



Minutes of the Chamber Meeting
Wednesday 20th February 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: Dominic Walford (Chairman/Sticky Fingers/NCA), Sarah Prosser (Local Eyes), Darren Rowe (Riverside Financial Planning), Jenna Heywood (Ann's Cottage and Minute Taker), Daniel Laughton (Zanzig & Disco Beads), Mel & Fred Hardie, Rachel Daniel (One Step Ahead), Carole Bourne (Indigo), Stephen Frankel (Carhart Mill & WREN), Phillip Mutton (Trebor Estates), Robin Moorcroft (Wadebridge Police), Tony Rush (Town Council), Anna Davidson (Wadebridge Bookshop), Rob Burton (Wadebridge Bookshop), Vivian Swift (Riverside Advice Centre), Brian Flexman (Hobgoblin), Mike Walford (Cornwall Folk Festival), Rupert Wilson (Gonvena Ltd), Stephen Knightley (Stephen Knightley Associates)

Apologies: Grenville & Susan Stanbury (Kittows), Darren Lewarne (NatWest), Jason & Randi Henderson (Elixir Health Foods), Richard Alexander (Alexander & Co), Nicola Brookes (Brookes & Jeal Accountants), Chris Hewitt (Picture & Coffee House) Adrian Jones

Minutes from January's meeting were proposed as accurate by Darren Rowe and seconded by Phillip Mutton. It is Sarah's first meeting as Chairman and she starts by welcoming everyone to this month's meeting and then updates us on topics from last month.

Matters Arising

Christmas 2012

A New Year means a new committee and everyone helping together to make this Christmas work, Sarah asks if anyone would like to join the Christmas Committee; Darren Rowe, Stephen Knightley, Mel, Dominic, Carole and Vivian would all like to be involved. If anyone else would like to help, please contact Sarah – her details are below. The chamber have recently applied to the town council and have received a £2000 grant, they have asked the rotary to assist them with new lights for Polmorla road. Dom suggests an idea for each shop to sponsor some Christmas lights, similar to Phillip's star lights from last year, he suggests that it would be nice to have a blue star light outside each shop. Mel said that blue is a bit cold, although Darren says it would flow nicely into to the canopy. The Christmas Committee will explore new ideas, such as the 'Welcome to Wadebridge' in between Barnecutts fish & chip shop and HSBC bank. There is also the talk about road closure for some of the weekend, Robin (Policeman) said you would need to decide ASAP, as then the Police would need to organise traffic management to stand on the points and count the traffic. Sarah suggests that Nigel Davey and Robin Moorcroft input at the first Christmas Committee meeting. There was a meeting in the Bridge On Wool where Ben from Pirate pitched to see if we wanted to work with them again on the radio, what do you think we should do?

Mel talks on behalf of the retailers; that they are always asked to donate/help for the annual events in the town, but they would like to see more day to day help from the chamber. This could be help in reducing overheads, organising free parking, how to make empty shops look nice, they don't want to just do the fun stuff they also need help to keep their business and the town alive. Mel & Carole say it is the basic day to day running of their shops that are the issues that need to be addressing, and they would appreciate help coming up with ideas to create joint discounts on utility bills etc. Sarah says that she is aware of a possible separate 'retailers association' and she says that everyone needs to come together to address these issues. The Portas Pilot Bid money is there to be used and it is important that people work together to organise where this is to be spent. As Rachel says, people coming to the town doesn't mean they are going to spend money, it is rubbish everywhere, the country is in the depths of a serious depression and businesses are struggling. She agrees that more retailers should be present at the meetings. Carole said she assumed that these meetings would give advice on how to get insurance discounts and general help with overheads, then that would give them the enthusiasm to all join in. Dom says that

there are lots of valuable comments here and people need to look at what can come of the meetings and what we can do to make Wadebridge prosper. The town has lost some shops but it will have new ones and it will always have the camel trail to attract people, he says we need to work as a group, using everyone's knowledge and skills, working together singing and shouting at what Wadebridge is all about. Mel says that they need help with e-marketing and text campaigns to get Wadebridge into the 21st century. She also points out that it's not just the high street retailers that should come to the meetings and join but also local trade's people, sign writers, carpet people etc. Darren says to look at Totnes they have worked together to keep costs down. Sarah says that this is a very valid point and she says that Adrian should have a lot to offer in regards to getting discounts on marketing costs etc. The chamber should make it priority to communicate more effectively to people that are not already coming to the meetings and evolve the database. Robin also suggests extending to other local areas to attract more help and ideas (Robin also says that the ex-Romantic Englishwoman might be a 'greek style restaurant' which he sees as a negative the town). This is an evolutionary process; the chamber has progressed so much in the last few years that they will continue to make progress.

