

# Tavistock

BUSINESS IMPROVEMENT DISTRICT

**Tavistock BID Ltd**

C/O Wings Accountants  
20 Manor Way, Tavistock PL19 8RF

07818 161623

Contact: admin@tavistockbid.co.uk

**THESE MINUTES HAVE NOT BEEN RATIFIED THIS IS A DRAFT COPY FOR YOUR INFORMATION**

## MINUTES OF THE BOARD OF DIRECTORS' MEETING

**DATE:** 22<sup>nd</sup> April, 2020 7pm

**LOCATION:** In our own homes via Zoom conference

**ATTENDEES:**

Janna Sanders - BID Manager (JS)

Katherine Wing – Wings Accountants (KW)

Colin Kirk-Potter Dragonfly Cafe (CKP)

John Taylor – Grenville Estates (JT)

Valerie Davenport – Vice Chair - Kaleidoscope (VD)

Chris Palmer – Hansford Bell (CP)

Brett Kinsman-Daw – ABC (BKD)

Item ref	Agenda Item	Decision/Action
1	<b>APOLOGIES</b> Nigel Eadie	
2	<b>MINUTES OF THE LAST MEETING</b> Minutes of the February and March meeting had not been circulated this would be done shortly, they would be approved at the next meeting	
3	<b>GETTING THE WORK DONE – Covered under 4 below</b>	
3.1	<b>Communication and BID Team organisation – BKD working on merging the Visit Tavistock and Tavistock BID website.</b>	BKD/JS
4	<p><b>CORONAVIRUS SUPPORT –</b> Grant update – JS reported that:-</p> <ul style="list-style-type: none"> <li>• WDBC and Neil Jory were very quick off the mark with trying to help businesses – database had let them down and they don't have all the information required</li> <li>• A significant amount of businesses have not applied</li> <li>• CKP understood that WDBC has received a large number of fraudulent applications</li> <li>• Feedback from levy payers - some of whom have previously not engaged – is positive – JS satisfied with BID efforts as conduit of information and link with WDBC</li> </ul> <p>App. Update –</p> <ul style="list-style-type: none"> <li>• Now launched – not available on Google Play, Apple OK – being worked on</li> <li>• JS asked whether Directors were happy to have non-levy payers on it – perhaps charge later? Discussion: -</li> <li>• JT felt we should let them be part of this now – KW should we notify them at this stage that there will be a charge later? BKD perhaps £60 per year – JT – keep as is now - review in September</li> </ul>	<p>JS</p> <p>JM/JS</p>

	<ul style="list-style-type: none"> <li>• Looking good – businesses slow to upload their details – JM to start putting more levy payers on</li> <li>• Advert taken out in Tavistock Times</li> <li>• 8,000 people looking at it already</li> </ul> <p><b>Town Council Rents and reaction from other landlords – BID response –</b></p> <ul style="list-style-type: none"> <li>• NE feels strongly that TTC should defer the April and June rents, should be waiving for 3 months – would like JS to write to them</li> <li>• JT - most Landlords are following 'rent free' approach – if you cannot trade within the premises you should not pay anything – endorses NE suggestion for JS to write</li> <li>• CKP grants, subsidies etc. being sorted – what do you spend rent on? – need to be careful especially when trading figures are borderline – should look at businesses on a 'case by case' basis – was this business in arrears with rent before the present situation</li> <li>• JT - need rules for everyone across the town – do not want businesses folding at this present time – have rent free for everyone – deal with the consequences later</li> <li>• CKP - can we freeze BID levy? – JS said legally this cannot be done but hopefully there will be a BID resilience fund to cover levy cost</li> <li>• JS – do we know any other Landlords who are not doing rent free? - BKD said that his Landlord is doing rent reduction not free</li> <li>• JT – Rent free is what we need to encourage across the town</li> <li>• JS will 1) write letter to TTC 2) encourage Landlords to be helpful to tenants</li> </ul> <p><b>Budget –</b></p> <ul style="list-style-type: none"> <li>• KW advised Directors that she and JS were working on a 'this is the amount of money that we have – how far will it stretch' approach – not far enough is the answer!</li> <li>• Various amounts to come out of the account that have not yet been invoiced – very delicate balancing act. There is some Town Guide income to come, but this will need to be chased – about ½ paid – need to follow up the other ½ when Guide is going out – won't do this now</li> <li>• Very good letter written by JS to Geoffrey Cox (MP) asking him to lobby Parliament on behalf of BID resilience fund</li> <li>• Need to get some sponsorship in place – very difficult in the present circumstances</li> <li>• This is not based on the budget but on cash available</li> </ul> <p><b>Town marketing ongoing (encouraging businesses to do facebook live with their products etc.) – JS would encourage this</b></p> <p><b>Recovery Plans (Gift card, MI rewards programme, Cream Tea Party)</b></p> <p><b>Gift card</b></p> <ul style="list-style-type: none"> <li>• JS wants to get people thinking about what can be done 'down the line' - webinar to keep people shopping locally</li> <li>• BID launched app and been supportive – what do we think will help the town when we get out of this?</li> <li>• Suggestion to get Gift card - £8,000 for set up and £350 per month for a year – good for the town</li> </ul>	<p>JS</p> <p>KW/JS</p> <p>JS</p> <p>JS</p>
--	--	--

