

MINUTES OF THE BOARD OF DIRECTORS' MEETING

DATE: 15th February, 2017 AT 6.00PM

LOCATION: THE BEDFORD HOTEL, TAVISTOCK

ATTENDEES:

Lisa Piper – BID Manager (LP)

Nigel Eadie (NE)

Ruth Kelly – Boots (RK)

Martin Hawkins – Art Gallery (MH)

Robin Rich – I Love Candy (RR)

Cllr. Harry Smith – TTC (HS)

Penny Samuels – Brocante (PS)

Item ref	Agenda Item	Decision/Action
1	APOLOGIES	
	Andrew Baker. Giles Newby. Kate Royston. Mandy Ewings.	
2	MINUTES	
	HS pointed out that under 'Around town' Carl Hearne was referred to as Chris Hearne – with this alteration it was proposed by HS and seconded by NE that the January minutes be accepted as a true and accurate record of the meeting, all Directors agreed.	
3	GETTING THE WORK DONE	
	<p>BID Managers report – LP submitted her report:-</p> <ul style="list-style-type: none"> • Communication and BID team organisation – Information sent out by email and paper copy regarding the CCTV meeting with Chubb – 2 attendees confirmed - LP suggested that this meeting be cancelled with the Bedford Hotel, and see those who had shown interest personally – PS would invite Palmers' Butchers to come to see her system – RR speak to Janet Eadie • Marketing – Website – LP and Becky have met with Cameron (Westcountry Websites) and he has started work on the website – site scheduled to be ready for the end of March – he will come to the next meeting • Love Tavistock card – LP has looked into how this is set up – very simple, but at present there is no engagement - put this on back burner at present • Totally Locally – LP has met with Rachel Harrison-French and discussed how BID can help to bring this back to public attention again – Rachel posting and doing locally purchased food challenge, creating meals and showing costs - support from traders for Totally Locally is huge and is the best way to get the locals shopping in town - LP suggests that BID gifts the Manager and Admin. resource time to help Totally Locally run offers on a monthly basis starting the first weekend in March with a fiver fest, then moving on to a Totally Tenner Tastic event – 50% off etc. BID will create a mail chimp where Business Owners can type in their offer and attach their logos – go into Excel spreadsheet and leaflets can be produced with offers 	PS/RR