The Sainsbury's Section 106 Agreement & Picnic Area by Lidl's

Stephen says that there is an agreement for a picnic area to enhance the local area and visitor experience behind Lidl's which was in the Section 106 agreement. He is very concerned that the County Council may not continue with the planning of this development, even though it is in the agreement. The council may have a get out clause and the money could be spent elsewhere. The county council would be breaking the agreement, this is a case the chamber needs to address and pen a letter to the council. It would be a terrible shame to lose it, it's very important to empathise with the user experience of the trail, a picnic area would make the area more attractive and therefore the more inviting it is to stay, and it will attract more visitors (Vivian says it would be good to have signs up that then lead them into the town and where to park etc). We are in grave danger of Cornwall Council getting the lion's share of the Section 106 money; it could then be used for such things like widening the A30 which wasn't in the original agreement. The chamber fought hard to get the money and negotiate to get everything they wanted; now it is in danger of not getting done.

Town Team

Sarah says that they will write a letter to let them know how they feel; this is all intertwined with the Portas Pilot grant. There needs to be a Town Team to make sure things get done properly with the Section 106 agreement and to decide on how the money gets spent from the Portas Pilot Bid. Dom proposes at the next meeting that they are going to decide who the town team is as right now the Cornwall Council has £10,000 sat in the bank account waiting to be spent. Mel seconds this notion. Paid up members that have the right business minds should be in the team, people who know have marketing knowledge, how to spread a viral marketing campaign etc. The chamber needs people to get actively involved and be appreciated for their knowledge. Mel knows people that would want to do it, members could spread the word to neighbours who could join, The Town Team will be involved with a lot of things to move Wadebridge forward using the money from the Portas Pilot Bid, if you would like to get involved please come to the next meeting or contact Sarah.

WREN – Coastal Community Fund, Superfast Broadband and Smart Grid.

Stephen Frankel says that with energy costs escalating higher and the recession continuing Wadebridge is in the unusual position that it can hold its own with the options of renewable energy available. Households and Wadebridge businesses can benefit by saving money from the renewable energy systems that WREN are helping to put in place. WREN can engage with households, car owners and businesses to lower energy costs and move closer to a low-carbon community. WREN is a not for profit organisation, owned by its members, to which there is now over 800. You can join WREN at any time, membership costs just £1 and you can join WREN by calling into the Energy Shop on the Platt or visit the [website](#).

WREN has recently secured £100,000 from the Coastal Community Fund, which is a grant to enhance coastal towns - ours will be specifically for renewable energy enterprises, this is great news and Stephen says that it is very encouraging and shows that WREN are doing a very positive thing. Wadebridge is an interesting place and there really is something going on, something to be very proud about. This money gives us a real capacity to make a change and it will also create new jobs - WREN will employ an operations manager who will make a real difference to Wadebridge feeling the benefits of being a green town.

The bigger picture is that the EU convergence fund is also a great source of income for Cornwall and is going to be used for Superfast Broadband and a Smart Grid. The great news also for our town is that Wadebridge has been chosen as a Pilot Town for Smart Grid technology, which again is very positive for the town and it will make a real difference to Wadebridge benefiting from being a low carbon town. It will need to be found out if Superfast Broadband can make a real difference, there should be much more opportunities for small business, communication faster and easier, data storage easier and faster and people will be able to work more efficiently from home. Stephen wants to make sure everyone is aware of these positive changes - Wadebridge could be the most 'connected town in Europe!' This will surely add to the footfall in the town as the low carbon benefits will attract high powered & high tech businesses and should therefore increase the population. Boost employment possibilities and have a positive impact on the local economy. It will also have a positive effect on travel and tourism. Phillip says a formal thank you to Stephen for all his hard work, we are very fortunate to have Stephen in the town. The future looks bright for Wadebridge with these new schemes and should really put Wadebridge on the map. As Rachel says a bigger population is the key to keep the high street going and with the neighbourhood development plan a large amount of new housing will be available.