	<ul style="list-style-type: none"> <li>MI Reward programme - get people to sign up &amp; every time it is used points go on to the card – entered into a draw every time you use it - not as good as the Gift card</li> <li>Struggling at the moment as the shops are not open</li> <li>Sponsorship of 2 x £4,000 for Gift Card – JS to investigate - JT declared an interest in Mount Kelly</li> <li>JS will do this within a week or so</li> <li>Cream tea party throughout the town – community celebration when we come out of this situation with social distancing</li> <li>Need to be careful what we put on – not take away money or time from the traders in the town</li> <li>Moor Otters will still come</li> </ul> <p><b>WDBC Business forums</b></p> <ul style="list-style-type: none"> <li>Neil Jory positive about Business forum at present</li> <li>Need to think who should be included – Jo Butler?</li> <li>JT already included</li> <li>Separate Tourism forum</li> <li>JS wondered about Nicky Edmunds @ Inside Out or David Conn @ Broadly speaking</li> </ul>	
5	<b>FINANCIAL REPORT</b> – dealt with under Coronavirus Support – 4 above	
6	<b>AROUND TOWN</b>	
6.1	<b>Signage</b> – no update	
6.2	<b>Empty units/store closures and openings</b> - no update	
6.3	<b>Hanging Baskets 2020</b> – TTC General Manager not keen to put up the baskets at the moment due to social distancing measures – Alison at Blooming Baskets advises they will be ready in about 3 weeks - JS thinks she could persuade her to keep them for 1-2 weeks longer - BID would need to find a solution/place to bring them and have them watered until the Council is in a position to hang them - could they be watered at the Cemetery once a week? - KW said to think about the cost of that	JS
7	<b>BUSINESS SUPPORT AND LOBBYING</b> - There are no updates	
8	<b>MARKETING AND PROMOTIONS</b>	
8.1	<b>Tavistock Guide (Map)</b> – This has been printed and delivered to SW Publicity – as soon as possible these will be distributed among accommodation providers throughout the South	JS
10	<b>COLLABORATIONS</b>	
10.1	<b>Learn Devon</b> – in hand	JS
10.2	<b>Tavistock Heritage Trust</b> – in hand	JS
11	<b>PARKING/COACHES</b> – Nothing to report at present	
12	<b>MANAGER UPDATE</b> – JS had SW BID Group meeting today – St.Ives campsite lobbying for change to their operating procedure enabling them to re-open - JS raised issue of office based businesses (like Broadly Speaking) who are not in receipt of a grant – JS needs to check if they are eligible for small business grant.	
13	<b>CHAIR UPDATE</b> – Nothing further to add	
14	<b>ANY OTHER BUSINESS</b> - VD said that Fashion Direct had started clearing out the shop – this will mean there is a big space in the middle of the town	
15	<b>DATE OF NEXT MEETING</b> –Nothing arranged	
	Meeting closed at 20.00	

DRAFT

## **Notes from BID meeting 17<sup>th</sup> June, 2020 via Zoom at 7.00pm.**

**Present:-** Janna, Chris, Nigel, Paul, Katherine, John, Valerie (not feeling well so left meeting) **Apologies:-** Colin – looking after children

### **Town re-opening de-brief and Business feedback:-**

- JS and CP had walked around town- quite well received by people who they met – businesses generally quite up-beat - spent Sunday with TTC putting up signage and spraying decals on the pavements
- In receipt of some negative responses regarding parking and temporary footways - tried to do ½ way house with measures put in place for safety – ongoing discussions with TTC General Manager – to be reviewed when more businesses open
- Lots of spaces in car parks and on street
- How did re-opening the town on Monday go? - NE said it was the best Monday for a long time – Tuesday not so busy probably because the weather was not as good
- Disabled access more difficult – Any other suggestions? 1) Ask about different barriers (present ones look like road works/closed) 2) Could there be perhaps space for 4 cars then a 2 car gap?
- Possible ease of restrictions on 4<sup>th</sup> July to 1 mtr. instead of 2 mtrs. – review measures again then
- **Leave current safety measures as they are at present**

