

### BID AGM – MINUTES OF MEETING HELD 21<sup>st</sup> OCTOBER, 2020 (via Zoom)

**Directors present: Chris Palmer, Chairman. Janna Sanders, BID Manager. Valerie Davenport. Cllr. Paul Williamson. Colin Kirk-Potter. Brett Kinsman-Dawe. John Taylor. Andrew Wing – Company Secretary. Katherine Wing – Treasurer. Apologies Nigel Eadie.**

**The Chairman – Chris Palmer - welcomed those present to the 10th AGM of BID, particularly Cllr. Anne Johnson Tavistock Town Council Mayor. He said that this year's meeting would be a bit different, as it was on Zoom, but there would be a pause at the end of each item to allow time for questions. He introduced himself for those who didn't know him, saying that he was the Managing Director of Hansford Bell and that he had been on the Board of Directors' since being elected at 2018 AGM, and took over as Chairman in March, this year.**

#### **1. Minutes of AGM 2019**

It was proposed by Paul Williamson and seconded by Valerie Davenport that the minutes of AGM 2019 should be accepted as a true and accurate record, this was unanimously agreed by Members.

#### **2. Matters arising**

There were no matters arising.

#### **3. Chairman's report**

The Chairman reported that this year, having been a very difficult time for all Business owners, he would look at the focus of BID during the national lockdown in supporting local Businesses. Almost immediately after lockdown was announced, the Board of Directors' agreed that weekly meetings would be necessary in order to update, make decisions on actions and support, as well as almost continuous email communication. He wished to thank the Directors of the Board for their time and commitment through this, especially as it is a voluntary position, and each Director had their own businesses to support also. This was greatly appreciated. Below is a summary of some of the key actions agreed and achieved during this time:-

- **Understanding and interpreting Government information** – a) relayed by BID Manager to BID members through various communications
- **Assisting with Grant Applications** – a) assistance from BID manager for those who required/requested it – b) BID manager spent time chasing payment of Grants, particularly for those that were missed
- **Recovery Plan** – a) BID created a town recovery plan – the only town in West Devon to have one – b) BID worked closely with TTC to implement this plan so that the town could re-open safely once lockdown started to ease – c) this included – Signage through the Town on Social Distancing – Signage provided to local shops and businesses to provide a coherent and consistent Tavistock branded message – Barriers to allow safe, socially distanced access to the Town – Street stickers to promote socially distanced queuing (other towns such as Bedford copied this idea as it was so well received) – Banners and decoration to street barriers to make the town more attractive – Signage on large planters in the town
- **Assistance in acquiring PPE** - a) BID helped source PPE – b) pricing from 3 different suppliers – c) placed orders – d) introduced Businesses direct to the supplier
- **Town App** – a) A new Town App was created and made available in a matter of weeks following lockdown – b) Initially focused on town delivery services – c) Open to all businesses to use – d) Longer term plan with the App is to encourage e-commerce
- **Flexible Social Distancing Measures** – a) BID listened to business feedback – b) Making amendments to the town, such as the barriers

- **Medium to Long Term recovery** – a) BID Manager will cover this in more detail during her report but some key points are:- **Tavistock Gift card** – recently announced gift card that can be used throughout the town, retaining spend in the town – **Trails, such as Windows in Time** – recently introduced annual town trail – **Media Campaigns**.

Moving on to the BID Plan – Covid 19 has forced us to shift our focus away from the plan so that we could achieve what we have. Here are a few highlights. BID will return to the plan over the coming year.

#### **Placemaking:-**

- **Christmas lights** – a) Most voted for point in the Plan – b) BID continue to fund lights – c) King Street, Meadowlands and The Wharf all received new lights last year – d) New lights required for West Street this year due to lorries hitting the hanging icicles – e) Working with TTC to erect lights
- **Britain in Bloom** – a) Understandably cancelled due to Covid – b) Baskets already ordered, as many as possible hung – c) Unfortunately some not looking their best due to delay and not everyone managed to get one – d) Those erected were watered by TTC – e) Improved planters under new signs – f) New planters purchased to be placed around the restroom
- **Christmas trees** – a) Agreed last year to increase number of trees – BID purchased 3 large trees to be placed around the town – 1) Restroom well received and will be repeated – 2 and 3) Bank Square and outside the Coop not well received, will not be repeated – c) Christmas trees for this year covered further by BID Manager's report
- **Town signs** – a) New town signs were created to match the Visit Tavistock branding – b) These list all shops and businesses with corresponding maps and replace the previous tired and dated signs

**Marketing and Events:-** Covid has forced BID to re-look at the importance of marketing and to develop new campaigns and events

- **Dickensian** (last year – the most successful Dickensian evening) – a) Started with a new lantern parade attended by schools and community groups – b) Local Business stalls – c) Fire eating – d) Punch and Judy in Bank Square – e) Footfall up on park and ride

