



Minutes of the Monthly Meeting

Wednesday 16th January 2013 – Churchill Bar, Wadebridge

President: Mr D Rowe

Chairman: Mr D Walford

Vice Chairman: Mrs S Prosser

Hon. Secretary: Mr A M Gregan

Hon. Treasurer: Mrs A Jackson

Present: Dominic Walford (Chairman/Sticky Fingers/NCA), Sarah Prosser (Local Eyes), Jenna Heywood (Ann's Cottage and Minute Taker), Rachel Daniel (One Step Ahead), Carole Bourne (Indigo), Ann Jackson (Treasurer), Grenville Stanbury (Kittows), Adrian Jones (Seff), Mike Walford (Cornwall Folk Festival), Stephen Frankel (Carhart Mill & WREN), Nigel Wigget (Bridge Bike Hire)

Apologies: Darren Rowe (Riverside Financial Planning), Susan Stanbury (Kittows), Phillip Mutton (Trebor Estates), Darren Lewarne (NatWest), Rupert Wilson (Seafood Restaurant & PATBF), Jason & Randi Henderson (Elixir Health Foods), Anna Davidson (Wadebridge Bookshop), Rob Burton (Wadebridge Bookshop), Richard Alexander (Alexander & Co), Nicola Brookes (Brookes & Jeal Accountants), Claire O'Connor

Minutes from November's meeting were proposed as accurate by Sarah Prosser and seconded by Rachel Daniel.

Matters Arising

CCTV

CCTV has now been delivered to all those that ordered it.

Crime Prevention Report

Wadebridge had a relatively well behaved festive period with two assaults on Christmas eve in Molesworth Street and one on New Year's Eve, there has also been a push bike stolen from The Platt and a car damaged in Eddystone Road. The main news in town of course is that a 96 year old lady had her bag snatched in the ally way that links Pod Stores and West Park, a youth was arrested on the 14th in connection with this offence and is currently on police bail whilst further inquiries take place. Shortly before Christmas two males were also arrested in connection with the commercial burglaries in and around the town centre, they are also currently on police bail for a number of offences and we are hopeful that they will be charged in the coming weeks after further inquiries have been completed. In the meantime please remember that these two suspects are still at large so please remain vigilant and report any incidents to us as soon as possible.

Wadebridge Christmas Weekend

There was mixed feedback from the weekend, the weather again wasn't the best. The general feedback from Retailers ranged from a quiet to OK weekend with a few saying very good.. The main difference from 2011's weekend apart from the physical appearance of the marquees and craft stalls was the radio advertising from Pirate FM. Some people said that they did notice new faces which would show that the Radio ads might have encouraged new people.

Dom reports back from two retailers namely Jason Henderson, who says that they did not feel the extra advertising worked (however he did say that the Health Food shop is not the sort of shop that does benefit from Christmas trading) and Stuart Robinson from the Jewellers who says that he had a good weekend. Stuart also says that he would think the town would benefit from two Friday late night shopping events instead of one. Dom opens up the chamber floor to opinions.

Rachel says that she had had one of the worst Christmas's ever, which Carole from Indigo echoes. She probably wouldn't say she noticed any new faces however she was happy to put the money to Pirate for the good of the town. Rachel says she had better days on the days in between Christmas and New Year as there were tourists about.

Carole suggested having the Fireworks on the Saturday night, as that would give more scope for people outside of the area to see them as work etc may delay them on Friday, whereas on a Saturday they could come shopping for the afternoon then stay for the fireworks. Carole also suggests possibly having the weekend on the same weekend as Padstow. As she was saying that as the two events are on consecutive weekends that visitors from outside the area may go to Padstow weekend and then not want to visit this area again the following week. The same as if you visited Falmouth one weekend you may not want to travel back down to say Truro the next. Carole said that then Wadebridge could benefit from having the people visit off the back of the Padstow Christmas weekend. Sarah said that the Padstow weekenders are different to Wadebridge – Padstow is a 'Foodies' festival and is actually fairly quiet on the retail side. She thinks it would be best to utilise the people attending the Padstow festival and use the weekend to advertise our own. Dom also adds that he thinks we would be in competition with Padstow and we would lose, as they benefit from a huge advertise budget thanks to Steins and St Austell Brewery.

Other ideas the chamber has been thinking about is late night opening on the Saturday as well? And then maybe even one more Friday late night before Christmas.