### **Visitor feedback:-**

Visit England doing something tomorrow to boost confidence ‘we’re good to go’ – confidence building – tourists will begin to come – JS to work on our own media campaign and slogans

### **Signage/Pavement motifs:-**

Pavement motifs very well received - the £5,000 from WDBC has all gone – JT willing to pay for some more pavement motifs – JS will buy 100 more as with wet weather the others will wear quicker

### **Financial update:-**

KW - VAT accruing to come back at the end of August £708 - do we know anything about the Govt BID grant? – Lisa Buckwell is chasing this from WDBC.

### **BID Plan – phase 2:- Hospitality re-opening/street cafes**

- Cafes, pubs etc. need clarification on their right to set up street cafes outside their premises – space is an issue – can’t just spill out on to the

road – what can BID do to facilitate this? Bank Square is an option for Taylors – parking bays outside the Kitchen spill on to the pavement

- Businesses should communicate their needs to WDBC
- Advertise how we can work together to help with take-aways – offer it where we can – take this up with Neil Jory to find out where he stands at present

### **Priority projects**

- Commercial campaign – UNESCO focus
- JS concerned that Tavistock Heritage Trust doesn't have a plan for taking this forward – agreed to leave for the time being – perhaps until September

### **Suggestions for working groups around the initiatives/projects proposed**

Discussion regarding various websites, apps etc. Everything needs updating – JS doesn't have time to do it

- Visit Tavistock needs to push the town forward now
- Mobile app needs to be transitioned – mammoth task to update
- Need to do more on social media
- JM works for 5 hours per week – should BID pay Jo to do more hours? Can we afford this? Should we get a social media company to do this?
- JS has done a fantastic job over a couple of months with the Press etc.
- JS has commissioned Tim Roberts for Windows in Time town trail – CP sponsoring this and should be up and running in mid July

### **Town Traders Trail, Moor Otters update:-**

These events would now take place in 2021.

Town Gift Card on hold at the moment.

### **Any other business:-**

- JT expressed concern that JS does not have a contract – this is needed – National BID should have one.
- Should be a Town survey to see how people respond to the same question that was posed a while ago – need to help town recovery – get the opinion of the people – keep momentum going – list of ideas to feed back to BID.

**Next meeting:-** Discussion regarding time of next meeting – agreed 4.30pm. on Wednesday 24<sup>th</sup> June via Zoom. JS will check that this is OK with BKD, CKP and VJD.

## **Notes from BID meeting 24th June, 2020 via Zoom at 16.30pm.**

**Present:-** Janna, Chris, Nigel, Paul, Katherine.

- JS asked Directors how long they felt BID should keep having weekly meetings, as lockdown was beginning to ease. JS and CP would continue to be in touch weekly – should these be fortnightly or even return to monthly? Once Hospitality is open nothing is changing so much. Suggest return to monthly meetings - JS will send out an email if anything needs checking/action to have an earlier meeting.
- Really quiet in Town this week – our focus should be marketing and telling people it is safe to come back. PW reported that there were lots of people booking at Harford Bridge, he would push Tavistock.
- JS suggested a special 'promotion' group with people like Jo Butler, liaising with Visit Dartmoor etc. PW will give JS contact details for Heidi Hastler – perhaps they could do something through the Harford Bridge App. or the Tavistock App. – perhaps there could be a voucher (free coffee?) or something special happening? – need to 'buy in' with food sellers. Following on from discussion last week – KW had a contact in Gunnislake for media marketing. JS will speak to Jo Butler to set up a media marketing group and 'Visit Dartmoor' – perhaps focus on e-commerce.
- Discussion regarding how quiet Tavistock had been this week compared with last, Directors felt that perhaps this was because the weather was so hot, people had gone further afield – PW said from 22<sup>nd</sup> July there had been strong booking for holidays, getting to capacity for some dates, will soon need to put them off.

### **How can BID help the Hospitality sector? –**

- NE outlined how they were responding to the guidelines for opening the Pasty House in Tavistock for eating in as well as 'take away' (front part of shop) – back section of premises for eating in, only 2 seats at each table – back to back seats, 2 metres apart, paper menus at tables to throw away after use, massively reduced capacity.
- Can BID give some guidance on this? PW will share links with JS.

