



**Wadebridge and District chamber of Commerce**  
**President: Mr G Stanbury**

Chairman: Mr D Rowe                      Vice Chairman: Mr D Walford  
Hon. Secretary: Mr A M Gregan        Hon. Treasurer: Mrs A Jackson

**Minutes of the June Monthly Meeting of the Wadebridge and District Chamber of Commerce which took place on Wednesday 15<sup>th</sup> June at The Churchill Bar, Wadebridge**

**Present:** Ann Jackson (Treasurer), Andrew Camden-Smith (aka – Cam - Visit Wadebridge), Philip Mutton (Trebur Estates), Harriet Wild (Elixir), Darren Rowe (Riverside Financial Planning), Dominic Walford (Riverside Financial Planning)

**Apologies:** Randi and Jason Henderson, Sarah Hargreaves, Grenville and Susan Stanbury, Rachel Daniel, Richard Alexander, Nigel Flannigan, Rupert Wilson, Sarah Prosser, Andy and Fiona Jolley, Phil Chanter, Helen Lantern.

**Matters Arising:**

Darren began the meeting by thanking Harriet for the Big Lunch Street Party on Sunday 5<sup>th</sup> June. He commented on the sheer amount of people in town and said there was a lovely atmosphere that appeared to go on until quite late. He said the singing was great. Harriet said the next street party was Sunday 3<sup>rd</sup> June, which will also be the Queen's diamond jubilee. Dominic wondered if the Molesworth wanted to get involved more in the organising as they benefited greatly from it.

**Midsummer madness walk.** Businesses have not been in touch with the Chamber with requests to be in the voucher booklet, made up for walkers. Darren said the Chamber doesn't want to bombard businesses with more emails about this, as he understands that they get enough requests to donate to charities. He acknowledged that the Chamber has promoted this event perhaps more than with previous charity events, and wishes them all the best for the day. Dominic said that it's been minuted three times and two specific emails had been sent out asking for support and posters were in many of the shops in town. If there's been no response so far, then the Chamber had done it's part as best as possible. Philip agreed with this.

**Royal Cornwall Show:** Darren said that the show was very successful this year, with apparently the biggest attendance ever according to the newspapers. He was very pleased to announce that the Chamber of Commerce street won an award! The Chamber came 3<sup>rd</sup> for the presentation of the street; although he admitted that we don't know the amount of entries (!) Judges said it was obvious who we were, as the signs were clear. Darren said he was glad that they acknowledged those signs as they weren't easy to put up in the gale force winds! The stands looked good and there were plenty of flowers to liven up the stalls. This year mostly everyone paid before the event, which was great. Two or three still haven't paid their subs, which will be chased. Next year, Chamber subs will be included in the price of the stand, if they haven't already paid that. Darren said that with a

Chamber of Commerce stall you get electricity, flooring and decoration, with plenty of people passing by all day and it's cheaper than other stands. There have been lots of requests for next year already. Darren said that it's a great opportunity to build the profile of a business, especially for new businesses.

**PATA:** A vote was taken to decide whether the Chamber should get more involved with this group or not. Philip proposed that we should, and Darren seconded. This was passed with the support from Jason Henderson and Nigel Wiggett over e-mail, and a clear feeling within the Chamber. Dominic wants to work with the Padstow Area Tourism Association (PATA) to help promote the area more, to give a more detailed tourist guide to Wadebridge. He wants to use PATA's existing marketing skills, networking and especially fantastic fundraising skills to help Wadebridge too. Dominic would like to see full pages in national newspapers to say what's going on in North Cornwall, specifically Wadebridge and Padstow. He said there's enough prestigious businesses, beautiful areas, chefs etc. to advertise this area nationally. It'll all help to get Wadebridge on the map. Philip questioned whether Tina Evans, the Chairman of PATA, will come to give a talk to the Chamber. Dominic said she will, perhaps in the September meeting as most people are very busy over the summer months. (Dominic said if the rugby world cup doesn't collide, of course!) We'd want to rally up a good turnout for her to prove that we're willing and eager to get on board.

**New website:** To assist in getting Wadebridge more publicity, Cam explained that he and his partner have bought the domain name 'Visit Wadebridge', to promote the town as a destination to visit all year round. He said that other sites are either outdated or not specific. It's aimed at potential visitors to help choose a café, pub or restaurant, and activities within the town. He's up and running on Twitter and Facebook already, and this is linked in to the website so it won't ever get stagnant. This means that users can see a constant stream of chat about Wadebridge through the website. It'll have a 'what's on' each month, and will be supported by local business advertising all linked to the website etc. It's well worth a look, although he said it's work in progress. Darren said that Cam could advertise 'Visit Wadebridge' on the chamber website providing he is a member! Cam explained how the website differs from Wadebridgepeople.com and Local Eyes. He said those websites are great for locals, but visit Wadebridge will be there for people trying decide where to go on holiday in the first place

Darren showed plans for **potential car park** at the back of Lidl. Philip said this space is very much needed, especially in the height of summer. Everyone looked on with great interest. It includes 216 additional spaces and access to the trail. Darren said Grenville questioned whether we want concessionary parking from the 106 moneys for an edge of town supermarket? Surely we want it for a centre of town car park, to help increase trade for local shops. That is the point of 106 moneys – to offset the trade diverted from an out of town supermarket. Darren wholeheartedly supports the plans for more carparks in the town and said it has the backing of the chamber. Cam said he knew of people who went to Tescos as the price of parking didn't make it worth their while to shop in Wadebridge. To this, Darren pointed out that Co-op refund the first hour of parking, so it really shouldn't cost much at all.

