



Minutes of the Monthly Meeting

Wednesday 18th July 2012 – 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 (NCA & Sticky Fingers Nursery), Sarah Prosser (Local Eyes), Darren Rowe (Riverside Financial Planning), Ann Jackson (Treasurer), Rupert Wilson (Seafood Restaurant & PATBF), Mel Hardie (Arty Crafts), Nicola Brooks (Brooks & Jeal Accountants), Darren Lewarne (Natwest Bank), Jenna Heywood (Ann's Cottage and Minute Taker), Phillip Mutton (Trebor Estates), Grenville Stanbury (Kittows), Stephen Frankel (Carhart Mill & WREN), Nigel Wiggett (Bridge Bike Hire), Stephen Knightley (Town Council), Paula Martin (Cornwall Air Ambulance), Angela Smith (Cornwall's Crealy), Guy Brindle (Good Guy Investigation), Debbie Van-Nuil (Pirate FM), Fern Lynch (WREN), Claire Sandercock (Trendspot Ltd), Randi & Jason Henderson (Elixir Health), Richard Alexander (Alexander & Co), Randi & Jason Henderson (Elixir)

Apologies: Susan Stanbury (Kittows), Carol Bourne (Indigo), Steve Coom (Razor Light Solutions), Rachel Daniel (One Step Ahead), Anna Davidson (Wadebridge Bookshop), Rob Burton (Wadebridge Bookshop), Chris Hewitt (The Picture & Coffee House), Kay Barkham (Ann's Cottage), Phil Chanter (Devon & Cornwall Police), Robin Moorcroft (Devon & Cornwall Police), Eric Gill (Town Council)

Julia Daw (Matchbox) was missing off the June's meeting attendance list which will be amended. Apart from a few typos and the following corrections the minutes from June's meeting were proposed as accurate by Phillip and seconded by Darren. Paula pointed out that when the question was asked to Richard Gates if his pay was performance related the answer was no. Randi says that were more like 1500 attendants at the Big Lunch.

Formal introductions were made and the chamber welcomes new faces – Claire, Guy, Fern and Debbie.

Crime Prevention Report – From Robin Moorcroft & Phil Chanter

Molesworth Street.

One crime recorded for Molesworth Street-criminal damage at The Swan, drink thrown over one of their televisions. This has been dealt with by way of Restorative Justice- i.e. damage has been paid for. There were three crimes for the same period last year.

Eddystone Road.

2 crimes recorded for Eddystone Road, a drink driver who was also found in possession of a controlled drug believed to be cocaine. He has been charged and will be appearing at the East Cornwall Magistrates Court in due course. There were no crimes recorded for Eddystone Road last year-same period.

The Platt.

One crime recorded-theft of a pedal cycle-female victim used the telephone kiosk and whilst doing so male person took her bike from outside the box. There were two crimes recorded for The Platt last year.

Polmorla Road

One crime recorded-theft from car park ticket machine in the old cattle market car park. 2 males caused £500 worth of damage to a machine trying to extract money. No money was taken. There were no crimes for Polmorla Road last year.

Therefore 5 crimes recorded for this period this year and similarly 5 last year.

The police cadets helped out at the recent charity event at the showground, funds were being raised for Cornwall Hospice Care, which also incorporated an It's a Knockout competition which the emergency services team from Wadebridge was triumphant!!

Phil recently held a "painting day" at the art wall with Wadebridge Comp. The professional graffiti artist came over and gave tip, advice and a demo on graffiti. If you haven't seen the wall, it is well worth a look.

Treasurers Report

Ann tells us that the bank is looking quite wealthy at the moment, Co-op have donated £2,000 for the Camel River Festival and there has been £5,000 paid for the Jolley Ball, which should make a profit. There is over £1,000 in the pot for Christmas. There is a waiting list for the Jolley Ball, so please pay by 27th July.

If you have not yet paid up for the year it is £50, a new application is available please click [here](#).

Matters Arising

Camel River Festival - 18th & 19th August



The Camel River Festival is only a few weeks away – please put the date in your diary and tell all your friends - August 18th – 19th!

Sharps Brewery is putting £1,500 worth of sponsoring for the event and the Co-operative Membership has donated £2000 via their community fund. Flyers and posters are being printed now, they are aiming for a road side campaign similar to the way Rock Oyster festival market their event. Ten banners are being produced with the help of Rachel Galbraith who is the Marketing Manager for Sharps. They will be dotted around locally over the next few weeks, with more posters being produced with a 'Camel River Festival This Week' message. They are spending a lot of money on the roadside campaign but this will be the main form of advertising. They are also going to flyer local homes and campsites, plus the supermarkets. Ideas were bounced around at possible places to put the large roadside banners. Chamber members thought it would be a good idea to put them on the private property of chamber acquaintances to avoid them being taken down. Sarah says this is their priority but if some banners are taken down then they will just keep putting them back up again! Paula asks how far away they are going to promote the event, Sarah says out to Winnards Perch, St Merryn and St Columb. Banners will be placed near supermarkets and schools. Angela from Crealy said that she would take a banner to go in their car park and Paula said she would have one for her house near St Columb. Other ideas were Just Lead at White Cross, other ideas would be appreciated.

