

# Tavistock

BUSINESS IMPROVEMENT DISTRICT

**Tavistock BID Ltd**

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## MINUTES OF THE BOARD OF DIRECTORS' MEETING

**DATE:** 17<sup>th</sup> May, 2017 AT 6.00PM

**LOCATION:** THE BEDFORD HOTEL, TAVISTOCK

**ATTENDEES:**

Lisa Piper – BID Manager (LP)

Nigel Eadie – Original Pasty House (NE)

Andrew Baker - Potter Baker (AB)

Mandy Ewings (Original Barbershop) ME

Robin Rich – I Love Candy (RR)

Cllr. Harry Smith – TTC (HS)

Penny Samuels – Brocante (PS)

Becky

Item ref	Agenda Item	Decision/Action
1	<b>APOLOGIES</b> Kate Royston. Ruth Kelly. Giles Newby. Martin Hawkins.	
2	<b>MINUTES</b> It was proposed by AB and seconded by HS that the minutes be accepted as a true and accurate account of the meeting in April.	
3	<b>GETTING THE WORK DONE</b> <b>BID Managers report – LP submitted her report:-</b> <ul style="list-style-type: none"><li>• <b>Communication and BID Team organisation</b> – The Blog is updated weekly on the site <a href="http://www.tavistockbid.co.uk">www.tavistockbid.co.uk</a> - website updated weekly – request for hanging baskets sent out and processed</li><li>• <b>Marketing – Website</b> – LP reported that they have been building content and meeting with Cameron to go through the design and amend as required – finding imagery is difficult – 4 to 5 shots of Tavistock required - contacted local photography groups and are awaiting images</li><li>• <b>Cameron – Westcountry Website</b> – came to speak to the Directors and work through how it was set up – he said his function was to empower Becky and LP – fully functional website that we can alter – Visit Tavistock website - all going to plan – perhaps run competition to get good visual shots of Tavistock – including children – different themes – to run over the weekend and pictures to be received by 9.00am. Monday morning during July/August – amateur or professional? – just amateur – prize? - various questions asked and answered</li><li>• <b>Totally Locally</b> – Tennertastic promotion put through Tavistock Times – businesses still not sending offers through the links – 72 in the first time launch 2 years ago provided – 32 businesses took part – do we continue this monthly or bi-monthly – discussion – decided to leave for the Summer and pick up again in September – do research</li><li>• <b>Events - Business show</b> – mostly Plymouth Businesses in attendance – suggest next year we attend to network not to exhibit – <b>Summer events</b> – to encourage foot-fall into the Town – Marvelous</li></ul>	

adventure – 9 mtr. tent in Square - issue wrist band – children come back all day - £2.50 per day - craft weekly on a Tuesday – working with wool – Wool Makers from Albaston – Miss Ivy’s end of August – 6 Alice in Wonderland characters around the town all day – Thursday – ‘Going on a Bear Hunt’ - Pirates – Treasure hunts – Town trails – entry forms/clues inside various shops on the wall – ½ way through get a Pirate hat – Treasure chest at the end , presents wrapped in gold paper (worth £1) – trail on Tuesdays and Thursdays and in between – permission/printing required - £3,000 approx. (£2,000 heritage festival cancelled) – Friends of Tavistock Trust – Gerri and Gail write to the Town Clerk and hopefully set this up again – need to use Dave Turner – about £3,000/£4,000 spare as things are coming in

- **Bloom** – 193 baskets this year – 150 will be up in time for the Garden Festival with the remaining baskets being put up 2 weeks after – judging for the BID award is 5<sup>th</sup> July
- **Empty Units – update** – Scruples are re-locating to the Past and Present building (to be confirmed) – Fat Goose has been re-named The Dining Room and opens the beginning of June – LP has contacted Rick Steins CEO for clarification, but she had not heard of any new openings being planned
- **‘Your Town’ publication** – LP passed around the new ‘Your Town’ publication for Directors to look at – 500 currently being distributed further 200 for distribution to campsites, TIC, events etc. so far received 2 comments, 1 negative and 1 positive – circulated in the town and GN has some in the Estate Agents – costings split between BID, Chamber and TTC