	<p>and be available around the Town - LP has met with Tavistock Times/Gazette (Leanne Carr) and they are keen to work with us in supporting the project editorially and have offered us a discounted rate for a full page each month of £400. Need to get a banner to go up each month reminding the public that offers are coming up - about £80. LP speak to AB to look at this in the budget. LP suggested that she speak to Miss Ivy to see if she could do a market with local crafts, LP will also speak to Rachel, get the banner printed and get back to Tavistock Times – nationals – RK will talk with the various nationals in Tavistock and set up a meeting to see how they could respond to the Totally Locally weekends – they would also gain from more local shopping in the town centre KR will look after those interested in Totally Locally outside the BID area</p> <ul style="list-style-type: none"> • Shop Appy – PS had brought forward this idea when the initiative was covered on the One Show. Online platform that enables Towns to have all businesses selling under one roof with a central click and collect point – LP has spoken to the lady that owns it and she would like to come down to meet traders and explain how it works – LP has asked a couple of businesses to look at how it works and provide feedback. – 3 months free trial – discussion – felt that there would not be a great benefit to Tavistock, but would perhaps try to introduce to shops so that they could run it themselves • Easter Events – BID providing a joint double sided A5 leaflet to help promote events – Good Friday – Tavistock Passion Play Saturday – Easter bunny hunt Monday – Miss Ivy Pet event • Christmas lights – Offered ‘no charge’ for the call out, but that is the only discount - LP has asked that this is re-visited as none of the call outs were our fault, so do not count as a discount to the issues we faced – TTC are going to purchase the lights from Festive as they can be purchased at a reduced rate – perhaps BID should look at this alongside obtaining other quotes – LP will check with Mike in Okehampton, and anyone else locally regarding putting up and taking down as TTC are not able to do this • Signage – Amendments now complete and Tavy Signs are processing this – concerns raised that there are 17 empty shops in Tavistock, a lot of them in West Street – Circus/skate and scoot shop opening shortly in part of Kountry Kit, discussion regarding ‘pop-up-shops’ LP look at this • Events – ongoing – LP has met with Miss Ivy to discuss options for more events in Tavistock – discussion regarding use of Bedford Square at present/prices etc. TTC looking at this area currently linked with the Butchers Hall and employing someone in this capacity - LP to get Miss Ivy to write to Carl Hearn to explore what could be done • Bloom – following price concerns at the last meeting LP has met with Rising Sun Nurseries and agreed new prices covering different plant choices – cost now £21.75 per basket – TTC going ahead – discussion – BID go ahead too – less baskets this year because of scaffolding in the main street – LP discussed with Tavistock Times regarding running a competition to include various categories for businesses to participate in • Bunting – Quotes obtained for 1000 metres of PVC multi-coloured bunting - £850 – looked at 3 quotes, labour costs putting up/taking down £600 – get samples – look at next year rather than this year 	<p>LP</p> <p>RK</p> <p>LP</p> <p>LP</p>
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	<p>because of various liabilities which would increase because of the scaffolding and fixings would be moved etc.</p> <ul style="list-style-type: none"> • Parking – Permits are to be paperless and reflect the current parking charges – permits changing, only apply to one car – proposed fees – Riverside £150 for year – encourage traders to use this – needs to be used more otherwise in danger of being used for building works – Town Centre £280 – meeting to discuss these proposals 1st March, 2017 – LP to find out at the next meeting what is being done about the £390,000 – money raised in car parking – cannot be spent in any other way than car parking – Cathy Aubertin looking into this. • Planned works – LP meeting with Carl Hearne and Mike Harper (Chamber) to discuss how we promote the Town as ‘open for business’ when the works are in progress – perhaps put Totally Locally signs around – LP will find out what permissions are needed - scaffolding in situ. from May to Sept/Oct. at the earliest, possibly running through to Christmas 	<p>LP</p> <p>LP</p>
4	MARKETING/PROMOTIONS	
4.1	Website – dealt with under 3 above	
4.2	Leaflet for Easter - dealt with under 3	
4.3	Totally Locally – dealt with under 3 above	
4.4	Shop Appy – dealt with under 3 above	
5	AROUND TOWN	
5.1	Bunting - dealt with under 3 above	
5.2	Bloom – dealt with under 3 above	
5.3	Update signage – dealt with under 3 above	
5.4	<p>Penny Samuels put forward 6 or her 8 ideas for consideration – 2.3 million people visited Dartmoor in 2016. Dartmoor is worth £400 million a year for the South West. Dr. Kevin Bishop, Chief Executive of the Dartmoor National Park Authority said that for every £1 for public money spent, £5 is put back into the local economy. That figure will be exceeded in 2017, so we need to do all we can to get as large a share of those people into Tavistock as is possible. 2017 will see ever greater numbers of people taking holidays in the UK as a whole, for various reasons including the fear of terrorism abroad and the disastrous currency exchange rate against the US\$ and the Euro. Similarly, we absolutely must get a share of this! Tavistock (and its nearby attractions) needs to be very well advertised throughout the UK.</p> <ol style="list-style-type: none"> 1. Partnerships with other local businesses - Shops/businesses could offer discounts for Customers/Clients who can produce a current receipt from reciprocal partner shops/businesses. Receipts should be limited to a timescale, perhaps 14 days or one month, and should be either signed or stamped by the person issuing the receipt to prevent fraud. As part of obtaining the discount, Customers/Clients will be asked to tag their location on Facebook and other social media when they visit, making us look busy and popular, therefore a ‘destination’ (social proofing is very important). 2. Interactive section on the website – The idea of this is that visitors can tap on a red dot on their phone and the shop/business/pub/café /attraction details will pop up. When they visit a location they can tag it. 3. Tavistock Summer Fete by Miss Ivy Events (which we are supporting) – PS had some ideas of who we could get involved, including the Dartmoor 365 Group, 2 Blondes Walking, Morris Men etc. It might be possible for local coach companies to offer driving tours or hop-on/hop-off tours of the south Moor to give visitors an 	

