

Tavistock

BUSINESS IMPROVEMENT DISTRICT

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MINUTES OF THE BOARD OF DIRECTORS' MEETING

DATE 3rd December, 2019 at 6.00pm

LOCATION: THE BEDFORD HOTEL, TAVISTOCK

ATTENDEES:

Janna Sanders - BID Manager (JS)
 Cllr. Paul Williamson – TTC (PW)
 Brett Kinsman-Daw – ABC (BKD)

Valerie Davenport – Kaleidoscope (VD)
 Nigel Eadie – OPH (NE)
 Chris Palmer – Hansford Bell (CP)

Meeting Chaired by Vice Chairman as the Chairman was not able to attend as his Father had been taken ill

Item ref	Agenda Item	Decision/Action
1	APOLOGIES	
	Colin Kirk-Potter	
2	MINUTES OF THE LAST MEETING	
	Minutes of the September meeting had been circulated and were accepted as a true and accurate record of that meeting– proposed Chris Palmer, seconded Brett Kinsman-Daw – all agreed.	
3	GETTING THE WORK DONE	
3.1	Communication and BID Team organisation - JM has worked hard on the website since it was handed back to BID – updates completed – taking a lot of her weekly hours. Rate card created for non-levy payers which will be circulated among interested businesses locally – charge £50 per year for food and drink, - probably £75 for accommodation – 3 front spots taken for first 3 publications, need to rotate this. Her help with light switch -on much appreciated and she has been helping to collate information on Dickensian traders for the Event Management Plan – she will be at Dickensian	
3.2	Street Ambassador feed back – No-one has been out recently	
4	AROUND TOWN	
4.1	Christmas lights - King Street looking fantastic – Wharf and Meadowlands completed – problems unfortunately with Russell and Pepper Streets – had to purchase a further 63m. of lights to replace all Russell Street – cost £750 – Julian Greaves put Russell Street good bits into other areas where lights were missing – need to look at this for next Christmas as there is now a marked difference between the old lights and the new replacement ones –	

	Christmas trees all in situ – JS bought more lights to put on – speak to Debs (Pet Emporium) to see if she can look after the one outside her shop	
4.2	Signage – After BID face book poll and subsequent walk around, the majority of members opted for the street names to be in colour on a copper background – Gaby now working on final design – she needs updates on the current business directory and will do this after Christmas waiting to hear from Graham Lawrence at present regarding the proposal from AGM for planters to be underneath the signs to provide space for additional advertising – JS has met with Morwellham Furniture who will quote for wooden planters under both signs – alternative solutions from townscape companies which may well prove better value for money as they offer a 10 year guarantee – JS been in touch with Garry Johnson, blacksmith to request for quote for adding in a swinging sign under the Paddon’s Row arrow with ‘Shopping Mews and Café’ – needs permission from Graham Lawrence	JS
4.3	Empty units/store closures and openings – Lemon Grove Café and Boutique 32 now open – Le Cache to close – old Lake’s shop to opening for British Heart Foundation charity? TASS moving into Spiral Staircase	
4.4	Hanging baskets 2020 – JS reported that Wayne has confirmed that TTC will continue their watering contract next year – great news and much appreciated – NE suggested we write a letter of thanks to TTC JS will do this – TTC’s involvement is key in what is done –(PW will take a vote of thanks to TTC at the meeting tonight) – give thought to a different working structure to streamline the process and potentially look at reducing the number of baskets we offer businesses in order to fund more planters at eye level	JS
5	BUSINESS SUPPORT AND LOBBYING	
5.1	Survey 2019 update – About 30 responses to BID survey which went out in September – on the whole there is a desire for more town promotion – so extended Town Guide/Business Directors were selected as priorities – Tavy Links circulated to about 9,000 homes – don’t understand the peaks and troughs in footfall to know where to improve footfall – improve parking. Survey for Townscape Heritage sent out – JS meeting with Melinda in the New Year more information needs to be circulated about the Gift Card – once more responses to hand, they will be collated	JS
6	MARKETING AND PROMOTIONS	
6.1	Marketing strategy – Can now proceed with Visit Dartmoor advertising – JM drafted an initial Group Travel offer but itineraries need to be created – need to follow this up further in the New Year	JS/JM
6.2	Website – New look website launched and positive feedback – still working on how best to list business directories – hotels will be in distance to town centre – other pages are still to be added with time	JM
6.3	Fiverfest – October – Mixed reviews again, but positive promotion on the whole	
6.4	Tavistock Passport Offers – 2,000 Passport offers going out on Dickensian – few businesses signed up – JS walking around Tuesday/Wednesday this week – the offers are for January/February, variations of how many times these can be used - once/twice/three time/four times – stamped as they are redeemed	JS
7	EVENTS	

