



Minutes of the Monthly Meeting
Wednesday 19th June 2013 – Churchill Bar, Wadebridge

President: Mr D Walford

Chairman: Mrs S Prosser

Vice Chairman: Mr A Jones

Hon. Secretary: Mr D Rowe

Hon. Treasurer: Mrs N Brookes

Present: Sarah Prosser (Local Eyes), Adrian Jones (Adrian Jones (IT Consultant & WREN), Nick Shelley (Shelley Electrical), Mel Hardie (Arty Crafts), Phillip Mutton (Trebor Estates), Rupert Wilson (Gonvena Hospitality), Jenna Heywood (Ann's Cottage and Minute Taker), Liz & Steve Drakeley (Kernow Chef/Bubbles Splash), Dominic Walford (Sticky Fingers/NCA), Stephen Knightley (Stephen Knightley Associates), Rachel Daniel (One Step Ahead), David Edwards (Sproull), Tracy Doncom (Memorylane Sweets), Claire O'Connor (Trendspot), Brian Farmer (Events 4 All), David (Molesworth), Paul Holmes (WREN), Anna Davidson (Wadebridge Bookshop).

Apologies: Jason & Randi Henderson (Elixir Health Foods), Rob Burton (Wadebridge Bookshop), Steve Coom (Razor Solutions), Nicola Brookes (Brookes & Jeal Accountants), Chris Hewitt (Picture & Coffee House), Richard Alexander (Alexander & Co), Devon & Cornwall Police, Darren Lewarne (Natwest Bank), Simon Townsend.

Police Report

An email was read out on behalf of the Devon & Cornwall Police. Please accept our apologies for not attending this evening but we all have prior commitments. We are pleased to report that we have had a quiet last few weeks seeing just 3 offences in the town centre and 15 for the whole town including offences that took place at the showground. We had 2 offences of shoplifting at the show both juveniles are from the local area and will be enjoying some community service in the near future!

The two main offenders responsible for the commercial break ins last year appeared at Bodmin Magistrates Court in late May and have been committed to Truro Crown court next month; this is because a magistrate's court is limited to giving a maximum sentence of 2 years and would hopefully suggest that a strong sentence will be imposed, we will of course let you know the final outcome.

Treasurers Report

The current bank balance is £3,207 which includes £1,057 still to be paid as a charitable donation for the Jolley Ball. Large receipts this year to date include £3,000 from Sharps for the River Festival and £300 Rotary Club Xmas lights donation. A £50 donation was received from Inner Wheel towards the Xmas lights. Large payments include £952 to Daveys for last year's River Festival, £872 to Daveys for last year's Xmas lights, £500 folk festival donation and £824 insurance paid.

Here are the businesses that have paid subscriptions so far. If you are not on the list we kindly ask you to pay your subscription fee. (Annual Membership is £50, details of how to pay are on the subscription form at the bottom of the minutes)

Trudgeon Halling, Derry & Sons, Trebur Estates, N Shelley, **Unknown** (a payment of £50 was made on 29-Jan-13 with no reference if you think this might be you please contact Nicola at Brooks & Jeal), Home Furnishings, Linteriors, Brooks & Jeal, Ralph & Co, Depicture, Nicholas Horn – Bed co, The Natural Tile & Stone Company, Arty Crafts, Kernow Chef, which equates to £625.00.

Matters Arising

Minute Taker

A minute taker is needed for July 17th and onwards. This is a paid position of £35 per meeting. Please contact Sarah if you are interested and ask acquaintances that you think would suit the role. You do not need to have shorthand skills.

Camel River Festival

The river festival has moved on a lot since last the last meet, although it has been much more difficult this year due to lots of extra paperwork from Cornwall Council and the loss of key sponsors which has meant that the chamber has had to tighten their belts. The line-up was announced and passed around the room, they are in the process of updating the website with the programme. The signage is now complete and will be put up 4 weeks before the event.