Sponsors for trophies are amended to the following:

Tug of War adults – Riverside Financial Services
Tug of War Juniors – Wadebridge Bookshop
Doom Bar Raft Race – Sharps Brewery
Best Themed Raft – Matchbox

Application forms for the above events, plus guidance and rules are available on the chamber website.
www.wadebridge-chamber.co.uk

Wadebridge Wines are going to have a wine bar in the marquee. Sam from Bang Bang Promotions is helping with the entertainment, amongst others The Fandangos, Hope Road Band (Saturday night) and Spot the Dog will be there, entertainment will be kept to local acts. Entertainment will be on Saturday and Sunday evening and it will be free to get in. The chamber would like to thank Malcolm Bell, head of tourism for VisitCornwall, for his donation of £250 towards the festival. He would have given more but will see how this event pans out with weather etc.

Other features of the weekend: Heart FM will be supporting the weekend, there will be a fun bungees and teacup rides. Jo Hope will be there doing face paint and games, Crealy's mascot will be there, plus you can have a go at paddle boarding and canoeing.

Stephen Frankel says a big thank you to the Dom, Sarah and Rupert for making this event happen so we will see you all there on the
18th & 19th August!

Neighbourhood development plan

There was a recent meeting about the future conservation development of our local area which Steven Knightley chaired and which involves Sarah Sims who is the Wadebridge and Padstow Community Network Manager. This is about future development of the town up until 2020, which includes housing, conservation areas, education, highways and population. Public involvement is key in the future of this development, otherwise the council will decide on what happens. Dominic and Sarah are providing input from the Chambers viewpoint. Details that would be discussed at the meeting is expanding conservation areas, adopting larger land and using sustainable materials. The meeting was on July 19th, if you would like a copy of the minutes these can be requested. There will be an exhibition on the Friday 12th and Saturday 13th October from 12pm.

Cornwall Folk Festival - 3rd - 5th August

Not much more to update you on, the Folk Festival Committee is pushing hard to get the town busy to win over support from the town. Please support them where ever you can. Present will be two BBC Folk award winners which should be a major attraction. Next year, the festival needs a major sponsor for the event to go alongside Hobgoblin Music, they may try Skinners or St Austell Brewery – if anyone had any ideas then please contact Dom.

The good news is they have secured the trading name of 'Cornwall Folk Festival' which is very positive. Please buy tickets to support the event and see you there! www.cornwallfolkfestival.com For more information you can call Mike Walford on 01637 880604.

Jolley Ball – 8th September - The Pavilion Centre at the Royal Cornwall Showground

Everything is in hand, tickets are going to be printed soon and the seating plan confirmed. Darren & Dominic are going to be doing the auction. (Someone commented: Dick and Dom, Dom's glad he's called Dom!)

WREN

Regarding WREN and the EcoPark, Dom passes round a map showing visuals of possible locations and designs for the EcoPark. Stephen says that there is no doubt that the EcoPark is valuable in the future and prosperity of the area and it is being taken extremely seriously. The plan is that the EcoPark will be led by an innovation centre similar to that at Tremough, The benefits of this will not just benefit our community but also the wider part of Cornwall, as North Cornwall does currently not benefit from such initiatives. Rupert backs this up saying that the South and West of Cornwall have so far received a lot of funding but North Cornwall hasn't. Other towns are also presenting ideas for funding, but Wadebridge is definitely the front runner and we hope to secure the EU funding. The Innovation centre and EcoPark would be built with the highest levels of sustainable manufacturing and WREN is well known and highly thought of in the 'Green' world so we should be taken very seriously. If funding is finalised then plans will be formalised by the end of the year, with a rough date of 2014 to see the EcoPark take shape. Stephen reiterates that the plan for the EcoPark will bring high level employment and cause 'real money' to flow into the town.

Sarah says that Jake Burnyeat, WREN's Commercial Director should come and present to the chamber to discuss the plans in more detail.

Paula asks who she thinks the strongest competition is for funding, Stephen believes that there is no real competition and the project has been well received by Kevin Lavery the Chief Executive of Cornwall Council. She also says that from her experience with completed a project with the Cornwall Development Council, make sure that the CDC are given you the right advice at the outset of the EcoPark project, as there are many upfront costs such as the land auction and paying architects and designers. She says to make sure these costs are all encompassed into the overall costs.

Discussions then lead onto how WREN can help the local retailers. Sarah said she is aiming to come and talk to everybody and discuss how WREN can benefit them, however with the summer season peaking it's the wrong time of the year. She would love for the retailers to be engaging and receptive to WREN's ideas. She thinks it is a key statement to say that WREN has the local businesses and traders behind them. As Jason says retailers do have the opinion of 'what is in it for us?' This is exactly what Sarah and Fern would like to come and tell everybody about. It was then discussed that it would be a great idea for retailers to have a little poster in their shop window to say 'we're doing our bit' and then it could feature a list of the things that particular shop is doing. This would then help to publicise exactly what WREN does. Randi was saying that maybe businesses involved could pay more than a £1 for membership and then be presented with a sticker for the windows to say 'We're a proud supporter of WREN'.