Unfortunately BID have taken the hard decision to cancel this years event, however, work is being done to encourage people into the town around the same time without creating huge crowds on a single night

- **Christmas lights** – last year saw the first separate Christmas light switch on. This was attended by over 1000 people and BID received good feedback on the event as a whole as well as the lights in the Churchyard. Going forward BID will continue to look at holding this as a separate event

Other events:-

- **Fiver Fest**
- **New Windows in Time Trail**
- **Paint the Town**
- **The Great Goosey Gander**

Looked at ways to better promote Tavistock using different types of media:-

- **Spotlight – Radio Plymouth – Tavy Times – Tavy Links – Social Media – Moorlander – Annual Tourist Guides**
- **Website** – New website introduced with active updates and promotion of the Town and Businesses
- **New Town Guide** – New Town Guide developed resulting in a much more visitor friendly document
- **Social Media** – Regular updates and social media campaigns have been held – regular videos being produced which are now getting much more engagement

#### **Business Support:-**

- Support through Covid 19
- Working with South West BID's to lobby the Government to extend the Business Rates holiday past April 2021 and you will be updated via BID communications as this progresses

Chris Palmer concluded his report by saying how important it is now more than ever to have a BID and support it – the past year is probably the most difficult that we will ever face. He appreciated the difficulties faced by Businesses and thought that perhaps paying the BID levy may take a low priority, but the last few months had shown how important BID is. Without BID levy there would be no Dickensian, Christmas lights, hanging baskets or media campaigns to encourage tourists to the Town. We need to keep the Town a destination that people want to visit and return to. Please support BID and the Town – in the hard times your Levy makes all the difference. Thank you.

#### 4. Approval of Accounts

The Chairman put his copy of the Accounts for year ending August, 2020 on the screen and the Treasurer guided Members through them, looking particularly at the last 2 pages. Copies can be obtained from the Registered Office on request. **The accounts were presented for approval by this meeting – proposed by Chris Palmer and seconded by John Taylor – unanimously agreed by Members.**

#### 5. Appointment of Directors

Changes in Directors holding office are as follows:-

- **Kevin Hailey had retired during the year**
- **John Taylor was appointed during the year and offered himself for re-election – proposed by Paul Williamson, seconded by Valerie Davenport - all in favour**
- **Nigel Eadie and Valerie Davenport retire by rotation and offer themselves for re-election – Nigel Eadie proposed by Valerie Davenport and seconded by Brett Kinsman Dawe. Valerie Davenport proposed by Chris Palmer and seconded by Brett Kinsman Dawe – all in favour of both appointments**

Directors are:- Christopher Palmer. Nigel Eadie. Valerie Davenport. Paul Williamson. Brett Kinsman-Daw. Colin Kirk-Potter. John Taylor. Janna Sanders – BID Manager.

#### 6. Projects for the forthcoming year – BID Manager

BID Manager – Janna Sanders said that at last years' AGM she had spoken about the impact of internet shopping on the health of the High Street, little knowing of the horror that Covid 19 would bring to the economy. Hopefully as our case numbers remain low in this region, we will not be subject to further lockdowns in Tavistock, having spent so much time and effort on re-opening of the Town. Tavistock, unlike regional cities, has experienced good footfall throughout the Summer and Autumn, so BID is working hard to ensure that this continues, focusing, not just on shop local initiatives, but also promoting Tavistock as the place that people come for the whole experience – once the current climate allows, the Gift Card being one part of that strategy. Planning for 2020/2021 is difficult regarding the budget as there is no clear picture of how much levy will be received – planning is dependent on the available budget.

At present Christmas lights and the Gift card have been prioritised – next year will focus on the Town Centre Recovery Plan rather than the 2016 Business Plan. Main objectives are –

- Provide multi-level support to businesses throughout the crisis and into recovery
- Increase promotion and marketing activity for Visit-Tavistock: social media, website, Tavistock Local App development, collaborations with other destination marketing organisations
- Create a commercial campaign to position Tavistock as a safe place to visit and the region's top market town/go-to visitor destination for that special shopping experience
- Highlight the town's position as the gateway to the World Heritage Site
- Kick-start economic activity and growth
- Create E-commerce platform for town centre (#shoptavi) under Visit-Tavistock umbrella and link with Click & Collect/Delivery Services
- Develop the Tavistock Gift Card
- Build on community engagement and encourage more local use of the town centre
- Attract new investment and funding
- Increased promotion of Tavistock as a sustainable travel destination post Covid
- New promotions to encourage continued community use of the town centre

85% of those who responded to the survey, voted in favour of the Tavistock Gift Card.

64% were interested in a town wide e-commerce system.

The top three priorities in the recovery survey were:- Commercial campaign, Promotions, Gift card.