**Supermarkets:** We can't say more until we know when the new plans are going to be submitted. Darren said that it's Tesco's we need to be wary of. He's seen large Tesco's with white goods and expansive cafes, and believes that will damage the town the most. Philip, Ann & Cam agreed that the increased sized Tesco store was the largest threat. Philip said that whether we like it or not, the majority of the public use supermarkets for their main shop and competition to Tesco is to be welcomed by them. Sadly Wadebridge town centre does not have the infrastructure to cope with the traffic to a large supermarket and on balance feels the proposed 'edge of town' developments were preferable so the town centre does not have cars causing pollution and adverse interaction with cyclists and pedestrians when they are only here to do a supermarket shop. We need to promote

Wadebridge as a unique little town with interesting and largely independent shops. Philip further added that he found it difficult to choose which application would be the more beneficial to the town and felt it should be left to the planners to decide rather than the Chamber expressing a preference.

Darren said that both supermarkets are currently saying they'll go ahead and build if they get the go ahead. Cam said that it's expensive in Tesco's. He added that Tregonning's petrol prices are crippling and people go out of their way to fill up elsewhere.

Dominic read out a letter by Jason Henderson who said:

*"I don't acknowledge Sainsbury's pieces of silver under any conditions. As we know from Tesco, once a supermarket gets a foothold, there is no end to their deviousness. Whilst I don't advocate or support the Bristol riots (<http://www.thegrocer.co.uk/Articles.aspx?page=articles&ID=217568>) my feelings are still the same. Apart from any additional supermarkets coming to littl' ol Wadebridge, I'm sure there are lots and lots of diverse local groups that would favour all sorts of other multis coming here: MacDonalds, Kentucky, Dominoes, et al. At some point all these multiple drops in our ocean will take away our town's uniqueness."*

Darren said it's lucky there's not many premises in the town that can accommodate large stores or sites that companies like McDonalds would be interested in etc. In a way this should help protect the town.

Philip expressed concern on the rents being charged for some shops and residential premises. He said that Wadebridge landlords need to be careful what they charge for rent in town. We need to keep business in town and not encourage opportunists to drive up rent. We need to be fair – as do tenants to landlords. Dominic agreed with this said there have been a few companies trying to drive rents up in the past 18 months in both sectors.

Dominic talked about the super fast broadband that has been delayed for Wadebridge. He has a petition for people to sign up – just e-mail Dom and he'll put you on the list. It was the NCA who campaigned for broadband in Wadebridge in the first place. Darren and Dominic agreed that it's so slow at the moment, and could be greatly improved – all we need is to upgrade our exchanges in the cables. Engineers have informed that the town could receive super fast broadband as soon as 2012, but Dominic believes that the louder we shout, the faster we'll have it. So please join the petition and we'll have it sooner.

Darren said that it was a shame so few people turned up to the meeting, especially as over 200 businesses in the town get the minutes. He was pleased that one of the banks have just paid up (Barclays) and another is waiting on approval to join (Lloyds), which is greatly appreciated. He reiterated that it's of the benefit of the town to have the businesses united. He said that if more people came to meetings, we could organise guest speakers etc. But at the moment, it would be embarrassing for someone to come over for the sake of half a dozen guests. He said that we need to work together to keep tourists coming into the town and keep us meeting the needs and wants of the community. Philip said that we need to change the perception that Wadebridge is closed on a Sunday. He said that large organisations can do this more easily and that it's worthwhile for the ones that do remain open every day. Ann said she'd also like to see the town open on a Sunday, at least throughout the summer. Dominic said that the town centre should be open every day like Polzeath. Businesses should focus making money while the tourists are about as the winter months are quiet in the town. Eventually Wadebridge will be more of a destination town and we need to adapt to suit that.

It was agreed that we'd love to hear your views – whether you come to the Chamber of Commerce meetings or not. If you don't come, then out of interest – why not? Tell us your thoughts

**Date of the next meeting: 20<sup>th</sup> July in the Churchill Bar at the Conservative Club at 5.45pm.**

Contact details: Darren and Dominic are available on 01208 815411 or email:  
[darrenrowe@thinkpositive.co.uk](mailto:darrenrowe@thinkpositive.co.uk) or [dominic@bedrock.uk.com](mailto:dominic@bedrock.uk.com)

## **AGENDA**

1. Apologies
  2. Minutes of the last meeting
  3. Matters arising
  4. Treasurers Report
  5. Vice Chairman election
  6. Crime Prevention
  7. PATA and the Chamber
  8. Events Committee update
  9. Any other business
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**You do not have to attend the meetings to be a member. Your financial contribution will aid the progress and development of the town and ultimately your business**

**Thank you for your support.**

**The Chamber Committee.**