

# Tavistock

BUSINESS IMPROVEMENT DISTRICT

## Tavistock BID Ltd

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## MINUTES OF THE BOARD OF DIRECTORS' MEETING

**DATE** 15<sup>th</sup> May, 2019 at 6.00pm

**LOCATION:** THE BEDFORD HOTEL, TAVISTOCK

### ATTENDEES:

Janna Sanders - BID Manager (JS)

Penny Samuels – Brocante (PS)

Cllr. Paul Williamson – TTC Rep.(PW)

Colin Kirk-Potter – Dragonfly Cafe (CKP)

Valerie Davenport – Kaleidoscope – Acting Chair (VD)

Andrew Baker – Baldwin's (AB)

Brett Kinsman-Daw – ABC (BKD)

Nigel Eadie – OPH (NE)

The Directors welcomed Martin Hawkins of the Tavistock Art Gallery to the meeting.

Item ref	Agenda Item	Decision/Action
<b>1</b>	<b>APOLOGIES</b>	
	Kevin Hailey.	
<b>2</b>	<b>MINUTES OF THE LAST MEETING</b>	
	Minutes of the April meeting had been circulated and were accepted as a true and accurate record of the meeting– proposed PS and seconded PW – all agreed.	
<b>3</b>	<b>GETTING THE WORK DONE</b>	
<b>3.1</b>	<b>Communication and BID Team organisation</b> – Jo Macaskie (JM) will take on the role of BID Administrator and Marketing Support as of 20 <sup>th</sup> May, this will be for 5 hours each week.	
<b>3.2</b>	Robert Oxborough has tendered his resignation from the Board following the recent Borough Council election results – discussion regarding a replacement – JS to write to WDBC requesting a 'non-voting Representative' to attend Board meetings. Board approved Paul Williamson as Tavistock Town Council member of the Board.	JS
<b>3.3</b>	<b>Street Ambassadors feedback</b> – Some visits carried out – all Ambassadors will deliver Customer Service Excellence Award posters/leaflets to businesses. Awards run by BID, Tavistock Times and Totally Awesome Women's Network.	ALL
<b>3.4</b>	Janna is on leave during May half-term – JM will sort out event 31 <sup>st</sup> May.	
<b>4.00</b>	<b>AROUND TOWN</b>	
<b>4.1</b>	<b>Empty units/Store closures and openings</b> – Day Lewis closed and relocated to Abbey Surgery – concern expressed about the state of the shop. Fi's clothing closing, the Turkish Barber may be expanding. I Love Dolly Soap also closing. Raven Lifestyle moving. Hairdresser looking at old	

	Mainly Stationery building. Bovis Homes looking at the old Donkey shop.	
4.2	<b>Signage</b> – JS requested meeting with Graham Lawrence (WDBC) regarding updating town signage – JS seen the previous planning applications showing a number of options – some rejected because of cost.	JS
4.3	<b>Hanging baskets</b> – Baskets arrived slightly earlier than planned and TTC is putting them up – 17 new brackets need to be purchased – JS will sort this – may take 2 weeks to put up the baskets – new labels needed for some.	JS
4.4	<b>South West in Bloom</b> – Our judging date 15 <sup>th</sup> July. JS to prepare presentation and portfolio along with Ali Sedgewic.	JS
5	<b>BUSINESS SUPPORT AND LOBBYING</b>	
5.1	<b>Business Rates</b> – Some businesses contacted, not others – discount not automatically applied - JS posted on Facebook for some feedback – JS will contact Leanne – suggest piece in paper to get people to contact WDBC.	JS
5.2	<b>Bus station toilets</b> – email exchange last week – BID agreed to fund cost of single toilet for maximum period of 2 months while alternative solutions found – Directors agreed that disabled toilet should be kept open – no correspondence directly from WDBC.	JS
5.3	<b>Business forums</b> – CKP advised that he had met with Clair Wellsbury-Nye they were arranging a free Workshop for BID levy payers at the Bedford for 20 people (max) with a pack to take away – this would cost approx £150 for Clair and £55 for the Bedford - hope to perhaps do this every quarter – put in next newsletter which goes out in 10 days time. Update: date given as 4 <sup>th</sup> July 6-7pm.	CKP/JS
6	<b>MARKETING AND PROMOTIONS</b>	
6.1	<b>Marketing strategy</b> – JS and JM devising strategy to implement:- <ul style="list-style-type: none"> <li>• Pre-arrival destination guide (for delivery early 2020)</li> <li>• Leaflet downloads on the website and social media</li> <li>• Developing website into a destination website and increasing site visitors</li> <li>• Adding additional tourism products to website for a fee</li> <li>• Create Customer database for 2-marketing purposes and start regular newsletters</li> <li>• Grow social media</li> <li>• Develop press area on website and increase press releases</li> <li>• Build press database and develop press pack</li> <li>• Develop themed marketing campaigns</li> <li>• Develop the group offering</li> <li>• Raise awareness of BID with local businesses and key stakeholders</li> <li>• Work with partners</li> </ul>	JS/JM
6.2	<b>Town leaflets</b> – In progress following a meeting with Jo Butler.	JS
6.3	<b>Branding</b> – JS will sound out Jake Jennings on cost of various logos and brandings that he has sent to her – update the brand, making it more modern – quoted £360 per day - bring to next meeting.	JS
6.4	<b>Website</b> – JS met with Identity Studio to discuss updating the Visit Tavistock website. They determined that the template/theme used is a Business Listing one which does not give us the scope we need to develop it into a destination tool and advocate using a modular system to design what we need from scratch. Very expensive. Discussion – JS will reply to them. JS approached Graphic Words who would do a basic update for £750, but JS doesn't think this would be the look needed. BKW is willing to update the template for £750 – Directors' agreed that BKD should go ahead	JS/BKD