	<p>Halloween - Quite well attended -500 people did the trick or treat trail – thought it was better than pumpkin carving - £200 spent – JS questions whether it is worth it and what it gained</p> <p>Light switch-on – Good feed-back from this event and it was very well attended – some concern as to whether it will detract from Dickensian – will see what happens at Dickensian</p> <p>Lantern Parade – All on track – about 100 lanterns made – Mary Tavy Brentor school done about 70 – plan to parade from both ends of town and meet in the middle (1/2 West Street and ½ Brook Street)</p> <p>Dickensian – Lack of TTC staff to act as Stewards, only 6 not 12 – JS found another 5 – VD suggested that perhaps 6th Formers from the College could be used</p>	JS
8	COLLABORATIONS	
8.1	Tavistock Customer Service Excellence Awards – Really fantastic response to this both from the public and businesses – award ceremony went well – a lot of people came as it was the light switch-on	JS
8.2	Sponsorship opportunities – Mount Kelly sponsored the stage for the Christmas lights switch-on – JS has created a sponsorship document and will be circulating with Kevin in the New Year – JS met Guy Ayling yesterday.	JS
9	PARKING – Coaches – Parking questionnaire results are in and will be discussed with WDBC – nothing moving at present as Cathy Aubertin has been made redundant and will be leaving shortly	
10	Manager update – nothing further to add	
11	FINANCIAL REPORT – Nothing to report	
12	Chair update – In the absence of KH there was nothing to report	
13	Any other business – There was none	
14	DATE OF NEXT MEETING –15th January, 2020 – at the Bedford Hotel at 6.00pm.	
	Meeting closed at 19.15	

Tavistock

BUSINESS IMPROVEMENT DISTRICT

Tavistock BID Ltd

C/O Wings Accountants
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MINUTES OF THE BOARD OF DIRECTORS' MEETING

DATE 15th January, 2020 at 6.00pm

LOCATION: THE BEDFORD HOTEL, TAVISTOCK

ATTENDEES:

Janna Sanders - BID Manager (JS)

Valerie Davenport – Kaleidoscope (VD)

Cllr. Paul Williamson – TTC (PW)

Brett Kinsman-Daw – ABC (BKD)

Katherine Wing – Wings Accountants (KW)

Kevin Hailey – Chairman - Abode (KH)

Colin Kirk-Potter – Dragonfly Cafe – (CKP)

Nigel Eadie – OPH (NE)

Chris Palmer – Hansford Bell (CP)

Chairman welcomed Directors to the meeting and wished everyone a very Happy New Year