Wish List - Sarah has a Wish List of things that are still needed for the festival, any help would be much appreciated so please contact Sarah if you can provide any help with the following:

- Pallettes and Wood sheeting
- Stalls (Such as coconut shy /splat the rat etc – maybe a possibility for schools or local groups to fundraise?)
- Promoters (To walk around Wadebridge on the Saturday to promote the event – maybe an amateur dramatics group?)
- Security (2 men for overnight)
- Collectors (with buckets around the festival)
- Volunteers (To put on roadside banners etc)
- Sponsors

Sponsors are really needed this year as there will not be any funding from Visit Cornwall. The main sponsors will be Sharps Brewery but there is still a need for other key sponsors. The chamber have applied for £1000 from the Co-Op Community Fund, they will also be approaching PATBF (Padstow Area Tourism and Business Forum) to help again as last year they donated £350. There are also smaller sponsorship opportunities available such as having a banner up in the main area. Local sponsors currently include David from the Molesworth Arms, My Place in Cornwall and Reg Hambly. Well over 2000 people were at the River watching the Raft Race last year, so if you want to be put your business name in front of 100's of people get in touch with Sarah or Adrian.

Sarah is currently weighing up quotes for the electrical services; the festival was at a loss last year as an unexpected cost came from Davey Electrical. So this time Sarah is making sure this doesn't happen and is sourcing the best value for money. 'Electro' and Davey Electrical have like for like quotes, however Electro have said that they would provide a Marquee if we chose them which can cost up to £800. Nick from Shelley Electrical has also seen the quotes and he will look into what he can do. The committee will get together and discuss all the quotes and make a decision.

Phillip Mutton says that although these social events are great fun, they cannot continue to make a loss, as the small businesses of Wadebridge can't continue to keep supporting them. He says that at the Rock Oyster Festival you pay so that maybe the chamber will consider a charge for the Camel River Festival? It was also noted that it seemed to be mainly locals at last year's event and maybe it didn't attract any extra people to the town? Sarah says that the brief, as she understood it, from last year was to draw people into the town and market Wadebridge; it was never intended as a money making scheme, just to make enough to cover costs. She does not want to start charging for the event as this takes a lot of organising and man power regarding ticketing. She assures the chamber that this year the committee is working hard to ensure that they will not be at a loss. Stephen Knightly recalls that the initial idea of the River Festival came from the fact that Wadebridge used to have a Regatta and it was to show off Wadebridge and the Camel and encourage the local Boat/Gig clubs to join in.

Dom re-iterates that it is about showcasing Wadebridge as a place to come and enjoy, obviously we don't want to run at a loss but you learn from last year's mistakes and move forward. Rupert says that similar conversations took place when the Padstow Christmas Festival started and that took 5 years to build it to where it is now. Stephen Knightley suggests putting a mark-up on the beverages?

Mel has concerns which other members of the chamber agree with; the chamber is becoming an events organising committee and is failing to address the key points that a Chamber of Commerce should be about; such as Free Parking, Business Rates etc. However as long as they are breaking even then the local businesses will be happy to support these events.

FYI - After the success of The Ship Inn winning the Raft Race last year, Rupert is in possession of the Trophy!

Website/Town Team Update

Adrian updates the chamber on the Website Town Team. Caroline New from Impress51 has a mock-up of the home page, so far it looks brilliant so he will be digesting that to move forward to the next stages. Guy Thomas, who is the County Council's Town Centre Manager Specialist, is meeting Sarah soon to see if there is any other support they can provide.. The chamber hopes he will make sure we get all the help we can that is so needed to boost our local economy.

The Wadebridge Christmas Weekend 2013

Sarah has currently booked the Town Hall and she will email her contacts to fill the hall with craft stalls; she is confident that it will sell out quickly. Although the Christmas Committee has not started the real planning yet, this must start soon – especially if the chamber members would like to see an Ice Rink this year. This year will see a change to the usual Santa Run which will

be a 'Santa Bike Ride', where there will be an opportunity to dress up your bikes with tinsel and sparkling lights and parade through the town! Nigel Wigget will be supplying a bike for the Winner and is hoping to get a stunt team involved.

A new 'Cold' event for Wadebridge?

Adrian has a proposal for the chamber which is to have a post-Christmas event to get the town through the 'rough patch' between January and April. He suggests a Shrove Tuesday/Mardi Gras event, an event to celebrate the 'Equinox' or something to tie into London Fashion Week? The chamber is asked what they think – Mel says that her gut reaction is that we are again becoming event orientated and that if we are going to do it, it needs to be done right so that we can draw in more outsiders, as at the moment it only seems to be locals that come along. She questions why the Rock Oyster festival is so big, Sarah says that this is because they have a budget to spend on professional PR raised from the ticket price and they employ Barefoot Media to promote the event and she says that is where a Town Centre Manager would come in to make sure the events are pulling in the people they should.