6.5	<b>Advertising</b> – Ads going into the Moorlander and Tavistock Times for May Bank Holiday/1/2 term – ½ page with the Pannier Market.	
6.6	<b>Totally Locally</b> – National Fiver-fest is happening from 8 <sup>th</sup> -15 <sup>th</sup> June, a number of local businesses have expressed interest in taking part – with JM on board, she will focus on getting more businesses signed up and promoting it further – slow response from Transition Tavistock who run Totally Locally – JS will arrange a meeting with Kate Royston to discuss further – when this was done in 2017 BID took out a full-page advertisement in the Tavistock Times showing who was taking part – should this be done again – discussion Tavistock Times £195 + £40 for each Customer advertising – JS doesn't think those Businesses who are interested would pay £40 – advertise on social media? Advertise on radio – JS will check the price of Radio Plymouth.	JS
7	<b>EVENTS</b> <b>May ½ term</b> – 31 <sup>st</sup> May – Rob Pudner will do story-telling combined with story crafts with the ScrapStore and face painting. <b>Summer trails</b> – first of the trails has been postponed until 22 <sup>nd</sup> June – JS et with Ali Sedgewick and will start designing the map and clue sheet – still looking for donations of prizes or money for prizes from local businesses. <b>First trail</b> - Walk in the park launch 22 <sup>nd</sup> June. <b>Second trail</b> – Pannier Market, Duke and Brook Street – August <b>Third trail</b> – West Street, Market Street and King Street – August Discussion - Lions club are doing a similar trail over Carnival – does BID need to re-think? Leave as it is – JS will raise awareness for participants to check shop windows again, but not do big advert.	JS
8	<b>COLLABORATIONS</b>	
8.1	<b>Tavistock Customer Service Excellence Awards</b> – This is being launched this Thursday (tomorrow). JS met with Tavistock Times who agreed to be media partner – launch piece in paper tomorrow to explain what it is and how people can get involved – posters/flyers designed to be distributed by BID Ambassadors in the levy area and Rhiannon from the HUB outside the levy area – Ambassadors will probably need to answer questions regarding this – BKW finalising the award page on the website to coincide with the launch – Rhiannon working on sponsorship/prizes. JS will notify Ambassadors not present.	JS
8.2	<b>Learn Devon</b> – JS met with Penny Westlake who is keen to support BID and provide workshops and other family learning experiences in the centre of town – arranged to start with a number of events during the summer – Willow Weaving Art, to create dragonflies that can be put around the green areas of town ahead of SW in Bloom – T-shirt making and Animation workshop. She will also put on a lantern making session for adults in November in preparation for the lantern parade on Dickensian Evening.	
8.3	<b>Record Breaking Cream Tea</b> – no update, lack of response from GWR.	
8.4	<b>Eco Fest</b> – 20 <sup>th</sup> July – a number of shops have signed up to advertising their sustainable produces/activities after a walkaround by JS.	
8.5	<b>Lions Club/Carnival</b> – as with Eco-Fest, after a slow response, JS has managed to get a number of Businesses involved in the Carnival Day Festival. JS will need to do more canvassing next week.	JS
9	<b>PARKING – Coaches</b> – JS met with Cathy Aubertin - WDBC and Tim Randall - Chamber regarding setting questions for survey to be conducted in the summer – initial draft forwarded to Director's for further discussion – CKP said that BID needed to get into Businesses, especially Cafes to find out	

	how Visitors/Clients had found parking.	
<b>10</b>	<p><b>Manager update</b> – JS busy with number of events and collaborations taking place during next couple of months – spent time walking around town to talk about EcoFest and Carnival with some success – frustrating that electronic communication was not enough.</p> <p>JM main tasks – Totally Locally, Fiver-Fest, working on CRM database, sending out website ratecard to potential advertisers when website improvements have taken place and managing their requests, creating survey for people attending events and working on the marketing strategy. Meeting with AB to discuss annual budget - re-think advertising, marketing and printing budgets in the light of saving on hanging baskets (£1,000 needed to replace brackets).</p> <p>Trading figures needed from businesses covering different trading periods so that JS can evaluate whether events are making any tangible difference – some Director’s willing to submit these – these figures would be useful for SW BID meeting.</p>	
<b>11</b>	<b>FINANCIAL REPORT</b> – AB circulated the Budget sheet to the end of April - everything was in hand and there were no concerns. There would be £1,000 allocated for the hanging basket brackets – some surplus on the hanging basket budget.	
<b>12</b>	<b>Chair update</b> – In the absence of the Chairman there was nothing to report	
<b>13</b>	<b>Any other business</b> –	
<b>13.1</b>	Cllr. Paul Williamson (TTC) advised the Board of Directors that the new Mayor was Cllr. Johnson.	
<b>13.2</b>	Martin Hawkins raised the need to discuss rents. He requested that the BID speak to local landlords.	
<b>14</b>	<b>DATE OF NEXT MEETING</b> –Wednesday 19 <sup>th</sup> June, 2019 – at the Bedford Hotel at 6.00pm.	
	Meeting closed at 8.00pm.	