#### What is planned?

- **Tavistock Gift Card** - Launching next month – 35 businesses already signed up and this will be worked on over the next 10 days to secure more. Hopefully a good spread of sectors so that the card can be a really meaningful gift. Celebrate the best of Tavistock in one card!
- **Attract new investment and funding** – Funding received from both WDBC and Mount Kelly to enable BID to launch the project. Ongoing management costs will be covered by BID levy. There

will be a hard push to promote once there is a launch date to ensure that there is good take-up ahead of Christmas – focus on regional PR

- **Christmas lights** – Ongoing funding as on existing Business plan – BID will fund the annual installation of the lights and the purchase of new lights for West Street. BID had hoped to look at Brook Street this year, but West Street lights were severely damaged by lorries in 2019 so shifted priorities. New for 2020 is fun up-lighting planned for the Churchyard for the whole of the Christmas period
- **Marketing and promotion** – This remains a priority as the general consensus from the recovery survey. This has been re-visited in the light of Covid, despite little uptake of the media pack circulated by BID the media campaign will continue. Focus so far on visiting the town safely, but will be developed further as visits to the posts are increasing, and will go forward as a priority. BID would encourage levy payers to engage with it to reach more people so tagging Visit Tavistock should be on everyone's radar when using social media. BID will continue to work on this using video and imagery to engage with visitors and locals alike.
- **Advertising campaign** – Arranged with Tavistock Times (assisted funding from WDBC – thank you) and Tavy/Moor/Plym and Oke Links. Covid halted the drive to engage with other destination marketing organisations, but BID is at present working with Visit Dartmoor –( including a website page, a banner advert for the town on all pages of the website and a bi-annual newsletter to their database of 25k). Other partners could include Visit Devon, Visit Plymouth and TAVATA. Town Guide for next year will be very similar to the current production
- **Guildhall Gateway Centre** – will be opened in Spring 2021, very significant moment for the town. BID fully engaged with the Heritage Trust and will continue to work with them towards this date which will position to town firmly under the UNESCO umbrella.
- **Promotions** – present emphasis – Gift Card and ensuring it is a success. Spring 2021 BID will look at further promotions like Fiver Fest and The Great Goosey Gander.
- **E-Commerce** – BID keen on developing this – future of high streets is a mixture of bricks and mortar businesses and an online presence – Government research shows that people want to support their local towns and businesses, but 67% of them want to check online before setting foot in a shop. Covid has made that even more obvious than before.
- **Town website** – BID building a business case for a town website – like #ShopTavi which would incorporate all interested businesses in one place. Customers able to buy from multiple shops and pay with one payment at checkout then choose click & collect or delivery options. Totally Locally have just launched their own Totally Locally shop which is exactly what BID is looking at for Tavistock. Signed up for more information about this.

**Christmas** – Sadly no Dickensian this year which will impact on businesses, following plans for Christmas:

- **Launch of Tavistock Gift card**
- **Free from three parking starting Thursday 3<sup>rd</sup> December – available all Thursday's, Friday's and Saturday's throughout December** (just had confirmation of this today)
- **Late night opening until 7.00pm. on these days**
- **Sunday opening**
- **Small events throughout town on Friday 4<sup>th</sup> and Saturday 5<sup>th</sup> December**
- **Alternative Christmas Tree Festival throughout town throughout December. Map of participating businesses and promotion**
- **Christmas markets on certain weekends**
- **Remember, BID has an agreement with TTC to fund up to two pitches (pitch – 6ft. Table) at Butcher's Hall event or a marquee on Bedford Square at outside events. BID will also make this available during December – any day of the week on Bedford Square.**

There were some questions:- Louise Jackman said that fruit and veg shops and take-away's had done well during the restrictions. She wanted to thank Chris Palmer and Janna Sanders for all they had done over the very difficult months. She suggested free parking all day on a Sunday – it is important that we promote ourselves that we are open, encouraging locals to shop. Janna Sanders said that now the parking 'free from three' had been agreed she would promote that. Louise Jackman said that she was happy to go around her end of Tavistock (Brook Street). She also asked about Christmas trees in individual shop windows – perhaps led – Janna said that the budget was very tight and had not been taken further as it as it was not a priority, she would look at it again and get back to Louise.

Mary Schwartz from De la Torre's said they were a new business just done their first year. She asked if it was possible to have more communication in advance for easier preparation before the AGM. Perhaps BID could think of an induction for new Businesses. Look at mental health issues in business. Lot of ideas to put on the table – different demographics coming into the town. Janna Sanders said that she was open to suggestions/ideas, please communicate them – survey on facebook so that everyone sees what is coming up. Janna Sanders explained that facebook was used when there was need for a quick answer. Otherwise it is not on facebook.

**7. Any Other Business** – Tim Randell Chairman of the Chamber of Commerce said the work that Janna Sanders does in the Town is extraordinary and she had worked very hard over a few months. Well done Janna.

Chris Palmer thanked everyone for coming.

Meeting closed at 19.14.