Rachel says that Wadebridge is not a destination town such as Padstow and that the chamber has to think differently, it's a provincial market town that has lost its market and although there are tourists in the Summer but it is a long winter and it is very difficult at the moment. The positives and negatives of Wadebridge and the current climate of the High Street are debated, with pro's being the up and coming coffee society of Wadebridge. They also discuss that the demographics of Wadebridge Clientele should be studied and utilised, they discuss that maybe the over 50's are the current market? (People that have the time to shop in the town and spend money in shops as they are too shy to shop online). They agree that Wadebridge needs to move faster and give the shoppers something that they wouldn't get online. Wadebridge obviously has great community spirit (look at the big lunch!) and the quality of community events will help to put Wadebridge on the map. The general consensus is that a themed Pancake/Carnival event could work; involving the local cafes and schools. Ideas bounce around regarding who can make the best/weirdest pancake/largest pancake stack etc. David from Molesworth said they do charge for the Guinness Book of Records but it would be great to get the people's imaginations going on this. Stephen Knightly says it would need to be discussed how the retailers would benefit – shop promotions maybe? Claire suggests getting a celebrity chef to judge? Adrian asks who will help and get involved with this idea; Stephen Knightley, David from Molesworth, Phillip Mutton and Nick Shelley all volunteer, Adrian will buzz an email around and get the ball rolling on this (FYI Shrove Tuesday is on March 4th 2014).

Review of the Big Lunch 2013

The Big Lunch 2013 was held on Sunday 2nd June. Great community spirit combined with perfect weather made the day a great success.

A **BIG THANK YOU** goes out to Adrian for organising the event and creating such a fabulous day! Plus a massive thank you to all the many volunteers that lent a hand, printing leaflets and posters and helping put up and down the event! These include Richard Alexander, Anna, Chris, Stephen and Phillip.

Around 400 chairs were put out, plus getting on for another 100 seats provided by benches from the Molesworth, and the street was packed, so it is not unreasonable to suggest 1,000 people may have been there over the course of the day.

Budget-wise the event was in-expensive, the costs were as follows:

£14.53 - DICKSONS Hardware Gaffer tape, cord to suspend 'Big Lunch' notices across street
£8.47 - DICKSONS Hardware More cord for 'Big Lunch' notice
£17.21 - Martins Books for contact details, plus pens
£37.94 - www.tescoparty.com 100 m paper table cloths plus next day delivery
£9.99 - BRICKNELLS Blue tack, tape, etc for putting up posters
£27.98 - BRICKNELLS Card and lamination pouches
£21.00 - CORNWALL COUNCIL Fee for Temporary Entertainment Notice
TOTAL £137.12

There was £80-£100 in sponsorship for the day, plus income from stalls on day of c£40, so the event really didn't cost much to out on. The hidden costs were people offering resources and time for free:

- For publicity -- print posters, deliver leaflets, paint and put up road signs.
- On the day – tables and chairs, collect tables from RCS, cake, collect, set up take down, return, bunting.
- All musicians performed for free, and Alive Music provided free PA.
- Anonymous donor covered the travel and related costs for the circus act.

Publicity:

- Social Media: Twitter, Facebook
- Press: Guardian/NCA/Local-Eyes
- Leaflets: to c2,500 houses and some shops

- C100 Posters in shops and lampposts (not enough!)
- 3 Road signs at entrance to Wadebridge

Trade-wise, the event was clearly beneficial for the Molesworth Arms and The Picture & Coffee House, less so for The Swan and other places. There was a good follow-up in Guardian, including a front cover photo and photos inside. There should also have been something on ITV and maybe through Eden Project (Tim Schmit was there!). Next year this must be reinforced to promote the 'best place to live' tag.

Weaknesses:

- Organised in a bit of a rush...
- Contact book didn't collect many actual contacts!
- Commercial options minimal

Next Year:

- Big Weekend?
- More for kids
- Could spread out to Foundry Court and along to Shed (Rachel also suggests leading them to the Bridge shops?)
- More than one stage area – e.g. second area around Swan
- More shops/cafes etc on board!
- Dom also suggests more collection buckets as these can make £300-£400 at Christmas.
- Mel suggests that all the shops donate a prize for a Raffle and you create a prize window display to show off what is available in Wadebridge? Dom says maybe WREN's (Wadebridge's very own currency!) could be the prize?

Anna says that the shops will get back to Adrian regarding more ideas on this.

Camel Trail Partnership Meeting

The meeting was on 12th June in Nanstallon and it discussed two key items; the idea of connecting the Camel Trail to cycle hubs in Cardinham & Lanhydrock and the Camel Trail to go through Wadebridge Town.