Item ref	Agenda Item	Decision/Action
1	APOLOGIES	
	None.	
2	MINUTES OF THE LAST MEETING	
	Minutes of the December meeting had been circulated and were accepted as a true and accurate record of that meeting– proposed Valerie Davenport, seconded Chris Palmer– all agreed.	
3	GETTING THE WORK DONE	
3.1	Communication and BID Team organisation - JM main tasks at present are updating the website events page and business listings – creating a Community page on the website – posting social media updates for the Passport promotions – following up website advertising – present advertisers on front page for 3 months, further businesses waiting for that spot – JM to call businesses outside of the levy area re: advertising after slow uptake of ratecard distribution.	JM
3.2	Street Ambassador feedback – None due to holiday period.	
4	AROUND TOWN	
4.1	Christmas lights feedback - Total costs for lights this year, including Russell Street repairs and Meadowlands/Wharf work comes to £10k so above budget – generally lights have looked great this year – unable to put lights up on Drake Road due to the scaffolding and must ensure that this happens in 2020 – additional strings also need to be purchased in order the safeguard us for any failure as the lights get older – JS will cost out for next year there had been positive feedback from those in side-streets - JS	JS

	and PW had thanked TTC for their part in the lights and JS had given gifts as a token of thanks – TTC staff can suffer from abuse as they put the lights up - suggestions of how they can be – look into this further for 2020 – Christmas trees – a little disappointing and not the overall effect desired – VD said we need to get sponsorship for next year – need to encourage businesses to decorate and look after.	
4.2	Signage – Meeting held with designer after Christmas and a few more tweaks will be required to design - include general town map in the corner of the panel to show when the sign is – this will add further £400 to the budget – hit a stumbling block as WDBC/Graham Lawrence indicated that advertising consent is needed to use planters to display adverts from businesses – not mentioned before – this includes swinging addition for Paddon’s Row sign – JS will pursue this – planters will be commissioned from Blooming Baskets to match hanging basket displays £100 per planter including plants – JS will speak to Garry Johnson, blacksmith once we have the permissions.	JS
4.3	Empty units/store closures and openings – Lemon Grove Café opened on Duke Street, Rainbow Nation Clothing on Brook Street– Le Cache, I Love Candy and John James now closed – Bridal shop to open in old Raven shop - Shoe King closing end February, this will be a major redevelopment with 2 or 3 shops on street level and offices above – NE suggested that perhaps we could get an ‘official’ graffiti artist for the hoardings that will be used.	
4.4	Hanging baskets 2020 – Blooming baskets have agreed to do the baskets for us again this year and will collect this week – Alison can also provide 4 half-barrels @ £35 each pending permission from WDBC Planning – JS proposed 2 fruit trees outside the former Rest Room – Community Gardeners would maintain these – 2 barrels could be outside the Shoe King premises in the corners – other 2 moved around – TTC will do the watering again this year - colour scheme will be purple, blue and white, to tie-in with Mayflower 400 – VD suggested sponsorship of the barrels.	
5	BUSINESS SUPPORT AND LOBBYING	
5.1	Survey 2019 update – Few more responses to the BID survey - on the whole there is a desire for more town promotion – a more comprehensive Town Guide was selected as a priority –more information needs to be circulated about the Gift Card.	JS
6	MARKETING AND PROMOTIONS	
6.1	Tavistock Passport – Runs until end February. Press releases in local papers/magazines, 2,000 distributed – additional print run may be required – social media posts scheduled daily featuring participating businesses – posters distributed for window display –good feedback so far.	
6.2	Destination Guide – Proposal that this is a new 52-page booklet to be distributed outside the area to target visitors – needs to be cost neutral. JS has contacted 3 different providers – JS will put out emails regarding cost of printing. TTC producing their 2-yearly guide for 2020-2022 – discussion about duplication but consensus was that the two will be targeting different audiences and have different distribution.	JS
6.3	Tavistock Guide (Map) – This has been produced for a number of years and latterly by NE and Martin Legg - contains a map which is very useful for visitors when they actually get to Tavistock (if they haven’t had it before) – fulfills a different purpose to the proposed Destination Guide - discussion – BID wish to keep this going but NE will be standing down - Martin Legg happy to continue – NE will speak to him.	NE/JS

