Shows including BTTS in March 2024. 5) - Entry in our new Group Travel newsletters – sent out quarterly to a database of 1000 buyers. 6) – Opportunity to host a Group Travel operator or the Group Travel media on a FAM trip. 7) - Representation in our Group Travel Social Media Campaigns to targeted buyers. 8) - Attendance at the quarterly South Devon Towns – Group Travel meeting on Zoom, discussing future plans to attract more groups and coaches and joined up opportunities. 9) - Representation in press releases sent out to the Group Travel media with a focus on your town</li> </ul> |  |
| <b>10</b> | <b>EVENTS</b>  |  |

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|           | <ul style="list-style-type: none"> <li>• Paint the town: went really well this year – lots of community chatter about the winners Horrabridge and Whitchurch joint winners with Tavistock Primary having a special mention because they had made so many garlands</li> <li>• Easter Trail: 1<sup>st</sup>-15<sup>th</sup> April – Good uptake with 200 participants</li> <li>• Cream Tea 2023: – JS met with Tim Randall – looking at Cream Tea week 24<sup>th</sup>-30<sup>th</sup> 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 24<sup>th</sup> June</li> <li>• Miss Ivy Festival – 24<sup>th</sup>/25<sup>th</sup> June – Meadows</li> <li>• Tavistock Carnival: 15<sup>th</sup> July – Lions asking for more businesses to take part</li> <li>• Miss Ivy Caribbean Rum and Pirates day – 29<sup>th</sup> July – Bedford Square</li> <li>• Miss Ivy Lazy Sunday Markets – running through August – further discussion with TTC re. compromise on cost of Bedford Square otherwise these would run at a loss of £300 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</li> </ul> |    |
| <b>11</b> | <b>CORONATION - LATEST</b>   |    |
|           | <ul style="list-style-type: none"> <li>• Current costs £2,500</li> <li>• <b>Bedford Square</b> (Saturday afternoon) –1) Maypole dancing– schools involved – Mary Tavy &amp; Brentor, Tavistock Primary, St Peter’s – awaiting news from Meavy, Mount Kelly and Whitchurch - 2) stage – 3) children’s ride – 4) cream teas</li> <li>• <b>Guildhall car park</b> – Miss Ivy events – food stalls</li> <li>• <b>Guildhall</b> – Crown making</li> <li>• <b>Churchyard</b> – Children’s entertainment (Punch and Judy/bubbles/games)</li> <li>• Monday – Volunteers day – Tidy Tavi (too late?) CVS – NJ contact</li> </ul>  | NJ |
| <b>12</b> | <b>HANGING BASKETS</b>   |    |
|           | <ul style="list-style-type: none"> <li>• Contract confirmed with Westcountry Baskets of Pillaton for £5,713.20 – baskets being prepared ready for May delivery</li> <li>• TTC costs – hourly rate for the hanging basket bracket inspections is £17.50 per Officer (x2) – watering contract projection for 2023-24 is £6,090</li> </ul>  |    |
| <b>13</b> | <b>COLLABORATIONS</b> – Guildhall now reopened – THT still undergoing negotiations with TTC about future plans   |    |
| <b>14</b> | <b>GIFT CARD</b> – New businesses  |    |
| <b>15</b> | <b>MANAGER UPDATE</b> – nothing to report  |    |
| <b>16</b> | <b>CHAIR UPDATE</b> – nothing to report  |    |
| <b>17</b> | <b>AOB</b> <ul style="list-style-type: none"> <li>• Town Planter still to be resolved</li> <li>• Cruise ships – JS said need to get on itinerary - already there - people came for cream tea historic Tavistock/Dartmoor – need longer stay</li> <li>• Community Gardener – Ali Sedgewick – leaving Tavistock – do press release with photo of JS and Ali</li> <li>• Men in sheds – want permission to use BID logo – JS spoken to Tim (Fat Face) – NE suggest grant one off permission to use this stating ‘supported by Tavistock BID’</li> <li>• NE said farewell to the Board of Directors’ – said how good BID is, vitally important for the Town – need more people involved – KW thanked NE for all his input over many years.</li> </ul>   | JS |

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| <b>18</b> | <b>Date of next meeting – 17<sup>th</sup> May, 2023</b> |  |
| <b>19</b> | Meeting closed at 7.50pm.                               |  |