

# Tavistock

BUSINESS IMPROVEMENT DISTRICT

## Tavistock BID Ltd

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## MINUTES OF THE BOARD OF DIRECTORS 'MEETING

**DATE:** 18<sup>th</sup> March, 2021

**LOCATION:** Via Zoom conferences @ 18.00.

### ATTENDEES:

Janna Sanders - BID Manager (JS)

Katherine Wing – Wings Accountants (KW)

John Taylor – Grenville Estates (JT)

Nigel Eadie – Original Pasty House (NE)

Chris Palmer – Hansford Bell (CP)

Paul Williamson – TTC Representative (PW)

Valerie Davenport – Kaleidoscope Toys (VD)

Colin Kirk-Potter – Runventure (CKP)

**JS welcomed and introduced Anthony Rawlins – CEO Digital Visitor and Sarah Gibson, WDBC (South Hams and West Devon)– Head of Placemaking**

Item ref	Agenda Item	Decision/Action
<b>1</b>	<b>APOLOGIES</b>	
	Brett Kinsman-Dawe	
<b>2</b>	<b>MINUTES OF THE LAST MEETING</b>	
	Minutes of the Board meeting 17 <sup>th</sup> February, 2021, and notes on meeting with Mel Richardson 24 <sup>th</sup> February, 2021 (ballot update) were accepted as a true and accurate record of those meetings, proposed by VD and seconded by CP– all Directors agreed	
<b>3</b>	<b>BID 2021-2026 MARKETING Anthony Rawlins – CEO Digital Visitor – Vision for Visit Tavistock 2021-2026</b> JS had invited AR to lend his expertise re: BID 3 marketing strategy. Having made this his home 4-years ago, AR commented that it is one of the nicest places to visit in the whole of the Country and currently under-sold. <ul style="list-style-type: none"><li>• How do we grow Visitor numbers?</li><li>• What have we got to offer?</li><li>• What does BID exist to do?</li><li>• Our Businesses have most to gain – more awareness = footfall</li><li>• We do not just want to attract people during the Summer so need to look at 'shoulder' periods</li><li>• Everyone needs to work together to get the message out there - collaboration</li><li>• Question asked – how much money are we talking about for a decent strategy? - £20/30,000 per year</li><li>• SG said - this concept well timed – collaborative/unified approach – could work with the whole area 'come to South West Devon' – what could we achieve for Tavistock riding on the back of Exeter and Plymouth? JT said that Visitors to Plymouth in the past had</li></ul>	

	<p>spent some time in Tavistock - some Directors' felt spreading the net this wide could be counter-productive.</p> <ul style="list-style-type: none"> <li>• We fundamentally need to change how we market Tavistock</li> <li>• JS to arrange working meeting with AR and SG</li> <li>• Second stage could include other organisations too – share cost – say £5,000 each from BID, TTC, WDBC, THT – perhaps a couple of other marketeers</li> <li>• Need to develop a structured</li> <li>• Budgets? Perhaps write to some bigger Traders – Tesco, Morison's, Lidl, Coop – they benefit from a healthy Tavistock - contribute to central fund</li> </ul>	JS
4	<b>BALLOT 2021</b> – survey document to 300 businesses and a Press release, results by 5 <sup>th</sup> April – need to fix a 'Renewal meeting' to discuss the results	JS
5	<p><b>CORONAVIRUS SUPPORT</b></p> <p><b>WDBC Grant queries</b> – Nothing further to report</p> <p><b>Re-opening the High Street safety update</b> – JS reported that sanitizer stations, street graphics, planters were ordered. Further discussions to take place with TTC on pavement widening. CP had communicated to Wayne Southall that the BID Board did not support proposed measures on the basis that numbers in the area were low and people were used to social distancing but also that the BID would respect any decision made by statutory authorities on the matter.</p> <p><b>Use of Churchyard</b> – JS spoken to Rev. Hardwick who, in theory, agrees the use of the Churchyard for additional seating provision – JS to discuss with TTC and WDBC – propose 4 or 5 tables like outside the Pannier Market</p> <p><b>Window vinyl's</b> – Tavistock College and Mount Kelly providing artwork – old Santander building agreed and William Hill also, the old Lakes building in West Street has been agreed verbally, but JS needs this in writing – JT will follow this up - still awaiting news on Quirky, Boutique 32, Carphone Warehouse and Go Mobile. The Tavistock Times will be doing an article next week, so hopefully there will be more who come on board. JS reported that the former Woolworths building work is imminent (demolition to commence the same day as the town re-opens – 12<sup>th</sup> April) – JS proposing decorating hoardings to owner (Taunton Land).</p> <p>JT asked about JS meeting with Chamber tomorrow – JS attending and will discuss re-opening plans.</p> <p>JT reported that gas will be going into the Guildhall on 7<sup>th</sup> April which should speed up renovations.</p>	<p>JS</p> <p>JT</p>
6	<b>FINANCIAL REPORT</b> – KW stated that there was a £1,800 VAT refund to come – accounts approved by CP proposed, VD seconded – carried. KW and JS would continue to work together to formulate a budget – at present the financial situation was not too bad. She requested that she be able to change the format to make working together easier to see. PW raised the question of the BID website and how in his own business there was need for a professional to look at it – proposed by VD and seconded by CP that we ask a SEO to do this.	KW KW/JS
7	<b>GETTING THE WORK DONE</b> – Nothing further to report	
8	<b>AROUND TOWN –</b> <b>Empty Units/Store Closures and Openings</b> – JS reported that there was interest in various TTC units. Nothing further.	

