

## **AGENDA ITEM 7**

### **NOTES OF THE MEETING of the HERITAGE ALLIANCE held on Wednesday 25<sup>th</sup> SEPTEMBER 2024 at 11am**

#### **In Attendance:**

Representing Tavistock Heritage Trust – Geri Parlby  
Representing Tavistock BID – Janna Sanders  
Representing Tavistock Parish Church – John Rea  
Representing Tavistock Museum – Tony Rose  
Representing Life Stories and Rediscovering Tavistock Abbey – Simon Thompson  
Representing Tavistock Town Council – Louisa Semmens  
Representing Museum of Policing in Devon and Cornwall – Andrea Leggett  
Representing Tavistock Subscription Library – Ruth Blowey, Simon Dell  
Representing Tavistock Local History Society – Chris Bellers  
Representing West Devon Borough Council – Cllr Caroline Mott

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

a) The Notes of the meeting of the Heritage Alliance held on 23<sup>rd</sup> July 2024 were confirmed as a true record of the meeting.

#### **2. HERITAGE OPEN DAYS (HOD) WASH UP:**

a) A summary was provided by each organisation relating to their involvement in HODs.

- TASS had organised a talk on the 3 Schools Project. Although only three people attended, the event was considered a success since it was the first since 2018. It was explained that plans are in place to raise more awareness for this project moving forward.
- The Church led three tours during HODs which overall were successful and received positive feedback with 20 attendees for the first tour, 3 for the second and 10 for the third.
- The Subscription Library reported that visitors this year were far more interested in heritage than in previous years, marking it as the best year to date.
- Despite the poor weather, the History Society explained that the Heritage Walk went smoothly and was generally well-received.
- The Museum of Policing explained they were extremely busy, welcoming over 180 visitors, with excellent feedback. The following Friday saw an additional 83 visitors.
- Tavistock Museum explained they had hired Butcher's Hall and that it was a great success, welcoming 137 visitors in addition to selling £56 worth of books.
- THT organised a talk on the Tudor Ship Project, which was well received attracting 80 attendees with a VIP event that followed. The Saturday 'Pirate Day' assisted with encouraging 300 visitors to pass through the Guildhall. It was agreed a meeting would be scheduled

with General Manager to discuss arrangements/procedural expectations for any future comparable events. Additionally, THT organised the Reverend Stones Talk which generated significant interest, with 25 people attending the first talk.

- b) Overall it was agreed that the programme for HODs had been well received and contained the correct information and was very informative, apart from a small error relating to the date for Mount Kelly, which was handled by the hosts who still provided a tour on the alternative date. It was also suggested that it was a good idea to consider providing 'review cards' for visitor data/feedback.
- a) THT provided an overview of the promotional methodology/associated data for HODs which included: the programme was emailed to 400 people with a 64% open rate and 21% click-through rate, a series of 7 blog posts were published, running for 7 weeks, THTs website saw 1,900 visitors during this time, a targeted blog post was used, costing £30, reaching an audience of 6,000 and 376 people expressed interest in the event through the online platforms. It was explained that there are plans to explore additional content, including potential podcasts with Sue Spackman and Alex Mettler, to expand outreach further.

### **3. HERITAGE ORGANISATIONS UPDATES:**

- a) A discussion was held around the partnership project relating to transcribing a series of 40-minute oral histories from various locations around the town. The group discussed how best the collection could be made more accessible, including creating QR codes around the town. The group then explained that it was worth exploring the benefits of working closely with The Box, acknowledging the importance of storage areas being at the right temperature and relative humidity and it was agreed that a subgroup would be formed to look at these aspects in more detail.
- b) THT explained that a new addition of the Tavistock Heritage Newsletter would be released in Spring 2025.
- c) The Museum of Policing reported on the success of their 'Women in Policing' exhibition in the Robing Room and other heritage partners expressed their interest in using the space for future exhibitions.
- d) The Subscription Library representative explained they had received a number of historical books from the Tamar and Plymouth Fishing Club, dating back to 1864. These books were currently being digitised and contained valuable local history, particularly concerning the river.

### **4. OTHER BUSINESS:**

- a) Attendees discussed arrangements for Dickensian evening on 6<sup>th</sup> December with Tavistock Museum and Museum of Policing stating that they would be open on that day. THT explained that they would also consider an extended opening, dependent on whether the Guildhall Gateway Centre was open.
- b) It was agreed that the next meeting of the Heritage Alliance would be held on **13<sup>th</sup> November at 11am** in the Robing Room, Guildhall.