### **Any information regarding the restrictions on parking in the Town? -**

- NE expressed concern that at first glance it looked as though Tavistock was closed. This had been expressed by others too.
- Restrictions put in place to protect shoppers - JS had received negative comments regarding this, but also a lot of positive comments when people understood the health and safety issues

- JS will speak with TTC General Manager - 'walk about' arranged with him next week, will try to do this sooner
- All to do with 'first impressions' – looks closed – need to create the right ambience so that people come back
- Suggested 20mph. Speed limit around the town – 10mph. at the moment – to do with perception – JS to speak to highways
- When Pannier Market opens (week on Saturday) the TTC wants the barriers still in place – NE asked why the Market is not yet open – Plymouth was opened last week – PW will check with TTC
- JS will do a poll on face book group etc on temporary footways and social distancing measures in Tavistock – take it from there.

#### **Various updates:-**

- VIC (Visitor Information Centre) should be opening a week on Saturday.
- Hanging baskets should go up on 6<sup>th</sup> July – these will be put up where there are brackets.
- More stickers (pavement motifs) ordered for the town
- Town trail on track – CP will send photos of what he has got
- Links magazine – will we advertise August/September - good coverage with these magazines – general town advert – JS will speak to Becky TTC and see what she has planned, perhaps do a deal.

#### **Finance:-**

- KW asked whether BID had heard anything more about the money coming from WDBC – should be to hand by end of month (29<sup>th</sup> June) – assume this is £4,000?
- Has anything more happened with the Tavistock Guide? – JS will chase this.
- There will also be a bill coming from Blooming Baskets.

**Next meeting:-** 22<sup>nd</sup> July – could this be at the Bedford – 2 meters apart? – see how we feel closer to the time (if a meeting is needed sooner this can be arranged).

Meeting closed 17.29





	<p>outside old Abode being put back – NE to speak with Mark Bury – PW will speak to Tony Fay</p> <ul style="list-style-type: none"> <li>Tavy Inn have put tables and chairs on the pavement also – this had already been refused</li> </ul> <p><b>Safety towers and street graphics</b> – JS has agreed with WDBC to reclaim the cost of the towers done in BID colours for the hand sanitization units – some additional banners</p> <p><b>Recovery Plan update/Discretionary Grant application</b> – Still working through the support package – pecking order in grant application – JS asked for £25,000 – could fund e-commerce and gift card</p>	JS/NE/PW
5	<p><b>FINANCIAL REPORT</b> – KW sent a financial update to JS - discussion regarding when BID should send invoices to levy payers – possible to delay for month or two. We need funds – what are we doing about Dickensian and Christmas lights? Board felt that we should go ahead with Christmas lights but it would cost about £8,000 to do – cannot do this until we have some BID levy in hand – need to source new lights for West Street and replace some – assume we would get about 50% of the levy this year – JS made clear to Neil Jory that we are in serious trouble if we do not have the levy. JS proposed that we try to go ahead with the lights, subject to having a budget and should send out invoices immediately, all agreed. Perhaps some other things could be incorporated into the light switch on, light show on the Town Hall? Elves and grotto? Further discussion next month. JS will compose a covering letter to levy payers advising that we need support to work for Christmas. KW will get in touch with Carol at WDBC – AGM details should also be sent out at the same time. AGM via Zoom? Date 21<sup>st</sup> October, 2020 at 6.00pm. Put together Agenda. JS and KW will look at preparing a budget and sorting accounts for AGM.</p>	JS/KW
6	<p><b>DICKENSIAN 2020</b> - Board Members agreed that Dickensian could not happen on health &amp; safety grounds – both for visitors to event and those working – it would be impossible to ensure that social distancing could be adhered to – shops already limiting the number of people able to come in – CP the whole essence of Dickensian would be compromised and businesses would not feel the benefit – JS the sheer number of people visiting the town would make it impossible to host safely – JS to communicate to TTC and levy payers accordingly</p>	JS
7	<b>AROUND TOWN</b>	
7.1	<b>Signage</b> – JS had been in contact with Gabby – Tavy Signs cannot fit until September	
7.2	<b>Empty units/store closures and openings</b> - Nothing further to report	
7.3	<b>Hanging Baskets 2020/Additional planters</b> – 30 baskets not yet put up as clasps needs to be sorted – JS to ask Blooming baskets to help sort this out. JS requested permission to get some big containers at the ‘old Rest Room’ and put in some small trees. Board Members were happy for JS to go ahead and do this.	JS
8	<b>BUSINESS SUPPORT AND LOBBYING</b> – no further update	
9	<b>MARKETING AND PROMOTIONS</b>	
9.1	<b>Tavistock Guide (Map)</b> – no further update	
9.2	<b>Working group and marketing campaign</b> - £250 needed to create your own videos for Tavistock. Board agreed.	
9.3	<b>Windows in Time Shop Trail</b> – no further update	

