

Tavistock

BUSINESS IMPROVEMENT DISTRICT

Tavistock BID Ltd

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MINUTES OF THE BOARD OF DIRECTORS' MEETING

DATE 19TH February, 2020 at 6.00pm

LOCATION: THE BEDFORD HOTEL, TAVISTOCK

ATTENDEES:

Janna Sanders - BID Manager (JS)

Valerie Davenport – Kaleidoscope (VD)

Cllr. Paul Williamson – TTC (PW)

Brett Kinsman-Daw – ABC (BKD)

Kevin Hailey – Chairman - Abode (KH)

Katherine Wing – Wings Accountants (KW)

Nigel Eadie – OPH (NE)

The Chairman welcomed Geri Parlby and Carl Hearn who would give a presentation regarding Heritage matters in Tavistock later in the meeting.

Item ref	Agenda Item	Decision/Action
1	APOLOGIES	
	Chris Palmer. Colin Kirk-Potter	
2	MINUTES OF THE LAST MEETING	
	Minutes of the January meeting had been circulated and were accepted as a true and accurate record of that meeting– proposed Nigel Eadie, seconded Valerie Davenport – all agreed.	
3	<p>Presentation THT Guildhall Project</p> <p>Gerri Parlby – Chair, Tavistock Heritage Trust (THT)</p> <p>Carl Hearn – Town Clerk Tavistock Town Council (THI)</p> <ul style="list-style-type: none"> • Townscape Heritage Scheme is a regeneration scheme which focuses on generating jobs and protecting architectural heritage. 4 components: critical buildings, priority buildings, public realm and complimentary initiatives (eg: training which adds value to community and stakeholders). • 2 Critical buildings have been delivered – Pannier Market & Butchers' Hall. • Priority buildings that have been delivered are – 1 Church Lane, Kingdon House and West Street. Kingdon House was initial a reserve project. • Public Realm includes Pannier Market surround and Guildhall Car park. There was an aspiration to increase footfall up West Street with further public realm works but this was unable to proceed. • WDBC was unable to finance the project so TTC took it on – first for the Country to have a Town Council go ahead with a scheme like this. • Close to £3 million has been invested into the town over 5 years. • THT was created to work alongside TTC on the project. • Guildhall will be an historic building in its own right with Interpretation Centre and sitting well alongside the Museum – It will be a destination centre and will draw people into town. 	

	<ul style="list-style-type: none"> In order to develop it into a community centre, THT will need to work with BID – feature heritage films, lectures, talks, walks, festivals – with sensitivity to other organisations in the town. There will be no café – retail outlet, heritage based. NE suggested that 2 sides of A4 should be produced to pass out in the Town/to public/shops and link up the various things that are happening. Copies for Street Ambassadors to take around businesses – hoardings could have information regarding Guildhall, car parks and history. Guildhall and Police Station combined is one of the first in the Country Geri Parlby and Carl Hearn would continue to work with JS – JS thanked them for coming to speak to BID Board of Directors. NE said there was a need to connect what is going on with regard to heritage with the Business community, as there was some negativity – scaffolding being very negative, but actually showing investment by businesses! Need businesses to be behind the whole thing – BID needs to circulate a positive message about the project. NE and PW will send a letter of thanks to Geri Parlby and Carl Hearn. 	JS NE/PW
4	GETTING THE WORK DONE	
4.1	Communication and BID Team organisation - JM main tasks at present are updating the Visit Tavistock and Tavistock BID website, advertising content on Visit Tavistock – Fairtrade Fortnight plans - posting social media - updates for Passport promotion – Paint the Town and Easter trail participation	JM
4.2	Street Ambassador feedback – Nothing further to update.	
5	AROUND TOWN	
5.1	Signage – Further updates to the signage panels are in progress, but slow. JS asked Cllr. Hipsey for help with WDBC planning and advertising consent for the planters and swinging addition for Paddon’s Row sign. Planters have been commissioned from Blooming Baskets (£170). Once permission obtained JS will speak to Garry Johnson (Blacksmith).	JS
5.2	Empty units/store closures and openings - Joules has advertised for Staff for a new Tavistock store – Property department could not confirm when JS spoke to them. Dartmoor Country Clothes have Announced that they are moving into 4 Brook Street so it is possible that Joules would take over those premises. Smokey Joes has vacated. View Property has moved into Paddon’s Row.	JS
5.3	Hanging Baskets 2020 – JS had done a walkabout with Jacqui Orange prior to her leaving post – brackets in need of work identified and those missing – would be better to re-locate some brackets to have a better overall spread in the town – as previously discussed, brackets will be hung as per 2019 with businesses given the opportunity to request a bracket if they do not have one.	
6	BUSINESS SUPPORT AND LOBBYING	
6.1	Car Parking Survey 2019 – Amazing response to the survey – 88 replies – results about 50/50 –adding £2 to charges would be detrimental, as would charging from 6.00-8.00pm. JS would ask CKP to check survey numbers view on https://www.surveymonkey.com/stories/SM-R5HMP6Y9/	JS
6.2	WDBC Representative at meetings – JS had met with Cllr. Neil Jory last week to request representation from WDBC at BID Board meetings – build Town Team enabling stakeholders to have regular meetings to work towards a robust town centre plan. Cllr. Parker is revisiting a Neighbourhood Plan at TTC.	JS
7	MARKETING AND PROMOTIONS	
7.1	Tavistock Passport – Final weeks of promotion ahead so more social media coverage planned.	JM

