

AGENDA ITEM No 7

NOTES OF THE MEETING of the HERITAGE ALLIANCE held on Wednesday 29th May 2024 at 11am

In Attendance:

Representing Tavistock Heritage Trust – Geri Parlby
Representing Tavistock Museum – Tony Rose
Representing Tavistock Town Council/Guildhall Heritage Centre – Wayne Southall, Louisa Semmens
Representing West Devon Borough Council – Cllr Caroline Mott
Representing DALC (representative for WHS Partnership) – Paul Ward
Representing Life Stories and Rediscovering Tavistock Abbey – Simon Thompson
Representing Tavistock BID – Janna Sanders
Representing Museum of Policing in Devon and Cornwall – Alison Holmes
Representing Tavistock Subscription Library – Ruth Blowey

1. CONFIRMATION OF NOTES

- a) The Notes of the meeting of the Heritage Alliance held on 16th April 2024 were confirmed as a true record of the meeting.

2. HERITAGE ORGANISATIONS UPDATES:

- a) The Tavistock Museum reported a positive trend in visitor numbers and expressed confidence in reaching their 2024 target of 5,000 visitors, based on their existing daily stats. Attendees were also advised that the D-Day exhibition was in place, and was one of the most popular exhibitions from visitor feedback, and that it would run until closure in 2024.
- b) An update was provided regarding the 'Rediscovering Tavistock Abbey Project', explaining that a submission had been sent to NLHF regarding a funding application for £250,000, and that early indications were that the project principles were being considered favorably. Subject to short term funding, it was also mentioned that some investigatory excavation works may happen within the next 6 months in key locations.
- c) Tavistock Heritage Trust updated the group on the positive progress made with the Tudor Ship interpretation, explaining that the interpretation would be installed in the first old cell in the Guildhall by mid-July and that there would be a formal launch scheduled for early September. An overview of another project was provided, regarding relocating granite stones located within the Vicarage Gardens.
- d) The Museum of Policing in Devon and Cornwall explained that they were keen to recruit more volunteers with their aim to increase their opening hrs, to include Saturdays as well as Fridays. The group were advised about an event

that was happening in Tavistock Library on 4th June as an opportunity to assist with increasing the volunteer cohort.

3. HERITAGE ALLIANCE NEWSLETTER:

- a) Tavistock Heritage Trust provided an overview of the principles of the Heritage Alliance Newsletter concept, to raise awareness of heritage projects and groups within Tavistock, following the same format as Tavistock Subscription Library's newsletter. It was explained that it would be a 6-8-page document, distributed digitally, with an option to secure a hard copy for a small charge, with the aim that it would become a regular feature, frequency to be considered after the first edition.

4. ADVERTISING/WEBSITE:

- a) Tavistock Heritage Trust advised that they had a new Trustee with expertise in marketing and it was also mentioned that the existing Chair may be stepping away from Tavistock activities in 2025 due to planned relocation. Discussions were held around forming an Advertising Focus Group specific to heritage activities. It was agreed that any heritage marketing strategy needed to be aligned with a wider town strategy. Due to this it was decided that a meeting would be convened between Councils and Tavistock BID pertaining to discussing strategy and resource, and that subsequent meetings should be arranged specific to marketing the Heritage Alliance projects and also more narrowly the Heritage Quarter re: cohesive branding.
- b) The group agreed that it was important that respective organisations had to consider their aims and priorities which would then feed into a marketing strategy.

5. HERITAGE OPEN DAYS:

- a) The topic of Heritage Open Days was discussed and explained that the deadline for submissions was 20th June. It was explained that Tavistock Museum had booked Butchers Hall for this period and Tavistock Heritage Trust were considering giving a talk within the Guildhall on the Tudor Ship Project.
- b) Following on from the above, due to commitments and resource challenges it was agreed that the next Heritage Fair, that was planned for September, would be pushed back to mid/end October 24.

6. OTHER BUSINESS:

- a) A discussion then arose around how to make TASS's collection of oral history tapes more accessible and it was agreed that this would be discussed between heritage partners.
- b) It was agreed that the next meeting of the Heritage Alliance would be held on 23rd July at 11am in the Robing Room, Guildhall.