<b>10</b>	<b>EVENTS -</b>	
<b>10.1</b>	<b>Christmas Lights</b> – Discussed under 5 above	
<b>10.2</b>	<b>Dickensian</b> – cancelled for this year – discussed under 6 above	
<b>11</b>	<b>PARKING/COACHES</b> – Nothing to report at present	
<b>12</b>	<b>COLLABORATIONS -</b>	
<b>12.1</b>	<b>Tavistock Town Council</b> – PW left Zoom meeting for Board to discuss TTC Representative for 20/21. It is up to TTC to decide who they want as Rep for next year – PW willing to stand again – CP will email other Board Members and PW	CP
<b>13</b>	<b>MANAGER UPDATE</b> – no further update	
<b>14</b>	<b>CHAIR UPDATE</b> – no further update	
<b>15</b>	<b>ANY OTHER BUSINESS -</b>	
<b>15.1</b>	<b>Shop Watch</b> – someone needs to take this over – discuss this at another meeting	
<b>15.2</b>	<b>Ballot 2021</b> – JS suggested that we should ask Mel Richardson from British BID's to talk to us regarding re-ballot at the August meeting – NE has been part of this process before, check with him too	JS/NE
<b>16</b>	<b>DATE OF NEXT MEETING</b> –19 <sup>th</sup> August, 2020 – location to be confirmed –	
	Meeting closed at 20.02	



# Tavistock

BUSINESS IMPROVEMENT DISTRICT

**Tavistock BID Ltd**  
C/O Wings Accountants  
20 Manor Way, Tavistock PL19 8RF  
07818 161623  
Contact: admin@tavistockbid.co.uk

**THESE MINUTES HAVE NOT BEEN RATIFIED THIS IS A DRAFT COPY FOR YOUR INFORMATION**

## MINUTES OF THE BOARD OF DIRECTORS' MEETING

**DATE:** 19<sup>th</sup> August, 2020  
beginning at 18.30.

**LOCATION:** In our own homes via Zoom conferences

### ATTENDEES:

Janna Sanders - BID Manager (JS)  
Katherine Wing – Wings Accountants (KW)  
John Taylor – Grenville Estates (JT)

Chris Palmer – Hansford Bell (CP)  
Paul Williamson – TTC Representative (PW)

Mel Richardson from British BID's joined the Zoom meeting to give advice on the re-ballot process

Item ref	Agenda Item	Decision/Action
1	<b>APOLOGIES</b> Colin Kirk-Patrick. Val Davenport.	
2	<b>MINUTES OF THE LAST MEETING</b> Minutes of the previous meetings had been circulated – awaiting approval at the next meeting	
3	<b>BALLOT 2021</b> – Mel Richardson from British BID's spoke about the re-ballot process. She was involved locally with Newham BID which was a small Industrial Estate on the edge of Truro which she runs part time, about 15 hours per week. She is involved with the Accreditation programme and in writing publications for British BID's 'Best Practice in Business Plans'. She works with BID's coming up for re-ballot and has done 3 from start to finish, and has been involved in another 9. All 12 ballots have been successful, including Plymouth with Steve Hughes and Penzance earlier this year, currently working with Newquay which finishes at the end of August. There are 5 key stages:- <b>Feasibility, Planning, Local Authority, Campaign, Establishment – Working on re-ballot needs to start next month – September</b> <ul style="list-style-type: none"><li>• Need to establish that model is still relevant – what changes need or want to be made – engaging with levy payers (September to November)</li><li>• Engaging with Planning and Local Authorities (December to March)</li><li>• Planning –(December to March)</li></ul>	