	<p><b>Rent updates</b> – JS reported that an informal discussion with the Town Clerk was held re: TTC tenants with the BID requesting the possibility of more relief. The TTC position is this:</p> <ul style="list-style-type: none"> <li>• For those tenants who took up the deferred scheme, there will be engagement and a flexible payment plan can be arranged.</li> <li>• TTC is listening to the needs of its tenants and is genuinely happy to be flexible regarding giving short term relief for long term assurance.</li> <li>• They would ask their tenants to engage with them so they can discuss what kind of payment plan might work.</li> <li>• They are not in a financial position to offer any rent-free position and they feel that using rate payer money to subsidise private business is not an appropriate solution.</li> </ul> <p>JS to communicate this to relevant levy payers.</p>	JS
9	<p><b>MARKETING AND PROMOTIONS.</b>  <b>‘Be Safe, Escape and Explore campaign’</b></p>	
10	<p><b>EVENTS</b>  <b>Paint the town (with light)</b> – Nothing further to report, on track for launch on April 12<sup>th</sup>. Press Release to go out and Town Mayor will judge.  <b>Moor Otters</b> – starting 1<sup>st</sup> May, 2021 – in hand</p>	
11	<p><b>PARKING/COACHES</b> – No update</p>	
12	<p><b>COLLABORATIONS – Sarah Gibson, WDBC –</b></p> <ul style="list-style-type: none"> <li>• <b>Placemaking Conference</b> – April 20<sup>th</sup> Conference to discuss the future of Tavistock and what key stakeholders perceive as key issues currently affecting high street and what the vision should be for 10-20 years: how this can feed into the plan for BID 3. Key stakeholders to be invited (plus some of those who have engaged with survey).</li> </ul> <p><b>May 2021</b> – wider Conference – including Plymouth Road – also community stakeholders.</p> <ul style="list-style-type: none"> <li>• Home England 106 money etc.</li> <li>• Need to release more employment land – Andy??? and Neil Jory – who else should be included</li> </ul>	JS/MR/SG
13	<p><b>MANAGER UPDATE</b> – Ballot results in 5<sup>th</sup> April – hopefully there would be another Board of Directors’ meeting soon after that.</p>	
14	<p><b>CHAIR UPDATE</b> - Nothing further to report</p>	
15	<p><b>ANY OTHER BUSINESS</b> - there was none</p>	
16	<p><b>DATE OF NEXT MEETING – 21<sup>st</sup> April, 2021 via zoom</b></p>	

Meeting closed at 19.45