**Tavy Links** – compiled information page for Tavy Links which will be published in the next edition – this was foc

- **Business Rate Relief fund** - Cllr. Oxborough advised that he cannot divulge the details of how the relief will be distributed at the present time until it goes to the HUB meeting – look in Treasury budget as there would be a stipulation of what the fund is and how it should be spent - ME suggested that we write to Head of Finance to find out how money will be spent - AB will do this and RR will sign it – ME will ‘phone LP after the HUB meeting 20<sup>th</sup> June
- **Car Parking – Car Park Strategy meeting** – discussed raising the car park costs, but agreed to review this in 12 months – LP asked about the surplus funds raised by parking, and whether a copy of the stipulations on how the money can be spent could be forwarded to her with a view to investigating whether a multi-storey car park could be built on Abbey Rise as a result of the benchmarking report – also a new policy put forward by the group stating that parking is nearly at capacity and with future housing developments planned, more parking will be needed – Co-op have agreed to jointly fund the refurbishment of the Brook Street car park – specification plan needs to be drawn up and then the tender process started, which needs to be opened up to the European Union due to its size – LP asked for a timeline to be sent to BID so that levy payers can be advised of the timescales
- **Meercat Associates** – LP has looked into the company and successes they have had with other BID’s – awaiting a call back to discuss how they could help Tavistock – CEO meeting 15<sup>th</sup> June with BID Managers in Cornwall – Exeter closest to us – Swansea does work,

AB/RR  
ME

	saves £4,000 – LP will look at this in Cornwall – make decision later – NE said that the ‘Plymouth waste scheme’ had cost a lot of money and was problematical	
<b>4</b>	<b>MARKETING/PROMOTIONS</b>	
<b>4.1</b>	<b>Totally Locally</b> – dealt with under 3 above	
<b>4.2</b>	<b>Summer holiday ideas</b> - covered under 3 above	
<b>4.3</b>	<b>Joint leaflet with Chamber and Town Council update</b> – dealt with under 3	
<b>5</b>	<b>AROUND TOWN</b>	
<b>5.1</b>	<b>Bloom</b> - dealt with under 3 above	
<b>6</b>	<b>BUSINESS SUPPORT AND LOBBYING</b>	
<b>6.1</b>	<b>Empty Unit update</b> – dealt with under 3 above	
<b>6.1</b>	<b>Business rate relief</b> – dealt with under 3 above	
<b>7</b>	<b>PARKING - car park strategy update</b> – dealt with under 3 above	
<b>8</b>	<b>FINANCIAL REPORT</b>	
	AB circulated the financial report up to the end of April and talked through the present situation	
<b>9</b>	<b>ANY OTHER BUSINESS</b>	
<b>9.1</b>	ME asked how people were able to advertise in the Tavistock Guide – 32 possible slots – NE explained that those who had advertised for some time were given the first option – slots offered to new businesses at a discounted rate on the basis that when this was done in Chamber they wanted to make a reasonable profit – BID could perhaps reduce the price and make it easier for people to advertise – may be 3 or 4 slots a year become available – people approach if they want a slot	
<b>9.2</b>	PS – raised that this week was Dementia awareness week – she had registered her shop - and felt that this should be adopted in Tavistock – ME pointed out that Tavistock had a Dementia Friendly status already – there needs to be a list of businesses who are dementia friendly – put this on website – ME will give details to LP	ME
<b>9.3</b>	ME – said that there was a Fashion shop advertising for staff in Tavistock – no-one seems to know who it is or where the shop is	
<b>10</b>	Wednesday 21 <sup>st</sup> June, 2017 at 6.00pm. at the Bedford Hotel	
<b>11</b>	The meeting closed at 8.05pm	