- Timetabling very important
- Need to be mindful of those not wanting a further BID term
- Consulting and shaping plan
- Configuring the data base and agreements with Councils etc. Conversation with Local Authority as to who is going to run the ballot – used Electoral Reform Services last time
- Campaign – promote offer or manifesto to persuade ‘yes’ vote – should have good idea by then of those who are supporting and those who do not support – ‘don’t know votes’ need to be approached and then there are others who won’t vote – point out what they will lose if BID is not there – re-iterate what they get from the levy (April/May)
- Establishment stage needs to be in place in June, July at the latest
- JT raised the present levy area and whether it could be extended to cover some businesses who are slightly further out – this should be considered at the feasibility stage – may find that although you increase income, the extra businesses want the money spent in their area
- Under ‘feasibility’ – need to work out whether you put exactly the same points in BID 3 as you did in BID 2. Extend area? – needs to be credible area – well thought out boundary
- Ballot – assume 300 – all can vote – one vote for each establishment/premises – have to get majority to vote in favour to succeed – Based on an assumed 50% turnout, 76 need to vote yes and these 76 must represent more than ½ of the total ratable value of those that have voted – if all small business’ said yes and big ones said no, it would likely mean a negative outcome. We need to look at largest and smallest as well as looking at the boundary.
- Newquay – 450 levy payers contribute £150,000 per year at a 1% levy, top 60 represent ½ of the total income – majority of these need to vote yes
- Exclude some types of business? – schools, charities etc. generally counted in – we allowed some charities to be exempt
- Nationally, ¾ BID’s leave out small businesses, £5,000 ratable value across the country
- In Cambourne no-one is exempt, £100 for small businesses
- Need to be fair, ethical and tactical
- JS should get up-to-date ratings from the Council – do survey – cross section as to what they think about BID 2 and how about BID 3? - What has worked well? And what has not worked well?
- There is a 2 hour long course on line with British BID’s starting in November – would be good to have this as a help
- Mel Richardson has contact with a number of Nationals and would give advice, JS needs to make sure that the local Manager is persuasive with the National Office for the right outcome
- Some BID’s have put off their re-ballot from Autumn to next Spring
- Contact with Secretary of State required before the end of the ballot

JS

Grateful thanks expressed to Mel Richardson for spending time talking with us tonight. She left the Zoom meeting.



	<ul style="list-style-type: none"> <li>Do we want to take part in a National 'Fiverfest'?</li> <li>Focus on <b>Goose Fair</b> – create Goosey, goosey gander – what can they find around the Shops? (find things that people did not know were sold in that shop – not offering money off this time)</li> </ul>	
<b>11</b>	<b>PARKING/COACHES - Abbey Rise</b> – Nothing to report	
<b>12</b>	<b>COLLABORATIONS – Tavistock Town Council Partnerships</b> – Nothing to report	
<b>13</b>	<b>MANAGER UPDATE</b> – no further update	
<b>14</b>	<b>CHAIR UPDATE</b> – no further update	
<b>15</b>	<b>ANY OTHER BUSINESS</b> - There was none	
<b>15.1</b>	<b>AGM 2020</b> – Think about where we should hold this. JS will speak to the Bedford Hotel tomorrow	JS
<b>15.2</b>	<b>Shop Watch</b> – someone needs to take this over	
<b>15.3</b>	<b>Ballot 2021</b> – Covered above item 3.	
<b>16</b>	<b>DATE OF NEXT MEETING</b> –16 <sup>th</sup> September, 2020 –	
	Meeting closed at 20.12	



# Tavistock

BUSINESS IMPROVEMENT DISTRICT

**Tavistock BID Ltd**

C/O Wings Accountants

20 Manor Way, Tavistock PL19 8RF

07818 161623

Contact: admin@tavistockbid.co.uk

**THESE MINUTES HAVE NOT BEEN RATIFIED THIS IS A DRAFT COPY FOR YOUR INFORMATION**

## MINUTES OF THE BOARD OF DIRECTORS 'MEETING

**DATE:** 16<sup>th</sup> September, 2020  
beginning at 18.00.

**LOCATION:** In our own homes via Zoom conferences

### ATTENDEES:

Janna Sanders - BID Manager (JS)  
Katherine Wing – Wings Accountants (KW)  
John Taylor – Grenville Estates (JT)  
Valerie Davenport – Kaleidoscope Toys (VD)

Chris Palmer – Hansford Bell (CP)  
Paul Williamson – TTC Representative (PW)  
Brett Kinsman-Dawe – ABC (BKD)

Cllr. Neil Jory Leader of WDBC joined the Zoom meeting to inform Director's about their proposals

