

# Wadebridge and District Chamber of Commerce

President: Mr D Rowe

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

Minutes of the Monthly Meeting  
Wednesday 21<sup>st</sup> September  
The Churchill Bar, Wadebridge

**Present:** Darren Rowe (Riverside Financial Planning), Dominic Walford (Plug into the Sun), Robin Moorcroft (Devon & Cornwall Police – Wadebridge), Tina Evans (PATBF), Sarah Prosser (Local Eyes), Steve Coom (Razor Solutions), Kay Barkham (Anns Cottage), Stephen Knightley (Wadebridge Town Council), Canon Bill, Darren Lewarne (Natwest Bank). Tris Lang (Green Gecko), Stephen Frankel (Carhart Mill), Philip Mutton (Trebur Estates), Nicky Ryland (The Tea Shop, Flo's, Carnival), Rachel Daniel (One Step Ahead), Richard Alexander (Alexander & Co), Andrew Jolley (North Cornwall Advertiser), Yvonne Robinson (The Heat Store), Rupert Wilson (Seafood Restaurant), Jenna Heywood (Anns Cottage and Minute Taker)

**Apologies:** Grenville & Susan Stanbury (Kittows), Randi, Jason & Harriet (Elixir), Ann Jackson (Treasurer) Anna & Rob (Wadebridge Bookshop), Phil Chanter (Devon & Cornwall Police)

## **Welcome**

Dominic opens this months meeting by formally welcoming Tina Evans from PATBF (Padstow Area Tourism and Business Forum). There were formal introductions from all attendants of the meeting as there were some new members present this month. Apologies were made from absentees stated above.

## **Minutes from the Last Meeting**

Dom asked the chamber if last month's minutes were accurate, they were confirmed as correct by Darren.

## **Treasurers Report**

This month the chambers treasurer, Ann was absent so no report was made.

## **PATBF**

As discussed in the last meeting Tina Evans attended to discuss Wadebridge linking closely with Padstow, with the aim to encourage more tourists to Wadebridge and the other towns in the Camel Estuary.

Tina started with an introduction to the PATBF, to which she is Chairman. She explains the mutual benefits of the PATBF working closely with the Wadebridge Chamber of Commerce (the PATBF is the name used when the PATA merged with the town's chamber of commerce). The PATBF runs to support the Padstow Tourist Information Centre which they have been doing since 1992. She explains that they survive on little grants, the Town Council does give them £10,000 a

year but other than that they rely on their members and the sale of the 'Padstow Area & Camel Estuary Guides.' She says that the town council gives them the grant as without the TIC the thousands of tourists which Padstow receives each year would go directly to the Council which would not be practical, so there is much need for the TIC to function. She explained that a lot of the towns businesses do not see the value of being a member and that most of the members are from the hospitality industry and she finds it hard to get the retailers on board.

#### **The Padstow Christmas Festival - Friday 2nd – Sunday 4th December 2011.**

Tina tells us that their festival is now in its 4<sup>th</sup> year. She explains that although it was hard work at first, once the success of the event was shown more people began to get involved. It was built around late night shopping but over the years it has developed into the full programme of events it is now with much of the focus being on food. There will be many food stalls and this year 7 celebrity chefs will be doing demonstrations, including Rick Stein and Nathan Outlaw.

Tina explains that after struggling in the first few years to gain interest from the local businesses, now they approach the PATBF to be involved and many spend lots of money to be involved. Tina states that they don't want the festival to get too big as they want to keep people in the main town where the quay and the marquee is the focal point. The aim of the festival, as well as getting in the festive spirit, is to encourage visitors to the town when it might otherwise be quiet and give a boost to the shops and restaurants. She recommends that we should form a good, strong committee to organise the Christmas festival. She ends by saying that next year's festival will be on different weekend – 7,8<sup>th</sup> & 9<sup>th</sup> Dec 2012. Dom states that they would not want to compete and that Wadebridge will always work around them.

Dom says that the tough planning all sounded very familiar, and that they will learn from the PATBFs advanced knowledge in the lead up to the Christmas weekend.

