

Tavistock

BUSINESS IMPROVEMENT DISTRICT

Tavistock BID Ltd

Bedford Chambers, Bedford Square,
Tavistock PL19 OAD

01822 613167

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THESE MINUTES HAVE NOT BEEN RATIFIED

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MINUTES OF THE BOARD OF DIRECTORS' MEETING

DATE: 23rd May, 2018 AT 6.00PM

LOCATION: THE BEDFORD HOTEL, TAVISTOCK

ATTENDEES:

Robin Rich – I Love Candy - Chairman - (RR)
Nigel Eadie – Original Pasty House (NE)
Mandy Ewings – Original Barbershop (ME)
Janna Sanders (JS) – Newly Appointed BID Manager

Andrew Baker – Potter Baker – Finance Director (AB)
Kevin Wailey – Abode (KW)
Valerie Davenport – Kaleidoscope (VD)

Item ref	Agenda Item	Decision/Action
1	APOLOGIES	
	Penny Samuels	
2	MINUTES	
	It was proposed by NE and seconded by VD that the minutes from the April meeting were accepted as a true and accurate record – all Members agreed	
3	GETTING THE WORK DONE	
	<p>Recruitment of BID Manager – Janna Sanders appointed, due to start 5th June, 2018 – RR putting together a file to pass on to JS when she begins</p> <p>BID Managers report – Heidi/RR submitted the report in the absence of a BID Manager:</p> <p>Communication and BID Team organisation –</p> <ul style="list-style-type: none"> • Heidi is continuing to schedule posts on the Visit Tavistock Facebook page • There is a BID newsletter ready to go out now – RR has checked content • Car Parking – Consultation on proposed new car parking charges finishes on 1st June – RR proposed that BID should send a letter to TTC and encourage other Businesses to write too, NE suggested that a letter is drafted out for Businesses to sign as otherwise sometimes actually writing is overlooked, it was suggested that we should encourage Chamber etc. to write about this too – RR would talk to Heidi – it was confirmed that although the wording is ambiguous the tariff is as before – it is not 24 hours • Coaches – Certificate for the coach friendly status has now been received and is on display in the Market Reeve’s Office – Tavistock has now been added to the ‘Coach Friendly’ website – RR will speak 	<p>RR</p> <p>RR</p>

to John Birch to see if he would attend a meeting with himself JS and Dwayne Carruthers and look further into coaches coming to Tavistock from the Continent

- **Newsletter** – This has been printed and the Council have received 1,000 copies, we have 1,000 for distribution around the Town – the remaining 5,000 are with the distributor ready for delivery in the next few weeks
- **Working with accommodation Providers – Media file** – Kevin and James from Abode met with Heidi to discuss how the BID could use some of their images and drone footage. Heidi has checked file format etc. with Cameron (Westcountry Websites) and James is working on recording beautiful areas of the town.

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Marketing and Promotions

- **Dickensian** – Drafts have been received from SSG which RR has been working through. Wayne (TTC) has been given an update on progress – hope to produce drafts before the end of the week
- **May Half term** – Marvelous Event-ures are booked to provide two days of activities on Bedford Square – theme Roald Dahl – 29th May will be a ‘slime workshop’ to lower the cost to us – second event 2nd June will involve a variety of character-inspired activities – sessions will run from 11.00am.-4.00pm. – ABC designing a poster to go up in the Town – these events will be shown on facebook
- **Summer holidays** –working with the Edge and Simon Dell ‘Tavistock Alive’ – bringing Tavistock historical characters to life on a 30 minute tour, 3 tours each day on one day each week over a 4 week period - to be confirmed
- **2 weekends in September - Heritage days with TTC**
- **Food and Drink Festival August working with TTC** – Fliers out – Beer Festival in Plymouth cancelled, coming to Tavistock
- **Time Travelers** – multiple locations across Town similar to crystal maze idea for children – Wednesday 1st August
- **Be a super hero day** – sword training, galaxy map making Wednesday 15th August - working with Geri Parlby to look into options for craft days and a heritage day during the holidays. Met with Simon Dell and the Edge to discuss promoting their events - also meet with the Lions and Miss Ivy to see if she can get a complete summer calendar
- **Tree Trail and Heritage Trail** – Contact has been made with Jacqui Orange, she liked the idea of a tree trail and some trees of interest have been identified – route needs to be planned and create the trail – arrange discussions with TTC regarding plaques – working with Simon Dell to create a heritage trail across the Town – both activities can be undertaken at any time of the year
- **Bloom** – TTC have started checking all the brackets – some being taken down and will be re-used - RR will keep an eye on this because of the cost involved – quite expensive – Rising Sun Nurseries have advised that the baskets are not ready yet – delay 1-2 weeks – RR going on Saturday to look at them at Rising Sun Nurseries

