

THESE MINUTES HAVE NOT BEEN RATIFIED SO ARE A DRAFT COPY FOR YOUR INFORMATION

BID AGM minutes – meeting held 20th October, 2021 at the Bedford Hotel.

Directors present: Chris Palmer, Chairman. Janna Sanders, BID Manager. Valerie Davenport. Cllr. Paul Williamson. Colin Kirk-Potter. Brett Kinsman-Daw. John Taylor. Nigel Eadie. Katherine Wing, Accountant.

The Chairman, Chris Palmer, welcomed those present to the 11h AGM of BID. He was pleased that we were able to meet in person unlike last year's zoom AGM. He introduced himself for those who had not met him in person, saying that he was the Managing Director of Hansford Bell Financial Planners and had taken over as Chairman in March, 2020, having been part of BID Board of Directors' since 2018.

1. Minutes of AGM 2020

It was proposed by Nigel Eadie and seconded by Valerie Davenport that the minutes of AGM 2020 should be accepted as a true and accurate record, this was unanimously agreed by Members.

2. Matters arising

There were no matters arising.

3. Chairman's report

The Chairman reported that support for levy payers had continued through the lockdown periods and ways of navigating out of the crisis. Projects categorised into 4 areas.

Business support and Communication

- Covid-19 support
- Continue to implement Town recovery plan – including - 1) providing Government and industry guidance - 2) safety advice - 3) access to downloadable signage - 4) click and collect service over the Christmas period - 5) securing funding for additional safety signage, sanitiser units and planters to assist with social distancing – 6) Covid-19 support hub on BID website – 7) launch of Tavistock Gift card in time for Christmas period, so far locked £26,000 spending in the town – special thanks to Mount Kelly and WDBC for sponsorship enabling us to get this out in time for Christmas
- Continuation of Christmas Gift card – BID committed to funding ongoing costs so there is no reason not to be involved – get signed up as a business asap there is no downside!

Marketing and Promotions

- Visit Tavistock website continues to be improved with additional content being added regularly
- New blog page with articles including the 'perfect day' series that were done earlier in the year
- What's on page showing the events of the year
- Continuation of business directory and what to do sections
- Social media worked well over the past 12 months and engagement continues to improve – useful tool for promoting events and releasing video blogs
- Advertising continues in the local press and out-of-town advertising too – local TV and radio used on lead up to larger events

Events

- Events have been difficult for obvious reasons and unfortunately last year the popular Dickensian Evening had to be cancelled – at the time of the AGM, Dickensian Evening was due to take place this year with slight differences to ensure safety under current guidance
- Last year Christmas light switch-on was cancelled, although it was hosted virtually – well received – included lights in the Churchyard being lit up
- Fiver fest continued
- Town Trails
- Great Goosey Gander
- Christmas Tree Festival
- Paint the Town

Around the Town

Ongoing management of existing actions

- BID continues to fund Christmas lights and replace broken lights
- Work in collaboration with TTC to erect lights
- Hanging baskets and planters around town bringing colour throughout the summer months
- New implementation of window vinyls on empty shops and units – secured funding for this bringing new life to the empty shops – appealing to locals and visitors alike

Re-ballot

- 2021 saw the end of BID's second term and the successful re-ballot introducing a third 5 year term
- Incredible outcome – 85% approval in both measures of assessment. The second highest approval rating ever, across the country, only being beaten once with 86%!
- Confirmation that businesses community supports BID and that the work BID is doing is valued – a massive and powerful endorsement
- Thank you to all who took the time to vote

The last year has continued to be extremely challenging. Ever changing rules and restrictions have made it extremely difficult to plan events and attract people to the town. Through this period however, there have been incredible innovations throughout the businesses in the town that have helped them continue to trade. As fellow town traders and levy payers the BID Board of Directors' have a vested interest in making the town succeed and all passionately want Tavistock to be a thriving, attractive market town for visitors and tourists and where we as locals can enjoy and continue to offer support. Please continue to shop locally, support each other in business and shout about Tavistock far and wide! Tavistock is incredible and resilient, we have had the most difficult time for 75 years, but the BID plan and support of the community will continue to drive trade and footfall to our doors. Thank you all.

Q: Tim Randell asked about social media reach. A: The numbers were 20,000 unique visitors last year and Facebook contacts had increase by 2,000 last month.

4. Approval of Accounts

Katherine Wing presented the accounts for the year ending 31st August, 2021. This showed that the BID was in receipt of 82% of the levy. The accounts were available for those attending the meeting and showed the balance in account standing at £24,293. Copies can be obtained from the Registered Office on request. **I don't have a note that these were approved by the meeting??? Or proposer/seconded???**

5. Appointment of Directors

There were two names brought forward as Directors' **Katherine Wing** and **Steven Lewington** each of these had been proposed and seconded by Directors'. Those Directors standing down in rotation were, Chris Palmer and Paul Williamson, both were willing to return. **Chris Palmer** was proposed by John Taylor and seconded by Valerie Davenport. **Paul Williamson** was proposed by Nigel Eadie and seconded by Louise Jackman. Brett Kinsman-Daw resigned.

Directors are:- Christopher Palmer. Valerie Davenport. Nigel Eadie. Paul Williamson. Colin Kirk-Potter. John Taylor. Katherine Wing. Steven Lewington.

6. BID Manager Report

Janna Sanders, BID Manager, said that the BID Business Plan 2021-2026 had everything listed that BID were looking to do during their 3rd term. She also directed those present to the BID AGM Summary that was available around the room. The coming year would focus on – Marketing and Promotions where there was enormous potential looking at what people came to visit and why they came to visit – the Visit Tavistock brand will be expanded to include different themes including:-

- Adventure
- History|Culture
- Shopping|Food & Drink

Events

- 2 main events this year:- Dickensian – will need to be a bit different – can now use Guildhall car park Light Switch on – earlier switch on planned
- WDBC offering 'free from three' parking in Tavistock in December (until 5pm)
- Christmas tree Festival
- Christmas lights – BID area extended – lights on Plymouth Road on the lamp-posts
- Lighting in the Churchyard will happen again – need Sponsors for this (Louise Jackman offered sponsorship)
- Christmas markets in the Pannier market 13th and 20th December
- Cream tea event
- Queen - Platinum Celebrations
- Seth Lakeman Folk Festival – various places in the Town

Business support and communication

- Gift card, £26,000 sold and £14,000 has been redeemed
- Re-design Town App. – greater content – visitor information where to go and what to do – need to sell the town – launch in Spring-time
- Town Wi-Fi drive to get funding

BID had a good relationship with West Devon Borough Council who had supported the town during Covid, looking at ways to help it recover. Janna thanked West Devon Borough Council, Tavistock Town Council, Tavistock Lions Club, Rotary, THT, Chamber of Commerce etc.- it was encouraging to have so many working partnerships for the good of the town.

Chris Palmer thanked Janna Sanders for her report and especially from the Board of Directors, for all her hard work during Covid, the businesses wished to thank her too and there was a hearty round of applause from all who were present.

7. Any Other Business

There was none.

Meeting closed at 18.55.