#### **National advertising and raising awareness of the Camel Estuary**

Everyone at the meeting was keen to raise awareness of the Camel estuary as a whole, which will include Padstow, Wadebridge and Rock. The chamber needs local businesses to get involved and help to put together national advertising and possibly a Camel Estuary guide. Tina says that the natural links of Wadebridge and Padstow make it obvious to promote the towns together. Phillip tells us that people don't realise how good Wadebridge is so they go elsewhere. It is important to promote the towns' retail value to pull in more tourists. Dominic says that Steins and Sharps Brewery are all happy to work together to promote the Camel Estuary.

#### **Future Wadebridge TIC**

Steven Knightley, the town mayor tells the chamber that the council plan to convert half of the foyer of the town hall into a Tourist Information Centre, with modern interactive displays and plenty of informative leaflets. Dominic says that it can be run by volunteers, Steve suggests that it could be unmanned, having telephone and internet connections and informative displays instead. But Dominic thinks it is important to have volunteers there to run it in the summer, for now he suggests that they leave this discussion for another meeting.

#### **Wadebridge Christmas Festival (9<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> December 2011)**

Rachel Daniels states the importance of having a marquee for the Wadebridge Christmas Festival, although they cost money, with the British weather it is essential to have a main focal point and it creates a great atmosphere. Darren, Steve and Phillip explain they have been thinking of having the marquee on Jubilee field. Darren asks Tina how many people opened late in the early years of the Padstow Christmas festival and how well they did. Tina explains that some businesses are great, such as Anns Cottage and the larger chains like Fat Face, Sea Salt and Joules, they make it really benefit them. The ones that get behind the Christmas spirit the most with roasting chestnuts, face painting and Christmas carols are the ones that benefit the most, with takings comparable with those in August. However the retailers who just put their summer stock on sale, do not theme their shops and host festive activities do not do as well. So she would suggest that the retailers in Wadebridge all get involved with the Christmas spirit. To which Darren and Dominic both agreed. Sarah suggests that a programme with a pull out guide stating a list of everyone involved would be very beneficial. It would tell everyone what is on and

where. Darren is going to see who will open on the Sunday of festival and hopes that some retailers choose to do so. Tina tells us it would best to go round and tell all the retailers to stay open till after the Fireworks as everyone will stay to watch them.

### **Sunday opening**

A topic that has been spoken about before, is Sunday opening. Dom and the chamber think it would be favourable for Wadebridge if more retailers were to open on Sundays during August.

Kay from Anns Cottage sees lots of people in on Sundays as it is the only place open. Philip explains that the independent retailers find it hard to open for that extra day as they need a day off. However if Wadebridge did have more shops opening on Sundays, it would be another attraction for visitors. Sarah points out that when the weather not great, people need shops to open on a Sunday.

This then brings Dom onto an email from Anna and Rob from Wadebridge Bookshop. They state that they opened the shop on Sundays between the hours of 10am-4pm throughout the summer and found that it was very worthwhile. They say visitors were surprised to find the bookshop and a few other shops on Molesworth street open, although disappointed by the lack of cafes and restaurants available. They go on to say that they think it would be really good if we could say that Wadebridge is OPEN on a Sunday. They say Padstow is 'heaving' on the weekends and it would be great if Wadebridge could also gain extra trade in the peak periods. The bookshop are thinking of opening over the bank holiday Sundays next year also and really want others to do the same to pull visitors up to Molesworth street from the trail. They are keen to involve themselves with in any efforts involving better links with Padstow and Rock.

Sadly they also state that Jeremy Faull, who owned Wadebridge Bookshop for many years, has passed away. His funeral will be Friday 30<sup>th</sup> September if anyone would like to attend call the bookshop for more details on 01208 812489. They will of course be shut on the Friday of the funeral.

Dom concludes that the PATBF and Wadebridge Chamber of Commerce will work together and go each other's meetings and report back with any important information. Tina's meetings are normally afternoons but the PABTF could make them evenings so representatives of the chamber can go. The main topic that needs to be discussed is how to go about national advertising and inviting journalists to the area.

### **Regatta**

Dominic has had a meeting with Rupert from Steins and James from Sharps Brewery about holding a Regatta next year to coincide with the Carnival weekend, if the tide timetable allows. Dominic had also spoken to Rob the Padstow Harbour Master who will assist in running it. Local gig teams, Rock sailing club, the Rotary club, Wadebridge Canoe and Kayak club have been contacted and are keen to participate. Events will include numerous gig races, time trials, raft races, a tug of war, live music and a licensed bar. Sharps will sponsor the event and they will have a bar in a marquee (They also sponsor Oxford and Cambridge races).