	<p>idea of how amazing it is, and what attractions we have here. Two Blondes Walking and other Guides could offer short walking tours around some of the important sites like the Merrivale Antiquities.</p> <p>4. Late night shopping in December, which became the Winter Festival! – I have been told more than once that late night shopping hasn't worked in the past, but that's no reason not to give it another go. Totnes held three late night shopping events in 2016, with market stalls in Fore Street as well as the shops opening to 9pm. plus rides and entertainers, and it was massively successful and well attended. I certainly don't think we should go to those lengths – we do that on Dickensian, which Totnes don't – but the idea of market stalls in the streets as well as Bedford Square could work – Farmer's Market? Crafts? Market traders (like the ones at Goosey Fair – just not as tacky!)? The focus needs to be on a huge variety of shopping opportunities, not just entertainment, hence the market stalls. LP suggested that the lantern parade could be looked at again, and may be a steel band.</p> <p>5. Pop-Up Shops, especially during December – Would it be possible for some of the empty shop units to be opened up as Pop-Up shops throughout December? It makes the town look better, gives the locals more choices as shops they wouldn't usually have open up, and offers local shopkeepers the opportunity to shift excess/out of season/sale stock etc. I took some of our excess shop to a Pop-Up shop in Ivybridge over the Christmas period last year, and did well with it. Possible to get shops from other towns which we don't have in Tavistock, for greater variety? – LP said this needs to be looked at in the Summer as well</p> <p>6. Lotus/Caterham 7 Rally/Meet – PS had contacted her friend in the Lotus 7 Club and suggested Tavistock as a location for a rally/meet/ sent him information about Tavistock and photos of Bedford Square and the amazing roads across Dartmoor. He is very interested indeed, and has spoken to the Committee about it. This years' rallies are booked already, but they will look at Tavistock for their 2018 calendar.</p>	
5.5	The Pannier Market and Tavistock's retail appeal	
6	BUSINESS SUPPORT AND LOBBYING	
6.1	CCTV – dealt with under 3 above	
7	PARKING - dealt with under 3 above	
8	FINANCIAL REPORT	
	AB had circulated the financial report up to the end of January to Directors by email. LP was hoping to meet with him to check budget to cover Totally Locally support with coverage in the Tavistock Times Gazette and making up the banner and various suggestions under 5.4.	
9	ANY OTHER BUSINESS	
9.1	The very dirty state of the gazebo/canopies had been observed by more than one Director. The question was asked what the cleaning arrangements for these items were, as it was not giving a very good impression for anyone using the facility, either to hire or make a purchase from them. This would be put to TTC. Also need to look at how the Square is utilised.	
9.2	Utilising the Square - Perhaps the new occupants of the shop in West Street (Circus-skate/scoot) could do something with the space – LP will contact them	LP
9.3	MH raised the 106 money – he is still working on trying to sort this out –	

	Heritage money had been allocated, but there is a slim possibility that some of the money was not allocated. LP will check with Rob Sekula	LP
9.4	MH also passed around a leaflet regarding the Skipper bus, operated by Plymouth City Council, which runs from Plymouth to various outlying areas of the city. This will be looked into	
9.5	MH mentioned that BID should be linked to UK Motor Homes website, detailing where Camper vans can park as this brings extra people into an area, this could also be linked with the AA and Camping and Caravan Club	
9.6	RR advised that the Shop Watch initiative would be up and running by the next meeting – there would be a new flyer with the up to date details	RR
9.7	New notices were in hand for the £2 all day parking	
10.	Wednesday 15 th March, 2017 at 6.00pm. at the Bedford Hotel .	
	The meeting closed at 8.04pm.	