As Adrian says Wadebridge needs a focal point, a visual spectacle for people to talk about. Grenville says we need a 'Welcome to Wadebridge' – Dom says there is talk of one of these hanging in between HSBC & Barnecutts. Rachel says it would be great a make a focus point of the bridge with a bold light display and in summer brighten it up with blooms!

Dom says that a unique idea that Nigel Wiggett suggested would be to focus on the towns strong point which is the Camel Trail connection – with a 'Light a Bike' competition and interesting light features made from vintage bicycle wheels made into Christmas trees. The Light a Bike would be a procession of lit up cycles; something really different and unique. This would then move onto possibly getting BMX'ers involved and people riding around on Penny farthings and such! A huge lit up Bicycle procession would really be something to excite people and bring them to the town. Think of the Air Ambulance Bike Ride that goes through Wadebridge a great spectacle! Stephen Frankel says about the possibility of having a real camel to begin the bike procession or even a lit up Camel?

Christmas Advertising

There is a Post-Christmas Meeting next Tuesday 22nd in the Bridge on Wool, starting at 6.30pm where they would like feedback from retailers. The chamber would like to engage all retailers to get ideas and opinions of how to promote 2013's event. If everyone is willing to chip in again then the chamber can use PR properly to get good media coverage, combined with print advertising (glossies such as Cornwall Life) and hopefully tap into the National market, as Carole says Totnes always seems to be on the news regarding their independent retailers. Wadebridge is a strong brand and a specialist high street and that's what the focus should be on. The chamber would like the Christmas weekend to draw people into the town and then show them what we have got so they come back again.

This year retailers raised £2600 for radio advertising, which will was brilliant. This year, if it helps, you can donate in instalments so that by August there is plenty of money in the pot for advertising campaigns. Pirate will be pitching on Tuesday also so please come along, your opinions are valuable.

Christmas Lights

As you know the chamber called upon people to help with the Christmas lights, Darren and the Davey Brothers have been frustrated by the turn out to help put up and take down the Christmas lights, especially with the lack of retailers. The Davey Brothers spent hours, unpaid in the cold, wet evenings sorting out fuses and broken lights, even though they don't benefit from the lights. They have said that it is the last time they will do it unless more help is on hand for putting them up and taking them down. This would be very detrimental for the chamber as it would then cost £2000 to pay for another electrician.

Dom says that The chamber would like to say a formal Huge Thank You to the Davey Brothers and as a token of the chambers appreciation please accept a three course meal at the Bridge on Wool with £150 behind the bar to spend! Sarah from the Bridge has very kindly provided the food for free for the Chamber – that's to her also!

Christmas Weekend Date

The question was asked as to whether the weekend is too late in the month, especially as some people tend to shop months before Christmas and may have up to 80% of their shopping done before December! Could having it just a few weeks before Christmas mean that a lot of people would have their shopping done? Dom proposes trying it on the last weekend in November which this year would mean Wadebridge Christmas Weekend being on 29th-31st November. Rachel agrees, as does Carole so this may be something to look deeper into. Everyone also says that the lights should be up earlier and advertising posters and such done a lot earlier too.

Folk Festival 23rd – 26th August

As has been mentioned in previous minutes the Folk Festival was at a loss last year and as an important part of the Wadebridge calendar, the Chamber would like to help to make sure this year is a success. Mike Walford was present this month to talk about the problems last year and why this year has the makings of being a success! He admits that changing the date last year (from August Bank Holiday) was a mistake, plus also he underestimated the power of the Olympics. He also says that he did a lot of print advertising with a programme with extra info celebrating the Festivals 40 year anniversary; unfortunately these didn't sell as well as hoped. As Mike says the Olympics being held in our capital city shouldn't be

bothering us for a few years and in 2013 the festival will be reverting back to its place on Bank Holiday Weekend. This year he will have the programme to download from the internet saving valuable costs. He says this year has the biggest line up yet and we will be welcoming Wizz Jones (legendary acoustic guitarist, singer and songwriter) as a Patron for the event. A well-known name that has lived and performed in Cornwall - he is set to be a real asset. Also this year brings a new idea which will be a themed Sunday – this year Brazilian! The weekend will explore Cornwall's connections with Brazil, through Cornish Miners moving over there and influencing the music. Silvia Nicolatto a Brazilian singer who has Anglo Cornish connections will be performing along with Neil Davey. Samba bands will be playing in the street along with the usual Morris Dancers – looks for an interesting weekend! Adrian suggests getting the local restaurants to supply Brazilian food or Barnecutts to create a Brazilian party!

