



Wadebridge & District Chamber of Commerce

Minutes of the October Monthly Meeting Wednesday 19th October 2011 – Churchill Bar, Wadebridge

President: Mr D Rowe

Chairman: Mr D Walford

Vice Chairman: TBA

Hon. Secretary: Mr A M Gregan

Hon. Treasurer: Mrs A Jackson

Present: Dominic Walford (Plug into the Sun), Darren Rowe (Riverside Financial Planning), Anne Jackson (Treasurer), Steve Coom (Razor Solutions), Stephen Knightley (Mayor - Wadebridge Town Council), Darren Lewarne (Natwest Bank), Stephen Frankel (WREN, Carhart Mill), Nicky Ryland (The Tea Shop, Flo's, Carnival), Andrew Jolley (North Cornwall Advertiser), Yvonne Robinson (The Heat Store), Richard Hatch (Trudgeon Halling), Angela North (HSBC), Keith Evans (Kernow Eco-Clean), Jenna Heywood (Anns Cottage and Minute Taker)

Apologies: Grenville & Susan Stanbury (Kittows), Richard Alexander (Alexander & Co), Tristan Lang (Green Gecko) Robin Moorcroft (Devon & Cornwall Police), Philip Mutton (Trebur Estates)

Minutes of the last meeting were proposed as accurate by Darren Lewarne and seconded by Darren Rowe.

Matters Arising

Wadebridge Christmas Festival (9th, 10th & 11th December 2011)

Darren has recently had a meeting with the Mayor to confirm the activities for the Christmas Festival. As you know this year there will be a weekend of Christmas festivities as opposed to two Fridays.

The Friday night will stay the same with late night shopping, a Santa's grotto and Fireworks. The fireworks are all booked from Celebration Pyrotechnics and they are holding the same price for us which is great, they are just about to be paid. Holly Day from Pirate FM will be around to host the festivities, we will also hopefully be lucky enough to be the first to have Pirates 'Cash Booth.' This is a novelty booth where you can enter to win cash, stickers and so on. It is going to be promoted

by Pirate in the following weeks and if the council agrees to have it in the town we will be the first to have it!

The Rotary club have volunteered to marshal and the Lions have also agreed to help out. We have some great entertainment planned, in the form of local band the Shipwrecks and St Minver town band.

Unfortunately the town hall is booked for a dance on Friday night so we will not be able to have the grotto in there this year. The chamber discussed where to hold it. They have been offered the awning around the Glass House and Dominic was also thinking about the round sheltered seats in front of Co-Op. Ideally we want a permanent place for the two nights, so the Grotto would not have to move for the second night. Dom suggested that although the Town Hall itself is being used, could we use the front office. The Mayor said this would probably not be practical with people queuing for the dance. The Grotto will see hundreds of people over the weekend so the venue needs to be somewhere safe for people to queue and where it will not cause an issue for the police. Other ideas discussed were the Wren shop, the empty shop on the bridge and the disused shop next to Lola Smith. Does anyone know who owns the latter? The mayor also suggested the conference room in Town Hall. Dominic said at a push we could do that. Any ideas would be greatly appreciated.

Saturday

Santa will be in his Grotto in the day. Trelawney are very good with providing stuffed animals and things, Dominic would ask for their support again. It was noted that 'Santa' (Peter) must be officially asked to come and be Santa for us again. The Steam Engine has been booked to bring him in on the Friday. The Shipwrecks will also be performing; the time has not yet been confirmed.

Sunday

The main event on the Sunday will be the Santa Run, which is coming on well. The Rotary club will help marshal and the Guides, Brownies and Police cadets are all keen.

Stephen, the Mayor has suggested that there be two routes. This is due to the running clubs wanting a bit more of a challenge. Stephen suggested that they run down the Camel Trail possibly as far as Grogley Halt. These routes would need to be measured out properly and any problems with the two routes thought about. The Chamber and the Mayor are keen to avoid running on main roads and this will mean closures and more policing. A staggered start will be needed, with joggers first, then walkers, then pushchairs etc. The Mayor told the chamber that the town hall will be available for people to get changed. Pirate FM are available to cover the Santa Run. Steve has priced up Santa suits and passed round posters for all to see, there will also be baby hats and dog suits.