Item ref	Agenda Item	Decision/Action
<b>1</b>	<b>APOLOGIES</b>	
	Colin Kirk-Patrick. Nigel Eadie.	
<b>2</b>	<b>MINUTES OF THE LAST MEETING</b>	
	Minutes of the previous meetings had been circulated – awaiting approval from Chairman/Manager – to be approved at the next meeting	
<b>3</b>	<b>BALLOT 2021</b> A summary proposal for BID renewal had been received from Mel Richardson, including an estimate of costs which BID cannot afford - Directors agreed to work with Mel Richardson and call on her only when needed - other tasks to be carried out by JS and the new Admin. Assistant. At the previous meeting it was agreed that we would tender for the re-ballot support to ensure a fair price for the work was achieved. However, the board voted to proceed with Mel Richardson as required without the need for formal tender to other providers based on Mel's locality, successful experience with all 12 other BIDs she has worked with during re-ballot and contacts throughout the Southwest.	JS

4	<b>GETTING THE WORK DONE –</b>
4.1	<p><b>Communication and BID Team organisation</b> Sadly Jo tendered her resignation - CV received from RC, a graduate who has the necessary basic skills including social media, but little experience. JS to get her to work with her on a self-employed basis, and for her to invoice BID for work undertaken. KW will circulate information about employee basis, as viewed by HMRC. JT will talk to Truro BID, to see if they directly employ their BID Manager. JT is also due to see new WDBC Chief Executive, and will raise issue of funding needed for 'Visit Tavistock' website.</p> <p style="text-align: right;">JS KW JT</p>
5	<p><b>CORONAVIRUS SUPPORT –</b></p> <p><b>Discretionary Grant</b> - WDBC has awarded BID £2.5K discretionary grant. £8K should therefore be available to launch the Gift Card, which will be a long-term investment, and secure long-term tie-in of users. Supported by a majority of businesses in recent survey. JT asked what would happen if BID is not extended. BID would have to pay £1800. Supported by CP, VD, PW and JT. Big thank you to WDBC for its support.</p> <p>Neil Jory said that with all the added pressures on its budget, even with additional monies from Central Government, it is projected to have a shortfall. Because it has to produce a balanced budget, it has found £1/2m from reserves, and will be putting forward an emergency budget next week. This will include a Town Centre Support Fund of £90K. TTC has said that it has no identified use for the £5K it received, so will pass it directly to BID. WDBC will add £3K to this, making £8K in total.</p> <p>Neil Jory stressed that this did not preclude BID from applying for further funds towards the BID renewal for instance.</p> <p>In its Recovery Plan, WDBC is looking at a range of issues including remote working, which has been necessitated by the COVID pandemic. Its focus will be on supporting the local economy, and securing better links with adjacent designated areas to produce a 'destination cluster.'</p> <p>PW referred to issues he had raised with TTC:      BID III - need for TTC to support because of its landlord position      Businesses likely to fail (confidential)      Tavistock is a destination. His business is very good, and gaining from similar businesses that were not serving their customers well</p> <p>Neil Jory said he was happy to talk to BID again as its own strategy develops. Need to help TTC in various ways, and talk to them about the issue of high rents in the town centre.</p>
6	<p><b>FINANCIAL REPORT –</b> JT asked whether BID has enough money to pay for the Gift Card. KW said that if payments from levy payers continue to come in, there will be enough. Encouraging so far, even though some big players will not pay.</p> <p>JS has prepared 2 budgets. One, based on 100% receipts from payers, the other on 50%. Needs careful monitoring. KW has produced a basic cash plan for known income and expenditure items. Reasonably good position at present.</p> <p style="text-align: right;">JS/KW</p>