There will be plenty of workshops going on over the weekend, there are three top guitarists coming along to help. Other events over the weekend include theatre plays, Cornish bards and craft fairs. Mike is going to be applying for grants with the Co-Op and Councils and also raising funds through monthly Cornwall Folk Club meets on the second Saturday of each month at the Red Lion, St Kew Highway; all are welcome. The Christmas raffle did raise £330 so thank you for everyone who helped with that, plus Mike has raised extra funds through busking outside of Co-Op. Mike is appealing for any Sponsors or Co Sponsors to come forward, a Brewery sponsor would be perfect. Sarah recommends 'teasers' leading up to the weekend including bands playing in the local pubs to generate interest and show people that thought they didn't like folk music otherwise (Google Flats & Sharps who were fabulous last year and have since performed the Royal Albert Hall and are touring America). Mike says that they are running a sort of 'Cornwall has talent' to encourage local young talent to come forward. Carole suggests that leading up to the event a Plasma screen is out somewhere to play videos from the bands and film from previous years. She suggests seeing if Woolacotts would be willing to donate a TV, this could then be used to show other events happening in the town and could play Christmas music in the winter season. A few locations for this was discussed, Dom to talk to Co-Op about the possibility of hosting an Information Plasma. The Folk Festival is the only one on the County that can be called the **Cornwall** Folk Festival, we should be proud of the event and all try to make this year a success.

Treasurers Report

Spent £10,000 at Christmas and roughly £3,000 is left. There are more bills to come. Replacing all lights did cost the chamber a lot.

Ann tells us that she is officially stepping down as Honorary Treasurer; Ann has been working with the chamber since 1995. Do says on behalf of the all of us, both now and our predecessors, we wish to thank her for all her hard work over the years. A new Treasurer will now be needed, please come forward if you would like to be involved.

As it is both Dom & Ann's last Chamber meeting as Chairman and Treasurer we wish them both well. Dom will still be attending the meetings and will be involved with the Christmas weekend and other events.

Any other Business

WREN, Superfast Broadband & Smart Grid

Over £3,000 of WR's have gone out to shops with some shops doing really well from them. All has gone smoothly with no problems.

Superfast Broadband is coming to Cornwall and Wadebridge is one of the first towns to get it, it's set to be one of the most connected towns in Europe! Superfast Broadband is so important for the future of the town as it means more efficiency and new opportunities for businesses and professionals working from home. It means communication will become easier and there is much more scope for businesses to grow. Long term it means more jobs therefore more income into the town, the next generation shouldn't need to leave Cornwall for well paid employment. Now is the time for businesses to be looking into how Superfast Broadband will help them. WREN will be looking for volunteer businesses to assess the impact it has on their business for BT.

Also from the Convergence money is Smart Grid technology, (*Wikipedia definition: A smart grid is an electrical grid that uses information and communications technology to gather and act on information, such as information about the behaviours of suppliers and consumers, in an automated fashion to improve the efficiency, reliability, economics, and sustainability of the production and distribution of electricity*) Wadebridge will be the first town to try this out and there is a real prospect of much lower electricity and as the pilot town this is of great national importance and could really set Wadebridge apart from other towns in the next 10 years. As Dom says the tourism industry is fickle but with these two schemes; Superfast & Smart Grid it means more future job opportunities creating income and wealth for the town. Grenville & Dom agree that these two schemes should have been in the Neighbourhood development plan as they are so important for the town's future.

Dom suggests that there be an exhibition to show everyone the benefit of Superfast & Smart Grid, Stephen says that is a great idea. Also have some case studies to show people how it has and will work, Stephen is going to appeal to a business university to set out case studies. Stephen wants people to start thinking about their energy use and measuring the carbon they use, also think about the impact on your business, Sarah suggests Google-ling the subject and the benefits it will bring to you. It is an exciting time for Wadebridge and as market towns collapse the future could be a Smart Market Town using low carbon initiatives and exploiting fellowship.

The AGM is coming up in February and Dom's turn as Chairman has come to an end. Both Chairman and Vice Chairman are up for the taking so if anyone is interested please let Dom know.

Next Meet: Wednesday 20th February 2013 – Upstairs in the Churchill Bar - 5.45pm – all are welcome.

Agenda:

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

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

Dominic Walford: dominic.nca@gmail.com Mob: 07875760933

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