RR

4	MARKETING/PROMOTIONS	
4.1	Spring/Summer newsletter – dealt with under 3 above	
4.2	Dickensian - dealt with under 3 above	
4.3	May half term – dealt with under 3 above	
4.4	Coaches – dealt with under 3 above	
4.5	Summer activities – dealt with under 3 above	
4.6	Media File – dealt with under 3 above	
5	AROUND TOWN	
5.1	Bloom – dealt with under 3 above	
5.2	Sign Brook Street – further invoice to pay - expensive	
5.3	Update signage – there have been a lot of changes in names of shops etc. BID will get strips to adhere to the signs rather than having them repainted Could BID sign be put up at the Car Wash coming into Tavistock, or Morrison’s roundabout?	
5.4	Empty units - now 19 empty premises in the town – various Businesses re- locating - look into ‘pop-up-shops’ again – photo images over whole shop – BID, WDBC and TTC work together – VIP opening mid-July they have the keys	
6	BUSINESS SUPPORT AND LOBBYING	
6.1	Car parking charges increase – dealt with under 3 above	
7	PARKING – dealt with under 3 above	
8.	FINANCIAL REPORT - AB passed around the Budget sheet for year to 31.08.18 (updated May, 2018) and talked through the present financial situation with Directors – still seems to be fairly well on track	
9.1	Any other business – discussion regarding GDPR (General Data Protection Regulation) – RR will look into this further and see what can be done via email – need to be seen to have started sorting this out – perhaps something could be sent out in writing with the August mailing for the AGM	
9.2	ME notified the meeting that Paul Williamson would be the new Representative on BID meetings from TTC	
10	Next meeting – Wednesday 20 th June, 2018 at 6.00pm. at the Bedford Hotel	
11	The meeting closed at 19.25	

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MINUTES OF THE BOARD OF DIRECTORS' MEETING

DATE 20th June, 2018 at 6.00pm

LOCATION: THE BEDFORD HOTEL, TAVISTOCK

ATTENDEES:

Janna Sanders - BID Manager (JS)

Penny Samuels – Brocante (PS)

Valerie Davenport – Kaleidoscope (VD)

Mandy Ewings - Original Barber Shop (ME)

Robin Rich – I Love Candy – (RR)

Andrew Baker – Potter Baker – Finance Director (AB)

Kevin Hailey – Abode (KH)

Cllr. Paul Williamson – TTC Rep.

Non-attendee - Heidi DeWolf – Admin Assistant (HdW)

Chairman Robin Rich welcomed Cllr. Paul Williamson to BID Board of Directors as the Representative from Tavistock Town Council