The closing ceremony will be on the Sunday, where attention will be back to Wadebridge. Dom will talk to the police and get national advertising in place.

Phillip stresses the importance of the tide table and that the dates may have to move year to year so this will need to be looked into. The Regatta will also be there to support Nikki and the carnival and will make the whole weekend a fantastic event.

Yvonne says Olympic rower [Annabel Vernon](#) is from Wadebridge so could look in to getting her involved. Phillip suggests [Ed Coode](#) who is another Cornish born rower. Both rowers are gold medal winners so would be great to have them involved, Dominic suggest the possibility of them handing out the medals.

Robin suggests taking ideas from [Falmouth's Regatta](#) week, where they also have an International sea shanty festival. Tina suggests including the Fishermans Friends and Darren suggest the local Wadebridge group The Shipwrecks. Colleges and University groups could also be contacted.

### **Bishop of Cornwall's Visit**

Canon Bill tells us that the Bishop of Truro/Cornwall will be coming down for a visit on the **28<sup>th</sup> September**. Canon bill will be taking him on a tour with Dom and telling him about WREN and Trevanion House (holidays for people with learning disabilities). He will meet and greet the local traders and explain that with a few exceptions Wadebridge town is all independent traders. He will also meet our Mayor Steve Knightley and Steve Frankel of Carhart Mill will meet him to talk about WREN.

### **Wadebridge Christmas Festival (9<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> December 2011)**

Dominic and Darren have had meetings with Steve Knightley, Robin & Phillip about the first Christmas Festival and here is the initial idea for the programme of events, subject to change.

#### **Friday**

- Grotto 6pm -8pm
- Steam Roller arrival
- Scouts & Guide to do activities
- St Minver silver band- Rotunda & Shipwrecks in Molesworth
- Late night shopping
- Pirate will hopefully come and do the evening count down
- Fireworks 8.15pm
- Collection buckets – Rotary and in shops – end of bridge?
- Chestnuts?
- Treats in bikes

#### **Saturday**

- Grotto 10-12 noon & 1-3pm
- Town band in Rotunda
- Shipwrecks in Molesworth at Lunchtime
- Street Entertainment and maybe a Choir

#### **Sunday**

- Santa Run at 11am (great photo opportunities)
- £5 entry, Family tickets
- Route from Rotunda – around cricket club back over the bridge
- Cornish Market on the Piazza
- Music in the Molesworth Arms

Dom suggested that the local schools could participate and create a poster to advertise the Santa run. The best posters could then go on display in the shops.

There will also need to be places to register, so shops will need to be asked if they would like to be ones of these places.

Steve Knightley spoke about the town councils Christmas cards, which normally have a photograph of Wadebridge – next year the best drawing from the local schools could be used.

Ideas were put to the table of what else could be done to make the first Christmas weekend a great success. Tina suggested carols round a tree with lanterns, creating a very festive atmosphere. Steve the mayor agreed that there needs to be a focal point and that perhaps Canon Bill could do an opening service. Phillip said this would be a great idea but kept not too religious.

Darren asked the group is they had any other ideas to contribute; Sarah from local eyes said that getting the local schools to sing carols would be beneficial as then all the parents would come and watch and spend the evening in the town. Dom said that sub-committee meetings will be held for further discussions of the towns Christmas festival.

### **Christmas Lights**

This year the Christmas lights will be put up on the 27<sup>th</sup> November (date to be confirmed). Darren said that for health and safety reasons all the light fittings will need to be tested. For professionals to come and do this it would cost £1,000s so Stef and Nigel from Davey Electrical Services are looking into it to see if we can test it ourselves.

### **Santa Run**

Everyone at the meeting is enthusiastic about the Santa Run on the Sunday of the Christmas weekend. Robin wondered if the end of run should be in the car park as where will all the cars park, but the exact route will be planned at a later date. The cost of the suits and the medals will also need to be looked into.

### **Crime Report**

Two break ins on Trenant industrial estate were reported.