7	<b>AROUND TOWN</b> - JS referred to businesses known to be closing, or on the edge, as well as new businesses opening. Tillius Lifestyle – Knights Emporium – Drake’s Wine Bar and Café – The Stannary Arms – Blades of Gold (Turkish Barber) Lottie and Dotties (change of use) - JT said that Simon Powell is incredibly busy with enquiries, including from the South East.	
8	<b>BUSINESS SUPPORT AND LOBBYING</b> – JS said that the videos produced for Facebook had been well received, but not had the response she hoped for. Some businesses do not seem to get the ‘large picture’, i.e. that it’s about promoting Tavistock as a whole, and raising its profile, thereby benefitting everyone only one business used tag line from media pack	
9	<b>MARKETING AND PROMOTIONS.</b>	
9.1	<b>Windows in Time Shop Trail</b> - Ready to launch at the end of September	
9.2	<b>The Great Goosey Gander</b> – This has had quite a good response, with some businesses also interested in ‘Five Fest.’	
10	<b>EVENTS – Christmas events</b> - Discussion regarding how to take this forward - including alternative Christmas tree festival (in collaboration with St Eustachius) – additional lighting for Churchyard – Advent window trees in Churchyard – to be lit up each day throughout December – JS speak further with St Eustachius regarding this). – Christmas window display competition – Wednesday walks throughout December - Thursday Heritage throughout December – Dickensian weekend – experiences throughout the town (heritage pop-ups in empty shops – food stalls on Square – Window display winners – late night shopping in December to tie in with free from three parking’. With the Guildhall works now progressing, PW agreed to ask whether people will be able to walk closer to the Guildhall by Christmas. <b>Christmas lights</b> – TTC/JT Greaves agreed to install – need new lights for West Street – proving tricky as smaller drop needed than in other places	JS
11	<b>PARKING/COACHES</b> - Abbey Rise – Nothing to report	
12	<b>COLLABORATIONS – World Heritage</b> – meeting held with Graham Parker, THT, WDBC and Amanda Lumley of Destination Plymouth to discuss a marketing campaign that would put Tavistock firmly within the World Heritage Site – noted that current marketing regionally focused on clusters promoting certain areas – for us Dartmoor, Tavistock and Tamar Valley – JS requested that Visit Tavistock be included in these meetings moving forward. <b>Tavistock Heritage Trust</b> – Centre Manager starting 1 <sup>st</sup> October – Richard Rundell. Guildhall opening May/June 2021. <b>SW BID meeting 10<sup>th</sup> September</b> - JS attended the meeting for SW BIDs – many reported good summer footfall with the exception of Plymouth and Exeter – all cancelled any big Christmas plans – most encouraging late night shopping in December – majority of BIDs engaged with their Unitary or Local Authorities on any COVID action plans - agreed not to formally chase non-payers, the stance already agreed by Tavistock BID.	
13	<b>MANAGER UPDATE</b> – Issue re. boards on troughs. Proliferation of A-boards etc. in the town centre, causing obstruction for the disabled. Agreed that this is something WDBC should deal with, not BID.	
14	<b>CHAIR UPDATE</b> - no further update	

<b>15</b>	<b>ANY OTHER BUSINESS</b>	
<b>15.1</b>	<b>AGM 2020</b> – Arrangements for the Zoom AGM were discussed – JS said she would prefer to be in the same place as the Chairman. BKD to look at how this might be done. Attendees would need to accept the difficult position re. COVID and accept the constraints on how the meeting would be run.	BKD
<b>15.2</b>	<b>Shop Watch</b> – someone needs to take this over - JS asked whether BKD would be willing to do this – he will think about it	BKD
<b>16</b>	<b>DATE OF NEXT MEETING</b> –Date needs to be found for an AGM pre-meeting. <b>AGM</b> – 21 <sup>st</sup> October, 2020	

DR

## BIDBOD Notes 7 October 2020

Present:

CP, JS, BKD, JT, KW, VD.

Apologies:

NE

AGM - CP will brief everyone at the beginning of the meeting, and explain procedures for anyone wishing to speak. This will be to state questions using chat, and 'raise a hand', to draw attention.

JS said that CP will focus on items from the Business Plan that have been achieved during the year, and point out that about half the year has been affected by the COVID virus, so other events could not be carried out. However, although some items on the Business Plan have not been accomplished, a significant has been achieved during that time to support business, safely re-open the town and to safely encourage consumers back. CP will elaborate in full during the Chairman's report in the AGM.

The note previously circulated by JS on 25 August, about items achieved, could be used for this purpose. This would include reference to:

- new lights for West Street, necessitated by the failure of the previous lights
- Dickensian, including the lantern parade - great success
- new BID signage
- website/social media
- switch-on of the lights - very successful
- close working with TTC and WDBC, especially in supporting businesses during the COVID period
- planters, Christmas trees (including outside the rest room)
- trails
- Windows in Time

JS showed the latest version of the Gift Card, which it was agreed was very good. The Town Hall will be shown on the Gift Card holder, as will BID and sponsors logos

KW said that levy payments received by 2nd October, amounted to approx. £31K. An update today showed another £11K. Taken together, this was not far short of receipts at the same time last year. Very encouraging.

J T said that in its published changes to the Consolation Plan, WDBC was seeking views about a number of things including the siting of A-frames in the town centre he encouraged Directors to respond, so that WDBC would take appropriate action.

Date of next meeting:- 21st October, 2020 - AGM

Date of next monthly meeting – 18th November, 2020