Registration for the Santa Run can be done in local shops, plus Steve Coom said he will put a registration form on the website and Andy Jolley will include registration forms in the North Cornwall Advertiser. Darren said this will be brilliant idea and suggested medals for the winners of the event. The chamber has decided that the balance will be donated to the Girl Guides to go towards a new hut. Dominic said the main idea of the Santa Run is to be a fun event and a great spectacle, which will draw people to the town, to also entice people to stay within the town a Christmas Market will be on the Piazza, with Cornish produce being sold. Nikki Ryland said that the local traders were not too keen about Cornish produce being sold in competition with their shops. Dominic said that as most shops are closed on Sunday's this wouldn't make any difference and suggested they either open or that they welcome to have a stand so they could then also benefit. The cost of the stand is £30. The chamber is keen for more businesses to come forward and take part in the Christmas Festival to entice more visitors into the town which will benefit the local businesses. Any type of shop could have a stall and it is a great opportunity for retailers to generate more business and interest.

Please email Dom on dominic.walford@plugintotheshun.co.uk if you are interested in having a stall.

Darren thought there are roughly 8-10 stalls at the minute, with Non food, Delis and Organic wholesalers being in the mix. The Mayor said that the stalls hopefully will be able to keep under

the cover at J Shoes in case of bad weather. Steve Frankel put it to the Chamber that a celebrity interest would be a good idea to promote the event. Dominic compares this to what Padstow have achieved and hopes we can build a successful weekend that attract 1000's of visitors like they have. They have built up their Christmas festival amazingly and now they have several celeb chefs involved. Stephen Frankel says the celebs would bring great press coverage. Local celebrity Andrew Ridgeley was mentioned, however he doesn't normally draw attention to himself. Any celebrity suggestions would be appreciated.

Nikki asked about a possible date for their Christmas Ball Room Dance, which normally has about 80-100 people, she would like for it to be 10th December, the Saturday of the Christmas weekend. The Mayor said he will confirm this date with the council. Dominic says the more things happening that weekend the better, and if Nikki needed any help with publicity the chamber would be more than happy to help. Since the meeting this has been established that the event will be on the following weekend. Please email Nikki if you are interested in the dance on timsryland@btinternet.com

Regarding advertising the Christmas Festival, the youth council will be asked to create a Christmas image to be used as the posters. Dom says if they can just design the picture and he will put the text onto it. There will be 3 categories each with a winner who will receive a £20 voucher from Bricknells. The overall winner will be on the Town Council Christmas card next year. Andy Jolley will also put details of this in the Advertisers.

Regarding the testing of the Christmas light fittings, brought up in last months meeting. Darren said that the council hasn't got back to Stefan and Nigel Davey yet. The problem is that all the light fittings need to be tested, for professionals to come and do this it would cost £1,000s. Stefan and Nigel from Davey Electrical Services are looking into hiring a kit and testing it ourselves. Nigel is chasing them so hopefully he will here back from them soon. Christmas lights will be going up the last Sunday 27th November. Volunteers will be greatly appreciated, work will hopefully start at 8.30am and normally volunteers work in sessions throughout the day, you will be well looked after with bacon rolls and pasties! Please contact Darren if you would like to get involved. Email darrenrowe@thinkpositive.co.uk or telephone 01208 815411.

Regarding street traders for the festive weekend, if traders approach the chamber then a donation will be asked for, but unfortunately traders that just turn up on the night cannot be helped. Nikki asked if they could be moved on by police? Dom said they can, but it is difficult to do so. Darren says local businesses like Treats on Trikes pay a good donation and fit in well with the festivities, however unfortunately some traders do just come along and it is limited to what can be done to stop this. Darren suggests that the Chamber members can try and say to them you can stay as long as you donate, the Mayor suggests to pre-warn Trading Standards and the Police.

PATBF

A quick update on the Chamber and the Padstow Area Tourism and Business Forum has formally invited Dom to their next meeting. The PATBF have quarterly meetings, to which Dom will be attending to help to unite the Camel Estuary and promote the area as a whole.

Regatta

There will be a meeting in November, too which James from Sharps, Rupert from Steins, the gig rowing clubs from Padstow & Rock and Wadebridge kayak clubs will be attending. There is not date as yet. The Mayor would like to be kept up to date with matters of the Regatta. National advertising needs to discussed with Tina from the PATBF to promote the event.

Treasurers Report

The paid up member count is around 40, with the chambers balance stands at £5,000. This is sufficient as Christmas normally costs about £4,000. Wadebridge in quite unique as in many other towns the council pays for the Christmas events, but Wadebridge funds itself. The

Fireworks cost around £1,000; the chamber does get a great deal on these as around cost price. Dom urges people to donate, please see last page for details.