Mel said that maybe WREN could work with the style of The Energy Shop, as it does look more like an office than a shop. Mel suggests the retailers donating items for the shop window to create a more inviting look, Mel said she would be happy to donate her time to help. Fern thought it would be a nice idea to have ranges of eco-household goods, such as kettles, and then have a low, middle and top of the range option in the shop. Then to buy the goods there could be leaflets that say, for example, 'Eco Kettle – you can buy at Glanvilles'.

Stephen then moves onto the Wadebridge pound – the WREN (Wr), he is hoping that the majority of retailers will take up the initiative. The first way that you can gain WRENs is by having your home insulated for Free! This is for cavity walls and roof insulation. For example it works similarly to when you sign up to Sky TV and get M&S vouchers, however the benefits are that the money will stay in Wadebridge. If you take part in the home insulation scheme, households can then use their Wrens for purchases in participating town centre shops, restaurants and other businesses, including The Vine, Wadebridge Bookshop, Wadebridge Wines, Hobgoblin Music Shop and Kernow Harvest. Stephen is hoping this could generate £10,000 to the town centre for collaborating businesses, as the idea is that when the customer comes into your shop to spend the WRENs then they may spend over the £25 on other or higher priced goods. Retailers then claim their £25 from WREN or they have the choice to claim any amount of it back, for example they could allow a discount of 10% (£2.50), which would then leave more money in the community fund, this is entirely up to the retailers to decide. The immediate effect of this scheme is that it will generate publicity for the town; it's a great marketing effort and would get media attention. The practicality is that in a month or so people will have these WRENs and they will be coming out in the town to use them. A numbering system will be used to ensure no fraudulent WRENs can be used, WREN will keep a list and the retailer can check the number against the name. Stephen says that there is a time limit on the free insulation which is 5th November; however you would still be able to redeem the WRENs after this date.

Membership to WREN is just a £1, it is completely owned by its members so if you joined you would have just as much say as anyone, so if you are not already a member, please join [here](#).

Any Other Business

Website

Dom says that if you have any events/promotions that you would like to advertise, then please let Steve Coom know. You can email details to Dom or use the message section on the website that then goes directly to Steve.

Free Parking

Dom recently received an email from Dawn Walters about having one hours free parking to encourage people to come into the town. Stephen Knightly says this idea has already been exercised and it would need to be funding from elsewhere, like business rates and it isn't really possible. Phillip says to remember that the car park on Goldsworthy Way is **free after 4pm every day** therefore that would give people an hour to go do what they need to do. Richard Gates spoke about ideas such as having free parking for a limited time only, such on a Tuesday throughout the summer.

New members

Our new members were then given a chance to introduce themselves and their businesses.

Debbie from Pirate FM said thank you to the chamber for inviting her. She is Pirates Media Consultant, they have worked closely with the Newquay BID which had positive feedback. She said that Pirate FM has a lot to offer so please contact her if you have any questions. Pirate's reception number is t: 01209 314400.

Claire works for Trendspot Ltd, a market research company which is based near Kittows. She describes herself as a 'researcher and storyteller', compiling surveys and taken the consumer data to create communication strategies. You can contact her on t: 01208 812558.

Guy runs a web based investigation company, he works mainly in North Cornwall and amongst other things he recovers lost/stolen vehicles and plant machinery. For any investigation needs you can contact Guy on t: 01208 840063

Rotary Club

The Rotary club have contacted Darren Rowe to work with the chamber to create an international link to another club somewhere.

Loyalty Scheme

Rupert tells the chamber of Launceston's loyalty scheme 'Love Launceston' which he thought works well. They do things such as 10% off or 'get a free bag of sweets when you buy.....' <http://www.lovelaunceston.co.uk/>

Darren Lewarne said that Newquay do a similar thing. Dom said this is actually something they have thought about and might be put into the Portas Pilot Bid.

New decking area at Bridge Bike Hire

Nigel tells us that he would like to deck out the area behind his premises for recreational purposes. He has been talking with the Padstow Harbour commission and it has been seen as a favourable. Nigel said that historically this is what the area would have been used for as there are slate beds in the river bank there that would have been used for family picnics etc. The idea is proposed by Jason, Darren Rowe seconds it and it was a unanimous vote that all were in favour of the idea.

Dom would also like to point out the calibre of the meetings now and the escalating membership database, Stephen backs this up and points out the great atmosphere of the meetings, so come and join us next time!

Next Meeting: Wednesday 15th August 2012 at the Churchill Bars (upstairs) 5.45pm – all are welcome.

Agenda:

1. Apologies
2. Minutes of the last meeting
3. Treasurers Report
4. Crime Prevention
5. Matters Arising
6. Neighbourhood development plan
7. Events Committee update
8. 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](#)

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