Adrian asks the chamber - what do you think? Adrian, Philip Mutton and other members feel that the issue is with the car, not the cyclist, and that it would be better for the commercial prosperity of the town if the trail continued along its current route but with improved safety and signage. Adrian also suggests a speed reduction in town, probably from the start of the bridge along Platt and Eddystone Road. Adrian says that traffic lights have been discussed or visibility mirrors. The vibe of the chamber leads to agree with Adrian and Phillip that through the town is the preferred option but with new safety measures to be put in place.

The discussion connects into what to do about vehicles in Molesworth St, and about traffic and transport generally around the town. There is no denying, as Rachel says that it causes havoc with pedestrians and bikes at the crossing by HSBC, its hard enough for us locals without being a tourist! Adrian suggests looking at how other people have solved problems such as this – as Dom says we should take a leaf out of London's book, a massive city and it still manages to keep cyclists safe through the streets. Wadebridge needs to poll its members together and make a clear stand on what they want to do, and then you have a clear idea to move forward with.

The Cornwall Folk Festival 2013

The Folk Festival is back this year in its rightful position; August Bank Holiday. The team did unfortunately get turned down for the £1k funding from the Co-Op Community Fund, so they are again looking very short on funds. The team are looking for a main sponsor, so if anyone is interested or has any connections/ideas, help would be greatly appreciated. Mike Walford will probably come along to the next meeting, but they are really are struggling, it would be a shame to lose the 'Cornwall Folk Festival' being held here in Wadebridge so please help and pass the word around. David from Molesworth suggests asking St Austell Brewery?

There is a cultural shift this year with the festival celebrating all types of music – with great Brazilian singer Silvia Nicolatto head lining with her Anglo – Cornish Friends! Plus this year there will be a stage by Wadebridge Wines showcasing the best in new local talent. We ask you all too at least buy a ticket and try out at least one show this year! For more info visit www.cornwallfolkfestival.com.

Any Other Business

Events 4 All

Brian Farmer talks about the possible benefits Events 4 All can bring your business. It is a not for profit organisation, established to support communities and the individuals within the area. The main idea is to get young people into/back into work. They help the individuals by finding them employers who will take them on and help them get a reference and it helps out local businesses as they can find enthusiastic volunteers to work for them. Brian aims to help 18-24 year olds find work experience for around 8 weeks. There are around 50 willing and able people in our local area looking for a placement so if you are willing to give someone a chance talk to Brian on 01208 841760 or email him on brian@events4all.org.uk. To find out more [please click here](#).

Leading Women UK

Claire O'Connor from Trendspot tells us about a female networking group who have starting networking meetings at The Picture and Coffee House, these meets are a great opportunity for workshops and to chat and share information regarding all aspects of running a small business including HR, PR and Social Media. Topics vary but are always beneficial for example this month they were discussing Superfast Broadband and how it can benefit you and when it will be available (some places it is available now and for most it's on its way!) There are several networking meetings over Cornwall including Falmouth, Bodmin and Truro, the next meeting at the new Wadebridge venue is Monday July 15th 18:30 - 20:30 at the The Picture & Coffee House with Sue Willmott. For further information visit: www.leadingwomenuk.com.

Welcome New Members

David Edwards from Sproull Solicitors is introduced to the group, as you have probably noticed the new office opening at the top of Molesworth St, they will be ready for business in early July, so why not pop in for any sort of legal advice. www.sproullllp.co.uk. David from the Molesworth also introduces himself he has been the boss for 15 months now, he says that between him and Chris they have changed the spectrum socially in the town. The Molesworth has been smartened up to create both a family orientated and fun environment.

Agenda for next meeting

Mel would like a discussion about Free Parking to put on the agenda for next time. She says that with a new Town Council and County Council, now would be the time to lobby as a chamber and put a proposal together to present to the Council about what the retailers of Wadebridge would like to see. They would like to see a trial run of one day a week Free Parking. The idea of paying as you leave the car park should also be discussed. Dom proposes that the chamber make a delegation to go to the Town Council to give us Tuesday as Free Parking. Members would include Mel, Rachel and Dom. ***This is to go on the agenda for next month.*** As a side note Phillip says to make sure the room is always booked for two hours every month so it is not rushed at the end.

If you would like to become a member of the Chamber please contact Sarah. Alternatively you can use the application form. [Download Application Form Here](#)

Date of Next Meeting: 17th July, (Then 21st August, 18th September, 16th October, 20th November, 18th December)

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