### **Events Committee update**

The 'What's on Wadebridge' will hold a meeting at the end of September, no date was confirmed at the chamber meeting.

The Royal Cornwall Show 2012 will be 7<sup>th</sup>, 8<sup>th</sup> & 9<sup>th</sup> June. Also that month is the Queens Diamond Jubilee, Euro 2012 and the lead up to the Olympics

### **Links on the Chamber Website**

Dom explains that if you would like your business to have a link on the chambers website [www.wadebridge-chamber.co.uk](http://www.wadebridge-chamber.co.uk), then let Steve Coom know, Sarah says he is very efficient and this service is free with membership. The website is gaining lots of new business with 70% of the content being new people. The aim is to have the site as a concise directory of all the businesses in the town.

### **Matters Arising**

The I Love Shops website was briefly mentioned but as it will be a conflict with Local Eyes it is not going to be supported by the chamber.

### **New Enterprise Allowance**

Darren briefed the chamber on a new idea from the job centre. This is an enterprise to help the unemployed start up a new business. They could be given a £1,000 start up loan, plus be paid a weekly NEA allowance worth £1,274 over 26 weeks. The criteria for this is that they would need to have been unemployed and claiming JSA for 26 weeks or more. Plus they would need to be capable of completing a viable business plan and would need to be able to progress with the help of a volunteer business mentor, which is where the chamber comes in. The job centre is currently looking for business mentors, so far Darren, Dom and Grenville have been approached but anyone else that is interested please contact Darren on 01208 815411.

### **Vice Chairman**

Darren and Dom appealed once again for a vice chairman to come forward to support Dominic. Darren reiterated that it is a very rewarding experience and they both hope someone will step forward soon.

### **Royal Cornwall Show**

Andy Jolley handed over a cheque for the chamber for £1,027 from this year's Royal Cornwall show.

This is our biggest profit yet and much needed.

### **Padstow Area and camel Estuary Guide**

Tina and Sarah asked that if anyone would like to advertise in next years guide then to please contact them. Sarah will be putting the guide together and you can contact her on 01208 814018 or email her [sarah@local-eyes.co.uk](mailto:sarah@local-eyes.co.uk).

If you would like to contact Tina you can reach her on [info@symply-padstow.co.uk](mailto:info@symply-padstow.co.uk). The deadline is stated as the 20<sup>th</sup> September but as long as it gets printed by the Christmas festival you will still have time to advertise. Tina presented the chamber with the guides and also said that they are downloadable from [www.padstowlive.com](http://www.padstowlive.com).

Dom and Tina would like to promote the camel estuary as a whole, and to include Rock etc. At present Wadebridge does have a section within the guide and Tina would like to hear about any of Wadebridge's events and news. Dom agrees to do this and says it surprising just how many events Wadebridge hosts.

### **Any Other Business**

The chamber now welcomes its new members Darren Lewarne from Natwest and Tris Lang from Green Gecko. They both go on to introduce themselves and their companies. Darren has been with Natwest Bank for 25 years and is in the business banking department. He wants the local banker to have more of a presence in the towns that they are supporting so would like to be involved with the chamber. Tris Lang formed his carpet cleaning company in 2010. Dom said on behalf of the chamber that they would fully support him and suggested advertising in the Padstow guide, advertiser, local eyes and on the chambers website.

As a final point from Robin he said that the new non-emergency number for the police is 101. This is to report a non-urgent crime or for general police enquiries. For example: if a crime has already happened, to give information about a crime or to speak to your local officer. But he specifies that in an emergency obviously still call 999. You can always contact the police on [101@devonandcornwall.pnn.police.uk](mailto:101@devonandcornwall.pnn.police.uk) Robin left cards which were available to take.

**Next Meeting: 19<sup>th</sup> October at the Churchill Bars (upstairs) 5.45pm – all are welcome.**

### **AGENDA**

- 1. Apologies**
- 2. Minutes of the last meeting**
- 3. Matters arising**
- 4. Treasurers Report**
- 5. Crime Prevention**
- 6. Royal Cornwall Show**
- 7. Events Committee update**
- 8. Any other business**

### **Annual subscription payment – due now please.**

Please accept the following cheque for £50 made payable to Wadebridge Chamber of Commerce

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: \_\_\_\_\_