

AGENDA ITEM No. 12a

NOTES OF THE MEETING of the HERITAGE ALLIANCE held on Wednesday 10TH January 2024 at 12.00pm.

In Attendance:

Representing Tavistock Heritage Trust – Geri Parlby, Alex Mettler

Representing Tavistock Museum – Tony Rose, Chris Rose

Representing Museum of Policing in Devon and Cornwall – Alison Holmes

Representing Tavistock Town Council – Cllr Andy Hutton, Wayne Southall

Representing Life Stories and Rediscovering Tavistock Abbey – Simon Thompson

Representing Tavistock BID – Janna Sanders

Representing Tavistock Subscription Library – Penny Gardiner

Representing Tavistock Local History Society – Chris Bellers

Representing Bedford Hotel – Mike Coombes

1. CONFIRMATION OF NOTES

- a) The Notes of the Meeting of the Heritage Alliance held on 28th November 2023 were confirmed as a true record of the meeting.
- b) There were no matters arising and attendees noted the action of circulating the Eco Museum Proposal, Destination Audit and Marketing Strategy to realise Tavistock as a World Heritage Town. A short discussion was held around the challenges of resourcing (both financial and physical) short to medium term actions as identified within the strategy documents.

2. VISIT TAVISTOCK

- a) The importance of having an up to date event calendar was discussed, with an initial focus on heritage activities, which then developed into the need to have a wider town events calendar. If a focus remained primarily on heritage activities, it was felt that the most suitable location would be Tavistock Heritage Trust's website, with links set up on each respective heritage organisations websites and there was a strong emphasis of the importance of having a continuity of approach, to minimise repetition and confusion with regards to Tavistock's heritage offer.
- b) Specific to the broader approach relating to 'Visit Tavistock' website, the BID Manager explained the administration process and the challenges with regards to resourcing the website, with regards to accuracy of content, commonality of messaging and ensuring posts were done in a timely manner. It was AGREED that the subject 'Heritage/Events Calendar' should be discussed by the group in more detail to agree an approach for 2024.
- c) Arising from the above there was a general consensus that it would be very helpful to have representative from WDBC at the Heritage Alliance Meetings. It was AGREED that Tavistock Town Council would contact WDBC to request

their attendance, whether it be Member or Officer, depending on the primary subject matter, e.g. tourism/marketing or heritage.

3. HERITAGE FAIR

- a) Representatives of Tavistock Museum and the Museum of Policing in Devon and Cornwall outlined their challenges specific to opening their respective facilities on the aspirational days/times for 2024 due to their limited volunteer base and each organisation also touched upon their concerns with regards to safeguarding. Tavistock Heritage Trust explained that a dialogue was already in place with Tavistock Museum regards utilising their volunteers as there was a surplus with regards to the Visitor Information Centre operations.
- b) Following on from the above, the group thought it would be beneficial to hold an open day for the heritage organisations with the primary focus on promoting what each organisation did and to engender public interest with a strong focus on volunteer recruitment. It was AGREED that a Heritage Fair would be held on 16th March in the Guildhall Gateway Centre and parts of the car-park and that the next Heritage Alliance Meeting on 7th February would be a focus group to discuss operational arrangements.

4. OTHER HERITAGE EVENTS

- a) The Chair outlined Tavistock Heritage Trusts ambition to deliver a Heritage Festival with partners in September 2024, aligned with the 30TH Anniversary of the Heritage Open Days and that more details would follow with regards to the proposals.
- b) The BID Manager requested that the group consider putting on activities to commemorate the 80th anniversary of the D-day landings on June 6th 2024. It was explained that Tavistock Town Council would be lighting a Beacon on the Pimple. It was AGREED that Tavistock Museum would look into the feasibility of putting on a bespoke exhibition, as previously delivered, and that Tavistock Heritage Trust would liaise with Abbotsfield Hall.
- c) Clarification was sought on when Dickensian would be held for 2024. The BID Manager explained that a poll was currently being undertaken with BID levy payers on whether it should be held on Friday 29th November or 6th December 2024.

5. ANY OTHER BUSINESS

- a) The Chair outlined the concept/branding approach for the proposal of implementing a Heritage Alliance Newsletter which was well received.
- b) It was AGREED that a working party would be established specific to focussing on delivering the Heritage Open Days.
- c) Tavistock Heritage Trust outlined their proposals for delivering a project pertaining to publishing local history books.

- d) It was agreed that the next meeting of the Heritage Alliance would be held on **7th February at 11am** at the Bedford Hotel.