The balance has been helped greatly by a cheque from Andy last month with the profits of the Royal Cornwall Show.

Donations for the Christmas lights are welcomed! Please send them to Riverside Financial Advice Centre, above Kittows estate agents.

Crime prevention

There is no crime report this month as no members from Devon & Cornwall police were present. Darren did fill us in on the Scooter crash that happened in town recently, where two mobility scooter drivers who were under the influence of alcohol ended up in a bit of trouble!

Royal Cornwall Show - 7th, 8th & 9th June 2012

The chamber is now looking for local businesses to come and have a stand on their street in next year's RCS. You do have to be a paid up member, so next year if you have not paid the membership already it will be included in the price of the stand. Businesses will make substantial savings having a stand with the chamber, plus you will have electric and flooring which is not normally included if you have a stand independently. This year the Chamber of Commerce street came third in the presentation awards, a great achievement! Dom said they are going to be really strict on deposits next year, and the full balance must be paid two months before the event in early April. Andy states that 2011's businesses will have first refusal and then it will be on a first come first served basis. Please contact the chamber if you are interested in having a stand.

Events Committee update

Stephen (Mayor) states that he is pleased that the town council and chamber now work more closely together. He tells us that he and the youth council have been discussing the idea of a Black Tie Dinner. He has provisionally got a date of the 17th March 2012, this would be an event open to all local people with the idea that Wadebridge people can 'show off'. Many local businesses win awards for produce and various things so there could be a 'roll call' so everyone can recognise and celebrate achievements. Everyone can dress up, come to the decorated hall and enjoy quality food surrounded by good company. The evening would be complemented with a fashion show and Harriet has organised a swing band. Proceeds would be donated to local charities and costs would be kept down by the youth council and guides waitressing. This will be a great chance to do something we don't always do, and a great joint venture for the chamber and council. Dominic says it is a great idea and the chamber will fully support it.

Dominic and Stephen discuss that is fantastic that the chamber and town council have worked a lot closer in recent years and Darren says he will be at the next council meeting.

Richard from Trudgeon Halling notes that the date in March is actually St Patricks day and that possibly people will be celebrating elsewhere. Stephen thinks this shouldn't be too much of a problem but considers other date options. Darren suggests St Pirans Day on the 5th March. Stephen says this is a good idea and he will have a look.

Stephen says it will be around £25 per ticket and the hall will be licensed to sell wine, Dominic suggested contacting the cricket club as they have a moveable bar which would be useful.

Other comments from Dominic about the event were that there should be space to dance if there is a swing band, which others agreed with.

Other comments on the subject of events were that 'Whats on Wadebridge' have meetings when needed, with Pamela Starling chairing the meetings. Nikki Ryland has been to several meetings and she said they were lots of help with the carnival. Plus the Folk Festival also benefitted from the committee. What's on Wadebridge are keen to be involved with the Regatta and a separate working group could be formed.

Folk Festival

The decision has been made to move the dates of the Folk Festival. Mike Walford has been organising the event for the last couple years, but it seems the last bank holiday weekend just isn't busy enough as many peoples holidays are coming to an end and the children are getting

ready for school. The decision has been to move the festival to the week following the carnival. There is also the idea to advertise it well locally and to put on more entertainment in the town. Peter who owns Hobgoblin Music has stated to hand much of the organisation over to Mike but will continue to be sponsor. The committee now has more freedom to do what they would like and decide what Wadebridge wants to do with the festival. Stephen Frankel says that this is great news and he is pleased to hear that it will be called the Cornwall Folk Festival. That bank holiday weekend had strong competition with the national music scene, with other popular festivals also being on that weekend. Moving the date is great but we also need to change the 'age' of the music being played to attract a younger (20's/30's) market. Dom agrees and said they are looking to change the ethos of the festival to attract more people. Frankel said to look at [Cambridge & Sidmouth](#) Folk Festivals and head towards that. The Mayor also agrees that this is great news but is concerned with where to have camping, Dom says that Bodieve aren't supportive enough and that Jubilee field is also not an option as Kate the town clerk, didn't want to use the field for long term use as it may ruin the land. The Mayor suggest the Rugby field as they weren't able to help when the festival was on bank holiday weekend but they may be able to now, he also suggests the Wadebridge Town Football Field.

Any other business

Darren is pleased to tell us that the Rugby Club will be hosting Fireworks this bonfire night. The chamber is behind this 100% as it will be great for local people and it will get people into the restaurants in the town afterwards. Yvonne has got poster already, so the event is being advertised. The chamber is keen to help if at all needed.

