

MINUTES OF THE BOARD OF DIRECTORS 'MEETING

DATE 24th May, 2023.

LOCATION: Bedford Hotel, Tavistock. 6.00pm.

ATTENDEES:

Janna Sanders - BID Manager (JS)

Katherine Wing – Wings Accountants (KW)

Clare Simmons – Millers Estate Agents – (CS)

John Taylor – Grenville Estates (JT)

JS welcomed Councillor Hipsey

Item ref	Agenda Item	Decision /Action
1	APOLOGIES	
	Fergus Biram. Colin Kirk-Potter. Steve Lewington. Chris Palmer. Prim Skedgell.	
2	MINUTES OF THE LAST MEETING	
	Some Directors had not read the minutes from the Board meeting 19 th April, 2023. These would be re-sent and approved at the next meeting	
3	BOARD UPDATE –	
	<ul style="list-style-type: none"> Welcome Cllr. Steve Hipsey – TTC Representative 	
4	FINANCIAL REPORT	
	<ul style="list-style-type: none"> KW provided an update on the budget – no areas of concern Town Guide 2023 still to be billed 	
5	GETTING THE WORK DONE- communication and BID Team organisation	
	<ul style="list-style-type: none"> Collaborations with Visit South Devon (VSD) off to a slow start – April newsletter postponed until May due to issues with our distributor platform. All contacts now moved to Sender and newsletter expected to be sent shortly – website update in progress – newsletter sign-ups have increased from less than 50 in October to 1741 – really great progress VSD updated our content plan – Visit Tavistock (VT) workshop on Tuesday 23rd May well attended and went off successfully- good engagement from businesses attending and hope this will drive content provision for the website – content plan shared and business toolkit will be drawn up and circulated Meeting agreed that BID should host another Visit Tavistock workshop in the summer 	
6	ON STREET PARKING – BUSINESS SUPPORT	
	<ul style="list-style-type: none"> No change with Stop the Meters campaign., Current status – petition stands at 2290 signatures/323 paper petitions handed in with more to come. Crowdfunder ended with £510. Initial survey indicates 89.1% said they would 	

	<p>reduce their visits if metered nor not visit at all (288 out of 323) – 10.9% would not change their habits (35 out of 323)</p> <ul style="list-style-type: none"> • 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 • JS to email Cllr. John Hart and Meg Booth, pressing for confirmation of the above • No contact from Cllr. Sellis – JS to contact by email • Petition chugging along and data gathered from printed surveys very insightful • SH and JS put dates together for time and motion study 	<p>JS</p> <p>JS/SH</p>
7	AROUND TOWN (empty units/store closures and openings)	
	<ul style="list-style-type: none"> • No updates on empty premises and businesses closing/opening • Funding for window vinyl’s (Oggy Oggy/Clintons and M&Co) Cllr. Jory investigating – CS suggested asking local students to design images for the windows that could be drawn on with removable pen (on the insides) JS to contact Landlords in first instance • Town signs – JS working with Fatcalf to update signs in coming weeks using existing ERDF funding 	<p>JS</p> <p>JS</p>
8	BUSINESS SUPPORT	
	<ul style="list-style-type: none"> • No updates from WDBC regarding Landlord incentives for empty units • Wi-Fi – initial survey has taken place – no pricing provided as JS needs to go back to Renovotec with some answers – also awaiting further details from Renovotec re costs for support packages – all Members agreed at the meeting that the report was insufficient – JT concerned about bias towards Duke/Brook Street – JS explained that this would be the first installation and is the place that is most sketchy with current 3G/4G coverage – JS to send report to Chris Shears at WDBC and go back to Renovotec with our concerns about value for money of the report • Email sent to businesses regarding scaffolding on Town Hall – expected until September 2023 – this is to complete essential maintenance on the façade and roof – Markets will still go ahead as usual and hopefully impact to visitors will be minimal 	<p>JS</p>
9	MARKETING/PROMOTIONS	
	<ul style="list-style-type: none"> • Sustainable Tavistock was a topic for discussion at the VT workshop and will form part of the town’s participation in ‘Great Big Green Week’ commencing on 10th June – according to Trip Advisor, 1 in 4 of us consider sustainability credentials before shopping/visiting a business/town – JS working with Fatcalf media to devise a new Sustainable Tavistock map/guide – Businesses have been invited to send over their sustainable credentials for inclusion. Visit Tavistock should also create a Green Vision (see Visit South Devon Sustainability Pledge for reference) • The Dog Friendly blog was received well and comments were received about it not being obvious where in town you would be welcome with your pooch. Tim at Fatcalf is designing a ‘@Dogs Welcome Here’ sticker for windows • Tavistock Times Business Club – Jo Butler commented that our click through rate on digi ads in Surrey titles was very low – questioning whether it is worth it – she suggests taking a banner ad on Visit Devon or Visit Dartmoor to see how that compare in order to make an informed decision about the value of the business club 	

