

AGENDA ITEM 9

NOTES OF THE MEETING of the HERITAGE ALLIANCE held on WEDNESDAY 23rd JULY 2024 at 11am

In Attendance:

Representing Tavistock Heritage Trust – Geri Parlby, David Conn

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 Tavistock Parish Church – Hillary Johnson

Representing Tavistock Local History Society – Chris Bellers

Representing Devon Association of Local Councils (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

The Notes of the Meeting of the Heritage Alliance held on 29th May, 2024 were confirmed as a true record of the Meeting.

2. HERITAGE ORGANISATION UPDATES:

- a) THT provided an update on the Tudor Ship interpretation, explaining that the interpretation was now open in The Guildhall for public viewing, and that an official launch was planned for 6th September as part of Tavistock's HODs launch event.
- b) The Subscription Library updated the group on the positive responses received relating to them celebrating their 225th anniversary.
- c) An update was provided regarding the 'Rediscovering Tavistock Abbey Project', explaining that an 'expression of interest' funding application to NLHF had received positive feedback and that a visit by NLHF was scheduled for mid-August to discuss the project further.
- d) The History Society explained that an EGM was scheduled for September to look at their Constitution.
- e) The Museum of Policing in Devon and Cornwall detailed plans for a "Women in Policing" Exhibition scheduled from mid-end August 2024 in the Robing Room. It was explained that the exhibition would feature mannequins dressed in uniforms, and various print media. It was also explained that when events happened within the town centre, due to the increased footfall, if volunteer resource was available the Museum of Policing in Devon and Cornwall would

attempt to open on these days to take advantage of the increased visitor numbers.

3. HERITAGE ALLIANCE NEWSLETTER:

- a) Attendees commented positively on the content and format of the newsletter. A discussion was held around what the newsletter should be called and that there was some confusion in relation to the use of the terms 'Alliance' and 'Quarter' and it was agreed that it would be titled 'Tavistock Heritage Newsletter'. It was also suggested that the back page could feature links to all the associated organisations, along with their respective logos and QR codes for easy access.
- b) It was explained that although the newsletter will typically be distributed via mailing lists, the THT representative proposed the idea of printing a special edition to be distributed at the Heritage Open Days.

4. ADVERTISING/WEBSITE:

- a) Tavistock BID highlighted what they thought was a lack of awareness about the 'Visit Tavistock' website relating to communications with visitors, noting that some volunteers were unaware of the 'Visit Tavistock' app. A discussion ensued around the best ways to improve visibility regarding both 'Visit Tavistock' and the VIC, and the importance of partnership working with an emphasis on co-ordinating approaches with engagement. The work of a new Trustee for THT was then explained specific to marketing and promotion for both the VIC and THT, especially relating to the apparent lack of awareness of where the VIC was located. This led on to further discussions around signage and branding and how this should be co-ordinated with respect to the 'Heritage Quarter', noting that there were certain restrictions due to the Scheduled Monument designation.
- b) An overview of the benefits and drawbacks of the Coach Drivers' Incentive Scheme were presented and how best partners could take advantage of visitors from this medium, e.g. 'meet and greet, promotional leaflets etc. Aligned with this was a discussion relating to opportunities that may present if respective organisations considered a planned partnership-based approach in relation to engaging with cruise ship promotions.
- c) It was explained that TTC, WDBC and Tavistock BID had met to discuss strategic approaches and the availability of budgets/resources specifically relating to town marketing/promotion and an overview was provided with regards to how each organisation allocates its funding in this area. Attendees were also appraised of the significant financial expenditure long term for TTC pertaining to the management of the Guildhall Gateway Centre, as well as the 'grants in kind' offered to heritage organisations, demonstrating the Council's strongly embedded commitment to heritage in Tavistock.

5. HERITAGE OPEN DAYS:

- a) The conversation then shifted to the upcoming plans for Heritage Open Days, with THT again delivering the co-ordination of the arrangements as well as funding the production of the brochure which would outline the full programme of events. The BID representative volunteered to create a dedicated Facebook page to promote and provide detailed information about the HOD events.

6. OTHER BUSINESS:

- a) The benefits of the scheduled WHS Conference were discussed. The (DALC) representative noted that while Tavistock is seldom mentioned in WHS discussions, this could be viewed positively, as it suggests a lack of concerns or issues associated with the town.
- b) It was agreed that the next Meeting of the Heritage Alliance would be held on 4th September 2024 at 11am in the Robing Room, Guildhall.