7.2	<p>Tavistock Guide (Map) – JS circulated the initial design of the ‘new’ guide – 32pp DL leaflet concertina fold, with focus on the visitor content in the initial 8 pages – Revenue stands at £3,425 (or £3675 with additional adverts) – Costs (design and print) 25,000 - £4,441. 30,000 - £5,394, plus £450 distribution. For 25,000 we need to part fund to the tune of £1,500, for 30,000 it would be £2,374. To put this in context with other years, Revenue £3,425, Costs £2,675, profit £750.</p> <p>Discussion – Suggestion that we could do with less – perhaps only 5,000 in Tavistock itself - JS will obtain prices for 20,000 copies</p>	JS
7.3	<p>Website – Suggestion that Tavistock BID and the new Visit Tavistock website are amalgamated – this was agreed by the meeting.</p>	BKD
8	<p>EVENTS – Paint the Town – 9 schools confirmed to take part – had garlands last year from Messy Church, Community Gardens, Scrapstore, there are Guides and Beavers, TC2 etc. need to know by 10th March if they could take part – KW will send email address to JS for Beavers and Messy Church. Easter – Easter Egg hunt planned again with the theme – Mr. Men and Little Miss. Moor Otters – JS has secured an otter - cost £300 – should keep moving this around businesses.</p> <p>Summer 2020 – Trail will feature Pilgrims hidden in businesses – summer events to focus around heritage in the run up to the opening of the Guildhall – awaiting confirmation from TTC regarding availability of Bedford Square on 1st August. Suggestion – flags depicting Tavistock through the ages and focusing on mining heritage – workshop cost £65 including basic materials – concern that brackets are not well spaced and the flags would need sewing – JS will check further with Moretonhampstead who have done this before – suggestion that we have different bunting and put in windows – generally positive response – link with the Mayflower celebrations. Cream tea – Meeting with Miss Ivy and Tim Randall – keen to revisit the idea of a record-breaking cream tea in multiple venues – possible date 20th September.</p>	KW JS
9	COLABORATIONS -	
9.1	<p>Tavistock Heritage Trust – JS met with Geri Parlby to discuss a Heritage event in the summer – 1st August possible date waiting for further confirmation.</p>	
9.2	<p>Fairtrade Tavistock – Leaflet has been printed – BID funding £130 – leaflet to be circulated to participating businesses and other key locations – not much uptake of any special events for Fairtrade Fortnight, but posters will be provided for participating businesses.</p>	
9.3	<p>Britain in Bloom – Couple of meetings with Ali Sedgewick and Jacqui Orange to discuss plans for 2020 plus a mentoring meeting with Tony Moore, our judge from 2019 – ideas for ground level planters given the ‘thumbs up’ and discussion on ways that more wildlife could be encouraged into the Town Centre.</p>	
9.4	<p>Sponsorship opportunities – JS and KH have discussed further opportunities to take forward. Currently speaking with Equifleece and Kevin Georgell from CLO.</p>	KH
9.5	<p>SW BID’s – Agreed at the meeting on 13th February to create and circulate a press pack to relevant outlets and arrange a press day to start promoting the idea of a Great South West’ and explaining where a BID fits into this – footfall was reported as being down across the board – however, Exeter said that despite the 8% downturn, spend in January was up on previous years – discussed ways to increase footfall and to increase levy payer confidence in the BID – perhaps for us, arranging trainer days in shops, as we know that uptake of meetings in an outside venue are poorly attended.</p>	
10	PARKING – Coaches – dealt with under 6.1	

11	MANAGER UPDATE – Town advertising signs – Brett and JS have discussed options for this and think we have come up with a good and economic solution – Businesses could pay as little as £10 per A3 board which could be rotated.	JS/BKD
12	FINANCIAL REPORT – Katherine Wing passed around the accounts and reported that the accounts were very tight, the Christmas lights had been over-budget, there was now £300 to find for the Otters – there should be some money in from Tavistock Guide advertising – hopefully there will be some money from Sponsorship – there may be some costs with amalgamating the web-sites. KH/JS/KW will sort out the accounts system.	
13	CHAIR UPDATE – KH reported that there was nothing further to add.	
14	ANY OTHER BUSINESS – None reported	
14.1	Shop Watch – Nothing to report at present	
14.2	BID levy – JS and KH to have further meetings with Tavistock Antiques Centre and The Wharf	JS/KH
14.3	Ballot 2021 – Pick up at the next meeting	
15	DATE OF NEXT MEETING –18 th March, 2020.	
	Meeting closed at 20.46	