	<ul style="list-style-type: none"> • JS has reduced print advertising in Tavy and Moor Links with Oke Links also for discussion – new advertising in the Plym Links Central • After the success of the March Fiver Fest – do we want to do another one in July? Costs to us in region of £250? – JS to poll businesses • Tavistock Local App – questions raised at the VT workshop about the value of this – JS to expand • Traffic to the website in the past 30 days up again by 14% on last month so continuing to move in the right direction – unique visitors up another 6% and average session duration up significantly to 4m 54 – referrals are up again from Google by 23% - 81% of all traffic is via mobile – What’s On page and the Blog are the most frequently visited pages – Facebook reach was 33k in the last month, up 33% 	JS
10	EVENTS	
	<ul style="list-style-type: none"> • Great Big Green Week – 10th -17th June • Cream Tea 2023: – Relatively poor response from hospitality businesses for this celebration of our Cream Tea status – also probably too late for a Tuff-off but JS to check with Mike at The Bedford – and all other hospitality businesses • Miss Ivy Festival – 24th/25th June – Meadows • Tavistock Carnival: 15th July – Lions asking for more businesses to take part • Miss Ivy Caribbean Rum and Pirates day – 29th July – Bedford Square • Miss Ivy Lazy Sunday Markets – running through August – no response from TTC regarding the use of Bedford Square but in the light of the scaffolding we are better placed to save our money • Heritage Open Days – JS involved with initial discussions with key partners – 2023 theme is Creativity – we will hold HOD page on the VY website and promote accordingly – JS to look at town trail around the Windows in Time characters – also intend to launch the Children’s film 	JS
11	CORONATION – DE-BRIEF	
	<ul style="list-style-type: none"> • Projected cost £2,758 • Event well received and footfall improved as the day went on – weather held off which encouraged people into town who otherwise may have stayed at home – Visitors came from out of town too - low key affair but a good celebration for the town of the occasion – JS arranged for badges to be made for the children taking part in the dancing and singing – also financed the ribbons for the maypoles – but can consider holding maypole dancing next spring and perhaps creating an annual event around this 	
12	HANGING BASKETS	
	<ul style="list-style-type: none"> • Final costs from Westcountry Baskets - £5643.00 – baskets are already looking good • TTC watering twice w/c19th May – JS to advise about next week depending on the forecast – reminder – 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 • Tavistock Times had requested a quote from BID regarding the reduction in the number of baskets and some businesses feeling ‘short-changed’ – JS response ‘Tavistock BID is committed to providing hanging baskets throughout the town and this project forms part of our 2021-2026 business plan having been identified as a priority by 90% of the town’s businesses – 15% of our annual budget is spent on this singular project alone. With the number of baskets being requested by businesses rising every year, we determined that we 	

	<p>needed to find a more sustainable way of delivering the town's floral displays and, therefore, committed to the provision of a general display throughout the town that benefits all. While they are an important part of the placemaking work that we do for the town, our focus this year is necessarily on other support for the high street, and we have faced unexpected costs of £5,000 for our Stop the Meters – consequently a survey of baskets was undertaken to reduce them where possible, such as at empty properties – we are still installing the baskets at this time and are unable to comment on specific locations, some of which are still in progress.</p>	
13	<p>COLLABORATIONS –</p> <ul style="list-style-type: none"> • Guildhall now reopened – THT still undergoing negotiations with TTC about future plans • Tavistock Fringe has requested help with funding their festival booklets 	
14	GIFT CARD – Overall total sales £44,214.00	
15	MANAGER UPDATE – nothing to report	
16	CHAIR UPDATE – nothing to report	
17	<p>AOB</p> <ul style="list-style-type: none"> • BID levy – rateable values – Steve Henstock has emailed to confirm that rateable values in the BID area will reduce in total by £249,500, this will mean a reduction in levy of £4,500 – JS to check with Mel Richardson as to whether the levy remains at 2017 rates until re-ballot • Town Planter still to be resolved 	JS
18	Date of next meeting – 21st June, 2023	