Nikki says that she is keen to go the town council meeting on Monday to discuss the carnival with Dom and organise starting/finishing points.

Matters then turn to the disappointing fact that no-one has yet stepped forward to be Vice president. Andy Jolley thanks Dominic and Darren for all their hard work and says it's such a shame that more people are not here for the meetings. Darren is disappointed that no one has come forward. Dominic and Darren have been vocal, active, raised awareness of chamber and it would be a great shame if this hard work could not be carried on. Dominic's role as Chairman is due to end in February 2012, however he explains that due to business commitments he is going to step down January 1st. This will mean the two roles of Chairman and Vice Chairman will be available, it would be fantastic if a dynamic duo would step forward, please contact the chamber if you are interested. Stephen Frankel said it is a fine line between making this problem public, which may make the Chamber seem weaker, however not making it public may result in losing the chamber altogether. Darren & Dominic will still play an active role in chamber and will give the new candidates all the help and support they need. Stephen suggested that Darren should write a letter, to which Darren said he would do so.

The lack of retailers in the chamber also is an on-going problem, Wadebridge is a successful town and very unique but we still need more people to get involved, as it is always the same people getting involved. Yvonne says that for several years now it is the main retailers on main street that don't get involved, Dom says he has offered to have meetings in local business premises to encourage more people to come, however the interest is not there.

Other ideas to keep the chamber going was to have smaller sub committees, similar to What's on Wadebridge, or possibly have quarterly meetings. Darren says the chamber really does need someone to pull it together, he commends Grenville on the great job he did and he passed on the momentum and fresh ideas to Darren and then to Dominic. On a really positive note both Dominic and Darren said that being Chairman/Vice Chairman is great for business, you will benefit from being involved. As well as business contacts you make great friends and it is rewarding helping the town out.

Agenda for next month must be to find a new duo for the roles, ready for a December vote.

New members

The chamber welcomes new members Angela North from HSBC and Keith Evans from [Kernow Eco-Clean](#).

Keith lives locally in St Kew. He runs a carpet and upholstery cleaning company. They use healthy, non toxic and eco friendly cleaning products. They do both commercial and residential properties and do everything apart from curtains. Based in St Kew they are close to all major roads and work within a 30 mile radius.

Angela works in Wadebridge HSBC as the Business Manager. She is keen to support the chamber and businesses in the town. Please contact her should you wish to discuss anything.

Chamber website

Darren stated that Steve Coom is astonishingly efficient. For every new member that the chamber gets, Steve is copied into the email, he contacts them and within 24 hours they are up on the website. Steve suggests an idea for members, you can advertise special offers to the chamber members on the [website homepage](#), as have Alexander & Co and Green Gecko. Only paid members are on the site. Steve tells us that interest is growing, with traffic going up day by day. It is funded by membership money, which is why the membership fees have doubled this year, but as the website is a great benefit to the members it is still well worth the £50 annual fee.

The membership money is much needed as the chamber recently lost a £2000 grant that they used to get from the council to fund things such as Christmas. Thankfully some businesses in the town donate well such as Co-Op, Trelawney and Bridge on Wool.

If you would like to donate, become a member or help out at Christmas as a volunteer please contact Dominic. Alternatively you can use the donation form below.

Dominic Walford: dominic.walford@plugintothsun.co.uk Mob: 07875760933

Next Meeting: 16th November 2011 at the Churchill Bars (upstairs) 5.45pm – all are welcome.

Agenda:

1. Apologies
 2. Minutes of the last meeting
 3. Matters Arising
 4. Vice Chairman election
 5. Treasurers Report
 6. Crime Prevention
 7. Events Committee update
 8. Other business
-

Donations for the Wadebridge Christmas Festival 2011

Please send a cheque payable to **Wadebridge Chamber of Commerce** to the following address:
C/O Town Hall, Wadebridge

Business name:

Contact

Email address

**Thank you for your support
The Chamber Committee**

Annual subscription payment – due now please

Cheques made payable to **Wadebridge Chamber of Commerce**
C/O Town Hall, Wadebridge

Business name:

Contact

Email address

Would you like to be included on the website YES/NO

If so please provide us with the contact person and telephone number for Steve Coom of Razor Solutions to contact you

Name

Tel

You do not have to attend the monthly meetings to be a member. Your financial contribution will aid the progress and development of Wadebridge town and ultimately your business

**Thank you for your support
The Chamber Committee**