Item ref	Agenda Item	Decision/Action
1	APOLOGIES	
	Nigel Eadie	
2	MINUTES OF THE LAST MEETING	
	It was proposed by KH and seconded by VD that the minutes from the May meeting were accepted as a true and accurate record – all Members agreed	
3	GETTING THE WORK DONE	
3.1	Communication and BID Team organisation – Heidi is continuing to schedule posts on the Visit Tavistock Facebook and BID websites	
4	AROUND TOWN	
4.1	Hanging baskets – The majority of baskets have now been installed (131) and are looking good. RR and HdW are working with TTC to resolve any that are mission – hoping to get them up by end of the week – concern expressed at the overall cost of hanging baskets with checking/renewal of brackets, and costs for planting up, watering etc. look at various options – sponsorship – let Levy Payers know the costs of each basket	
4.2	Empty premises – 23 within the Town (more outside the Levy area) – Chamber of Commerce initiative to cover empty shop windows – 1 st July Taylors open 1 Church Lane as Mediterranean inspired Restaurant – Treats gone and Mainly Stationery going in there – discussed possibility of 'BID welcome pack' for new businesses opening up in the town – this would help JS as she goes around to introduce herself – RR and JS to look at this	RR/JS

5	BUSINESS SUPPORT AND LOBBYING	
5.1	Night time trade initiatives – Ben from HQ Bar is taking the lead in a pub/restaurant night time trade initiative – encourage people of Tavistock and surrounding area to eat out in Tavistock – RR speak to Ben	RR
5.2	Landlord initiative – RR will schedule a get together for the town' commercial premises landlords to discuss the way forward initiative – perhaps encourage landlords to reduce the rent to get the shops occupied	RR
5.3	Fairway Furniture unit/change of use appeal – The appeal went ahead on 12 th June – new Inspector, no notes from previous Inspector – this could go either way – results normally 4-6 weeks, but this could be earlier because of the past delays – Majestic Wines not now interested	
5.4	Car Parking charges increase update – Consultation on proposed new car parking charges finished on 1 st June – BID challenge to this proposal was unsuccessful – the fees will now be £2.50 all day	
6	MARKETING AND PROMOTIONS	
6.1	June newsletter – JS and HdW now working on content for June which will include details of the Summer Festival – July will feature an article about the Visitor Information Point – now Visitor Information Centre (VIC)	JS/HdW
6.2	<p>Summer Festival – JS has met with The Edge, Simon Dell and Marvelous Event-ures to discuss plans for the Summer – JS in the process of creating a BID calendar which she will share with HdW and Members of the Board of Directors if requested – number of gaps that she will try to fill over the summer period – JS will talk to U Skate and HdW to the Scrap Store to see what is possible – trying to keep the cost down</p> <p>The Edge – Tavistock's haunted history – proposed family walk 7th, 14th and 21st August from 3.00pm for up to an hour – walks start at Court Gate and end in the garden of the Bedford Hotel – visitors can dress up, play bowls with Sir Francis Drake and learn a medieval dance – the walks are free but need to be booked in advance, space limited to 15 people per walk – JS working on an online booking system using Eventbrite and will enlist HdW to work on this – there will be a souvenir pamphlet to take away which will include activities for the children – BID to be responsible for the printing of this – A5 size with 8 pages? – JS will get prices from ABC</p> <p>Marvelous Event-ures – Time Travelers – at multiple locations across the town visiting different periods in time – JS to work on two possible dates – budget permitting – Wednesday 1st August and the end of August</p> <p>Be a Super Hero/Unibright day – Unicorn horn making, glitter tattoos, sword training, mask and galaxy map making – Thursday 16th August – to be confirmed</p> <p>Town Trail – JS investigating the possibility of working in conjunction with TTC and Pannier Market to combine trails over the summer</p> <p>Tree trail and Heritage trail – JS checking this further with Jacqui Orange and Simon Dell – not gone any further at the moment, no indication of how long it will take to set up – PS willing to look at this if she is given the relevant information</p>	<p>JS/HdW</p> <p>JS HdW</p> <p>JS</p> <p>JS</p> <p>JS</p> <p>JS</p>
6.3	Working with accommodation providers – KH and James from Abode met with HdW to discuss how BID could use some of their images and drone footage. HdW has checked file format etc. with Cameron (West Country Websites) and James is working on recording beautiful areas of the town – will continue to work on this	KH/HdW
6.4	Coaches – JS met with Duane Carruthers regarding action plan for Looe –	

