

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

**BID AGM minutes – meeting held 19<sup>th</sup> October, 2022 at the Bedford Hotel.**

**Directors present:** Chris Palmer, Chairman. Janna Sanders, BID Manager. Valerie Davenport. John Taylor. Nigel Eadie. Katherine Wing, Accountant. Steve Lewington.

**Levy Payers present:** Paul Ward – TTC. Debo Sellis – WDBC. Carol Myott – Flapjackery. Clare Simmons – Miller & Son. Liane Hunt – Tavistock Times. Sally Collings – Miller Town & Country. Jo Butler – Visit West Devon. Guy Boswell – Tavistock Times. Tim Randell (Links Magazine), (proxy for Andrew Kirby – Estate Agents)). Janet Eadie (proxy for Bedford Hotel). Janna Sanders (proxy for Mel Bosacki – Mime Café) Prim Skedgell (proxy for Colin Kirk-Potter – Runventure)

**Apologies:** Martin and Lorna Legg – Dartmoor Cycles. Paul Henderson – Mansbridge. Angela Court – The Wharf. Jon Hosking – SW Crafts. Natalie Bibby – Cabana Interiors. Steve and Heather – Heather, Jane and Co. Gemma Lewington – Love Rupert.

**The Chairman, Chris Palmer, welcomed those present to the 12th 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 2021

It was proposed by Valerie Davenport and seconded by Nigel Eadie that the minutes of AGM 2021 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 – Chris Palmer advised those present that the BID Projects were categorised into 4 areas.

#### Business support and Communication

Town Centre support –

- Continued to work closely with partners during current economic crisis
- Partnerships going from strength to strength
- Good relationships with community and Schools
- Continue to receive tremendous support from TTC, WDBC and DCC

Covid-19 support –

- Supporting Levy Payers with applications for Government funding where needed
- Successful application made for Community Recovery Fund

Funding –

- Over financial year, 91.5% of the annual Levy has been collected, providing £78,285
- Secured £76,759 of additional income through grants and sponsorship from Community Recovery Fund, Devon Elevation Fund, ERDF,
- Thank you to our Sponsors over the year – Kirby Estate Agents, TJ's and LJ's Fish and Chips, The Original Pasty House, Links Magazine, Morris Bros, DCC and Hansford Bell

Free Town Wi-Fi

- Successful request for funding for free town Wi-Fi
- Surveying what is possible – help to identify us as a digitally smart town and enable us to understand our visitors more

#### Tavistock Gift card –

- Secured £36,000 of spending in the town since its launch in November 2020
- Further development of gift card to broaden its appeal and will continue with marketing campaigns
- BID remains committed to funding the ongoing costs so there really is no reason not to be involved and I would encourage all businesses not already signed up to the scheme to do so asap!

#### Marketing and Promotions

##### Visit Tavistock website –

- Updated regularly with new and relevant content
- Continued improvements to the Visit Tavistock Website
- Priority to continue increasing the number of visitors to the site using social media and the Tavistock Local App
- Listings are provided for all levy payers businesses on both platforms

##### Town Merchandise

- Jute bags
- Fridge magnets
- White mugs
- Black mugs
- Pens
- Tea Towels

##### Facebook, PR and Advertising

- Regular and engaging posts on social media
- Additional advertising in local publications in the South East to encourage visitors from further afield

#### Events

##### Dickensian Evening and Christmas Light Switch On

- Successfully returned in 2021
- Listened to feedback and have planned changes for 2022

##### Platinum Jubilee weekend -

- In collaboration with TTC and WDBC
- One of the region's best events

##### New and Continuing Events

- Windows in time
- Food and Drink Trail
- Branch Out Trail
- Seasonal Town Trails
- Paint the Town

#### Around the Town - Placemaking

##### Christmas Lights –

- BID continues to fund the Christmas lights with ongoing costs of repair and replacement
- New Christmas motif lights were purchased for Plymouth Road to extend the area and include the new levy payers

##### Hanging baskets –

- Again BID continues to fund the hanging baskets each year and provide planters

##### Town Signage –

- New signs installed at the bus station and Plymouth Road
- Signs also installed in Riverside and Bedford Car Park

##### South West in Bloom –

- Won Gold in the BID category
- Overall Winner across the whole South West!

#### 4. Approval of Accounts

Katherine Wing presented the accounts for the year ending 31<sup>st</sup> August, 2022. The Chairman had covered the points in his report. The accounts were available for those attending the meeting. Copies can be obtained from the Registered Office on request.