Joining forces for group discounts

As the low carbon town schemes will see long term benefits, it is also mentioned that joining up utility bills and the more basic costs should be done for short term benefits. Dom asks the chamber if they would be interested in morning seminars on business help, using its' members for their knowledge in law, employment and accounts for the day to day organisation and running costs. Is this of worth? Carole said help with getting overheads down is what is particular needed – all are in agreement that this would be a positive idea. Mel says she would like help with health and safety, insurance and business rates costs and would like to Free Parking to be addressed. The rumour of the high street being dead is heard about all too often, with the generation of out of town shopping centres and online shopping. The chamber must join their knowledge together and fight for the Wadebridge high street to survive. As Rachel says one more bad summer and many more shops may be lost. As Tony says everyone joined forces with the cameras so we can do it again with utility bills. Darren says it is having the time to do it; even if 10 people want to get involved in needs two strong people to follow it up and make it happen.

Folk Festival. – Great Music from 23rd - 26th August 2013

Brian and Mike have booked all the main acts, however this year they can't apply for funding by the Co-Op as it is under a year since they last applied, alas they have a £2,500 shortfall which they need to make up. Hobgoblin and Mike were at a personal lost last year and they don't want to do it again. Mike would like to see more support from the town in regards to people buying tickets. It would be great if more local people supported the folk festival this year and bought tickets, it is set to be a great weekend, along with some traditional folk music there is a great mix of acts including blues; with Wizz Jones legendary blues guitarist headlining, there is Clive Carroll who has performed for Madonna and the brilliant Silvia Nicolatto from Brazil (& her "Anglo-Cornish Friends") who will be bringing the Brazilian vibe to Wadebridge on the Sunday. There is going to be loads on to entertain you including acoustic sets in the plaza featuring young Cornish bands amongst others including the fun 'Exmoor Doo Dah Band'. For more information on the acts please visit the [Cornwall Folk Festival](#) Website. If every retailer/chamber member/ local would buy a ticket for around £10 to see one of the shows, this would be a massive help – there are special 'early bird' offers which can also be found on the website. [Please click here to view prices and book.](#)

Darren says a lot of people in the town see the festival as a social event and sit outside and watch the dancers and street entertainment but don't think about booking to see the concerts. As Mel says there is a stigmas attached to 'Folk' music where really the event showcases many music genres and 'world music'. Ann & Rob both agree that it is a great weekend and should be backed more. Mel suggests other marketing avenues such as creating You Tube videos that can be liked and shared to get people interested. As Dom says it is about the perception of the folk music, however if the time leading up to the event is taken to educate people on the diverse range of music that will be played, that would help fill the seats. As mentioned last month, the idea of having music played in shops and on a plasma screen in the town sounds good, plus gigs featuring the acts before hand. As Mike says there are monthly Folk Club (open mikes) meetings which are held in St Kew on the second Saturday of the month, the next one's on Sat March 9th. As Rob says it would be a real shame to lose the festival so we to get a few more of you involved with purchasing some tickets are inputting ideas of how to market the event to the community. Carole says she would be happy to play CD's in her shop and is sure others would also, plus everyone could put up posters and hand out flyers. Rachel proposes a donation be made to the Folk Festival for £200, Rob seconds this and all are agreement so the motion is carried and money will be donated to the fund.

Treasurers Report

Total income for 2012 was £25,317.78 and total expenses were £27,863.95. The current balance of the account is £4117.30.

Any Other Business

Night with the Mayor

The Mayor of Wadebridge, Tony Rush says that tickets are now on sale for a 'Night with the Mayor', this will be on March 2nd in the Town Hall. Tickets are £10 and entertainment will be Nikita Scott, The Shipwrecks and Ian Mitchell the Musician (Magic Ian!). There will also be a raffle with the first price being a holiday for 5 to Corfu! Tickets are available in the town hall and it is to raise money for the Memory Café and Macmillian. Dom suggests selling tickets elsewhere like in The Advertiser.

Christmas Lights

Just a quick note from Darren, he is sorting a quote for the broken frames and is getting a quote for a 'Welcome to Wadebridge' sign.

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](#)

Agenda:

1. Apologies
2. Minutes of the last meeting
3. Treasurers Report
4. Crime Prevention
5. Matters Arising
6. Town Team

7. Events Committee update
8. Other business

Sarah Prosser: sarah@local-eyes.co.uk. Tel: 01208 814018