9	ANY OTHER BUSINESS	
9.1	PS had been looking into 'local currency' – she had looked at Bristol and spoken with John Elford at Totnes – not cost effective. She also asked if there was any possibility of extending the levy area – this had been looked at in the past, but would be considered again – on Agenda for next meeting	
10	DATE OF NEXT MEETING – 11th July, 2018 – at the Bedford Hotel at 6.00pm.(please note – week earlier than normally)	
11	Meeting closed at 20.20	

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	<p>locations across the town visiting different periods in time – JS still working on finalizing locations – Bedford Square, Rest Room and Church confirmed – waiting to hear from Curtis Whiteford Solicitors – also options in the Guildhall, Pannier Market and East Gate shops in the event of rain –</p> <p>Be a Super Hero/Unibright day – Friday 17th August - Unicorn horn making, glitter tattoos, sword training, mask and galaxy map making</p> <p>Tree trail and Heritage trail – JS has met with Jacqui Orange and Simon Dell – not gone any further at the moment – to be followed up – all these activities being advertised on face book, twitter and integral</p>	<p>JS</p> <p>JS</p>
6.3	<p>Working with accommodation providers –no update – KH and James from Abode met with HdW to discuss how BID could use some of their images and drone footage - she also checked file format etc. with Cameron (West Country websites) and James is working on recording beautiful areas of the town – any further high resolution images? – PW suggested someone he is working with at present – PMS would check with Graham Skedgell (used to run Natural Photos) to see if he had any that could be used</p>	KH/HdW
6.4	<p>Coaches – JS to meet with Duane Carruthers regarding action plan for Looe – waiting for him to set this up – further meet up with Alan Palin for guidance – JS investigating further contacts for distribution of the press release – JS to investigate foreign tour companies</p>	JS
7	<p>PARKING – dealt with under 5.3 above</p>	
8	<p>MANAGER UPDATE – Dickensian - JS had met with Tim Randell of Tavy Links/Chamber of Commerce , Wayne Southall and Jo Butler of VIC plus a few levy payers - Goose Fair – Tim Randell agreed to share a pitch and collaborate on a pack for Visitors – event guide up to Christmas – in a paper bag (not plastic) PS suggested a Tavistock passport with tear-off coupons so that people will come back on another occasion – Visitor Information Centre – JS had met with Jo Butler at VIC – due to open on 25th July for 3 days each week (Tues/Wed/Thurs) shared email information, discussed ways in which the website can be expanded to incorporate the town and ear as a whole with no detriment to the levy payers who are funding the site – ie. Non levy payers would need to pay to advertise within the brand – BID offered promotion space within VIC at no cost but also have been asked if we would consider funding an A1 board at VIC for £150 per year – Visit Tavistock boards will be moved over from Central in the coming days and JS asked if it would be a better use of funding to support additional boards should the need arise – discussion – it was felt that BID could change through the year an advertise specific events – Chamber of Commerce – JS met with Tim Randell to discuss ways of working together and supporting each other – no immediate movement on the empty shop initiative (some discussion under 4.2) – look into the various ideas put forward – Website – JS has met with HdW to discuss a number of easy updates that will improve the user journey – HdW will implement the newsletter sign up pop-up – once we know how much she can implement herself the further support can be obtained from Cameron (Westcountry websites) – list of email addresses circulated among Directors</p>	HdW
9	<p>FINANCIAL REPORT - There was no report to hand in the absence of AB, but he sent a message that money was quite tight – as always at this time of the year – waiting for more levy draw down at the end of July</p>	

10	CHAIR UPDATE – In the absence of RR there was no update	
11	ANY OTHER BUSINESS	
9.1	Update Tavistock Carnival) nothing Dickensian and Christmas lights) to report Night time trade initiative Landlord initiative) on these Fairway Furniture update) items	
10	DATE OF NEXT MEETING –1st August, 2018 – at the Bedford Hotel at 6.00pm. to cover Dickensian. 22nd August, 2018 – at the Bedford Hotel at 6.00pm.	
11	Meeting closed at 6.30pm.	

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