

## **AGENDA ITEM 12b**

### **NOTES of the MEETING of the HERITAGE ALLIANCE held on Tuesday 16<sup>th</sup> April 2024 at 11am**

#### **In Attendance:**

Representing Tavistock Museum – Tony Rose  
Representing Tavistock Heritage Trust – Steve Grummitt  
Representing Tavistock Town Council/Guildhall Heritage Centre - Wayne Southall, Louisa Semmens, Andy Hutton  
Representing Tavistock BID – Janna Sanders  
Representing Tavistock Subscription Library – Ruth Blowey  
Representing Life Stories and Rediscovering Tavistock Abbey – Simon Thompson

#### **1. CONFIRMATION OF NOTES:**

- a) The Notes of the meeting of the Heritage Alliance held on 12<sup>th</sup> March 2024 were confirmed as a true record of the meeting.

#### **2. HERITAGE ORGANISATIONS UPDATES:**

- a) Tavistock Museum confirmed that they had had a successful re-opening event on the 30<sup>th</sup> March with a total attendance of 330 visitors. Judging the trend in recent weeks the museum explained that they were expecting around 4,000 visitors over the season, with their target set at 5,000. Attendees were also advised of the good news that the museum had secured a D-Day exhibition and that they were in the possession of a short film regarding the American D-Day reunion which could be projected in the Guildhall courtroom.
- b) Guildhall Officers provided an update on the recent Heritage Fair held on 16<sup>th</sup> March, and it was widely acknowledged that the event had been a success. Attendees agreed a provisional date for a repeat event, to be held on a similar footprint within the courtroom and Robing Room, planned for 21<sup>st</sup> September 24, 10:30-3pm. Tavistock Museum advised that they had potentially recruited four volunteers from the Fair held on 16<sup>th</sup> March. Suggestions to be considered for the next Heritage Fair included to implement a strategy around promotion, to incorporate 5-10-minute talks throughout the day, to get visitor feedback (format to be agreed), to ensure that stalls are covered by their respective organisations for the duration of the event, and that representatives of organisations should wear lanyards or the equivalent to differentiate from the public.
- c) Attendees were provided an update on the 'Rediscovering Tavistock Abbey Project' more specifically in relation to the procurement process, the additional match funding from the Council financially and in directly employed labour, and the anticipated timeframes for Phase 1 works, with start date on site scheduled for end June/early July. It was also explained that there was a broad range of interested volunteers, with plans in place pertaining to engagement with schools, holding exhibitions, undertaking targeted press

releases and that an 'expression of interest' application was shortly to be submitted to NLHF outlining funding breakdown needs to deliver further significant stages of the project.

- d) Pertaining to TASS, it was explained that they were looking at projects, including exhibitions which were focussed on working closely with schools as well as collaborating with Tavistock Museum on a concept specific to a social history project relating to WW2 refugees.

### **3. ADVERTISING/WEBSITE:**

- a) The BID Manager reinforced the principles of utilising 'Visit Tavistock' as a central hub with links to heritage sites, but explained that it was essential to have a co-ordinated approach between all partners, around methodology of messaging and branding. The concept of the shared calendar was again explained for promoting events and the BID Manager outlined the approach and format which was preferred to make the administration more effective. It was agreed that it would be helpful to form a dedicated focus group to review website provision and social media pertaining to the heritage community and 'Visit Tavistock'. It was also explained that the BID Manager was intending to spend some dedicated time within the VIC to look at how respective organisations can co-ordinate arrangements/commonality of messaging pertaining to the respective roles of THT re: VIC and how that links with Tavistock BID.

### **4. HERITAGE OPEN DAYS**

- a) The dates were again outlined for 2024 Heritage Open Days, spanning from 6<sup>th</sup> to 15<sup>th</sup> September. Tavistock Museum confirmed that they had reserved Butchers Hall for 13<sup>th</sup> September. There was a further discussion on how all heritage organisations could support THT re: aspects of the delivery of Heritage Open Days and it was acknowledged that the current arrangements, re: capacity and resource implications was not sustainable.

### **5. OTHER BUSINESS:**

- a) A discussion arose regarding the Heritage Newsletter and attendees agreed that it would be helpful to have the format explained and to understand how regularly it would be produced and what the intended methodology of distribution would be.
- b) The group highlighted their concerns around the amount of subject matter on each Heritage Alliance Meeting, feeling there was a lot of repetition, that decisions/actions were not always being followed through prior to the next meeting and that there needed to be realistic objectives set, based on respective organisations capacity/resource challenges, with it being helpful, if viable, that decision makers should be in attendance. It was agreed that it was essential to discuss and agree the Heritage Alliance's aspirations/targets for 2024/2025.

- c) It was agreed that the next date for the Heritage Alliance Meeting should be based on key representatives being in attendance.