6.4	Website – Still work to be done on additional pages, updating events etc.	
6.5	Tavy Links – Tim Randall has asked whether BID would like to advertise in Plym Links and Moor Links year-round (2 publications £1,800) – discussion – no budget currently available but ad-hoc advertising will continue.	
7	Events – Paint the Town – So far have 7 schools confirmed to take part and hope for a couple of new ones (Walkhampton and Princetown) – any suggestions for other community groups? Easter – Easter egg hunt planned again with the theme of Mr Men and Little Miss. JM assisting with procuring chocolate Easter Eggs which can be won by the Participants. Summer 2020 – This trail will feature Pilgrims hidden in businesses. Summer events to focus around the heritage theme in the run up to the opening of the Guildhall at the end of August – at present no specific THT event planned – BID to provide further input. Community Summer Event Summer 2020 – This has been overwhelmingly indicated as a want from levy payers – what format should this take? – there needs to be a reason for the event – further discussions to be held with Tim Randall regarding a cream tea festival to be held in August/September, also with JM and Miss Ivy – tie in with Mayflower 400 and an effort to use the increase in visitors to Plymouth to our benefit too? VD suggested heritage events in August would be more beneficial.	JS/JM
8	Collaborations	
8.1	Tavistock Heritage Trust – Meeting with Geri Parlbay very useful – collaborate more effectively in Summer 2020 – combine efforts of ‘Summer Heritage’ and ‘Town Shop Trail’ – JS encouraged her to increase THT social media activity that can be shared on Visit Tavistock – lot of traction on these posts.	
8.2	Fairtrade Tavistock – JS attended Tavistock Fairtrade Steering Group meeting last week and has agreed to help with Fairtrade leaflet which will benefit businesses offering products with Fairtrade logo - Tavistock regained Fairtrade status – worth promoting Fairtrade fortnight at the end of February – JS will encourage businesses to offer a special event for the fortnight plus download available promotional material which will be circulated – fold-out leaflet listing businesses who ‘Fairtrade’ in progress.	JS
8.3	Britain in Bloom – Meetings held with Ali Sedgewick and Jacqui Orange to discuss initial plans for 2020 – main differences: ground planters and work outside the former Rest Rooms to include two fruit trees (see 4.4)	JS
8.4	Sponsorship opportunities – Mount Kelly sponsored the stage for the Christmas lights – JS in discussion and has created a sponsorship document which will be circulated shortly – look at further sponsorship opportunities – JS and KH to work together.	JS/KH
9	PARKING – Coaches – Parking questionnaire results are in and will be discussed with WDBC – no further update – some discussion regarding works on Guildhall car park and there being less spaces.	
10	MANAGER UPDATE – under AOB (13)	
11	FINANCIAL REPORT – Katherine Wing was welcomed to her first meeting. 1). She advised that some correspondence/notifications were still going to Baldwins. JS could look at pitch fees and work with KW. 2). It would be easier to change the Xero package as things didn’t always tie up with the budget – board approved. 3). Financial update advised that we had overspent on the cost of the lights and on the installation of the lights.	KW/JS
12	CHAIR UPDATE – KH will meet JS to get up to speed following sickness.	

13	ANY OTHER BUSINESS -	
13.1	Street Access – JS received paper from Transition Tavistock regarding pavement obstacles requesting assistance from BID to make businesses aware of the issues – discussion – BID response to support businesses in the first instance and suggest best route for TTT to write to individual businesses - contraventions up to WDBC to enforce.	
13.2	Light Switch-On/Dickensian/Lantern Parade de-brief and feedback – Feedback good – footfall up - Lantern Parade needs a bit of tweaking – poll to ascertain whether Friday or Saturday preferred day for light switch-on: most preferred Saturday – generally the same format but it will fall on a different day to Pudsey Day of Morris.	
13.3	Shop Watch – With closure of I Love Candy need to find alternative business to take this on – CKP will speak to Robin.	CKP
13.4	Donation for Scrapstore – JS proposed that we make a donation of £100 to the Scrapstore for their work with the Lantern Workshops – all agreed.	
14	DATE OF NEXT MEETING –19 th February 2020.	
	Meeting closed at 20.45	

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