#### 5. Appointment of Directors

The Directors' who are standing down in rotation were **Colin Kirk-Potter** and **John Taylor**, both were willing to return. It was proposed by Chris Palmer and seconded by Valerie Davenport that they be re-elected. This was agreed. There was a new name brought forward to the meeting to stand as a Director - **Clare Simmons** from Millers this was proposed by John Taylor and Seconded by Chris Palmer – all agreed. Clare told the meeting that she had grown up in Worcester, went to live in Houston, Texas for some years, then came to this area to work in Tavistock/Okehampton Office. She lives just north of Okehampton in Exbourne.

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

#### 6. Projects for the coming year - BID Manager

Janna Sanders, BID Manager led the meeting through the Plans for the next year –

##### Christmas in Tavistock –

- Tavistock Gift Card promotions – propose to promote various categories – Eat and Drink Tavi – Shop Tavi – Deli and Local Produce – Fun Tavi – Tavi Lifestyle – Tavi for Treats
- Free from three parking – starting Thursday 1<sup>st</sup> December – to incorporate all Thursdays, Fridays, Saturdays throughout December
- Shopping campaign for 3-5pm. on these days
- Promote Sunday opening throughout December
- Dickensian Window Dressing Competition
- St Eustachius Christmas Tree Festival
- Repeat of lighting in the Churchyard
- Christmas markets – 4<sup>th</sup>, 16<sup>th</sup> and 23<sup>rd</sup> December
- Christmas Festival 11<sup>th</sup> December
- Pannier Market Monday openings 12<sup>th</sup> and 18<sup>th</sup> December

##### Marketing strategy –

- Recent Visitor report from CACI showed who our Visitors are and where we are under performing The new Visit Tavistock theme for 2022-23 and content pushed out to the areas where Visitors currently come from and those where Visitors should come from – working with Jo Butler on this
- Push towards digital - re-evaluate scale of current print advertising. Collaborations will continue with local press, plus Visit Dartmoor, Dartmoor Magazine, Dartmoor National Park and Visit Devon
- Jo Butler and Debo Sellis work together Heritage Town/link with Cornwall
- Marketing high on the agenda
- VIC noted lot of Visitors from Surrey!

##### Christmas lights –

- New lights needed in a number of town centre streets and these will be sourced accordingly
- Due to popularity of the coloured lights in the Churchyard, we will continue to fund these and seek sponsorship again this year
- Discuss further in New Year

##### Town centre support –

- Our priority will be to continue working closely with relevant partners during the current economic challenges. Identifying any funding opportunities or support packages and supporting businesses to ensure our high street continues to perform well in the region

##### Townscape improvements –

- As well as managing updates of the town's directory signage, we will continue to work with landlords to improve the visual appeal of empty properties
- There will be ongoing collaboration with the Community Gardeners to keep the town planters looking at their best
- Seek alternative source for provision of next summer's hanging baskets in greater collaboration with TTC

### **Helping you and the town to thrive –**

- Request for funding for free town WIFI was successful - now in early stages of surveying what is possible with the limitations of a heritage town
- Project will identify us as a digitally smart town and enable us to understand our visitors more.
- We will be further developing the Tavistock Gift card offering to broaden its appeal and bringing more businesses onto the programme

### **Events –**

- Re-visiting plans for a new annual Cream Tea event in the Spring/early Summer with a view to launching it with accompanying record-breaking attempt for the largest Cream Tea in multiple venues - spread event throughout the town to the benefit of all
- Put support behind a new music festival – led by Seth Lakeman's Management company
- Looking at ways of repeating the success of the Jubilee Gala Day as an annual, or bi-annual event or even smaller weekend festivities throughout the summer months
- Coronation?

### **Visit Tavistock –**

- Priority to continue increasing visitors to the town website – using social media, the Tavistock Local App and Visit Tavistock website to direct traffic. Listings are provided for all levy paying businesses on both platforms
- Focus on building mailing database, publishing regular Visit Tavistock newsletters and regular blog post
- Launch membership of the Visit Tavistock brand as numbers grow, encouraging other local businesses to buy into it
- Develop a new 2023 Town Guide in the current A5 format and increase merchandise products

Any questions?

Tim Randall thanked Janna for all her hard work, seconded by Jo Gilbert, thirdered by Debo Sellis!

### **7. Any Other Business**

There was none.

The Chairman – Chris Palmer, thanked everyone for attending the meeting and their continued support for the Town – looking forward to working together for the next year.

Meeting closed at 19.05