



## Minutes of the Monthly Meeting

Wednesday 16th May 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), Rachel Daniel (One Step Ahead), Anna Davidson (Wadebridge Bookshop), Rob Burton (Wadebridge Bookshop), Yvonne Robinson (Heat Store), Mel Hardie (Arty Crafts), Nicola Brooks (Brooks & Jeal Accountants), Chris Hewitt (The Picture & Coffee House), Graham Matthews (Bricknells/Toymaster), Michelle Haseldine (The Blind Co.), Steve & Lesley Icome (Shooting Star), Nikki Edleins (Ann's Cottage), Kay Barkham (Ann's Cottage), Darren Lewarne (Natwest Bank), Tony Gregan (North Cornwall Advertiser & Royal Cornwall Show), Phil Chanter (Devon & Cornwall Police), Robin Moorcroft (Devon & Cornwall Police), Tony Rush (Mayor/Town Council), Eric Gill (Town Council), Samantha Minny (Sugar & Loaf), Jenna Heywood (Ann's Cottage and Minute Taker)

**Apologies:** Phillip Mutton (Trebor Estates), Grenville & Susan Stanbury (Kittows), Steve Coom (Razor Solutions), Stephen Frankel (Carhart Mill & WREN), Carol Bourne (Indigo), Harriet Wild (Elixir Health Foods), Nigel Wiggett (Bridge Bike Hire), Stephen Knightley (Town Council), Richard Alexander (Alexander & Co)

*Minutes from Aprils meeting were proposed as accurate by Sarah Prosser and seconded by Rachel Daniel.*

**\*\*\*\*\*Ann would like to know who paid £50 into the chamber's account on March 1<sup>st</sup> \*\*\*\*\*  
\*\*\*\*\*as there was no name as a reference. Please contact Dom.\*\*\*\*\***

Formal introductions were made and the chamber welcomes new faces - Tony Rush, who is congratulated on becoming Wadebridge's new Mayor, Samantha Minny from Sugar and Loaf - the artisan bakers on Polmorla road. Chris Hewitt from The Picture & Coffee House on Molesworth Street. We also welcome back Graham Matthews from Bricknells/Toymaster and Michelle Haseldine from The Blind Co. Dom formally congratulations Tony and says he is looking forward to working with him. Tony plans to come to as many chamber meetings as he can and that he hopes the council and chamber can continue to work together.

### **Crime Prevention Report – From Robin Moorcroft & Phil Chanter**

Robin apologises that there is not an official crime report this month as they have been very busy with local events such as May Day and the Olympic flame weekend. Stuart from the Jewellers has had an attempted break in, where they have tried to drill through the shutter and glass. However due to the shatter proof glass and the fact that Stuart keeps no jewellery in the shop overnight, nothing was taken. There have also been some workshops which have had graffiti damage. Regarding the 'boy racers' around the town and at Lidl's car park - the police are on the case. Written warnings have been given out, with the possibility of cars being seized in the future and drivers could see themselves with anti-social behaviour orders. They are continuing to build cases about the individuals, so if you spot anything please call 101 with much information as you can; time, date and registration number if possible.

Please do not use the 0845 number, call the non emergency number which is 101 and can be used 24hrs a day, 7 days a week, other contact methods can be found on the [Devon and Cornwall police website](#).

Phil Chanter has been involved in refurbishing an old Go-Kart, Phil obtained £2,000 of funding to buy and rebuild a derelict Go-Kart. With the help of Steve Varcoe, they have stripped and completely re-built the Go Kart, which has kept four young lads busy for several weeks. Once tested, they plan to sell the Go Kart and buy another to renovate as part of an on-going community project. Dom congratulated Phil on his efforts and that of the group.

The police are losing two members of staff this month; Claire Drennan and Helen Lentern. Helen is expecting a baby on Tuesday, Dom sends best regards to them both on behalf of the chamber.

### **Treasurers Report**

For this year which started in March, there are 26 paid up members. So far £1200 has been paid in for the Jolley Ball, Dom says he has another £500 for Ann. £205 has been paid for the Christmas Craft Markets. The balance is looking at around £6000. If you have not yet paid up for the year it is £50, a new application is available please click [here](#).

### **Matters Arising**

#### **Jolley Ball – 8<sup>th</sup> September - The Pavilion Centre at the Royal Cornwall Showground**

Tickets are pretty much sold out now, 160 tickets are sold but there may still be a few places left and people may pull out, so if you are interested in putting your name on the waiting list please contact Sarah on: 01208 814018 or [sarah@local-eyes.co.uk](mailto:sarah@local-eyes.co.uk).

The priority now is to find more quality prizes, so if you have any quality products that you would like to donate to the Charity Auction, please contact Dom. So far they have a Nathan Outlaw signed book, a baking master class from Sugar and Loaf, a Ted Baker handbag from Matchbox, four ball golf at St Enodoc, two day courses from Rick Steins Seafood School and possibly vouchers from Nirvana and Beauty Spot.

As well as a 3 hour baking master class from Samantha at Sugar and Loaf (which will include kneading techniques, flour information and how to create wonderful homemade artisan breads), she will also be donating cupcakes on every table. Thank you Samantha!

Chris from The Picture and Coffee House will be taking pictures on the night. He will be charging £20 for individual or couple photographs. At a previous charity event he raised £250. He will also be snapping random shots throughout the night.

Johnny Cowling was mentioned to do the auction at the Jolley Ball. (unfortunately following this, we have found that Johnny is booked that night).

#### **Christmas 14<sup>th</sup> – 16<sup>th</sup> December**

The chamber has had a lot of success in getting craft stalls confirmed for the town hall, it is nearly full but there are two spaces left so please contact Sarah if you know of anyone who will be interested - [sarah@local-eyes.co.uk](mailto:sarah@local-eyes.co.uk).

Dom has been looking at getting professional stilt walkers for the weekend, although after looking at the quotes (£1300!) he will need to find cheaper entertainment alternatives. If anyone knows of any cheaper stilt walkers or any other interesting entertainment then please get in touch. 'Titan' the robot was mentioned although he costs in the region of £900, so this idea may need to be saved until the Christmas weekend is more established.

Chris says that he had close connections with the Hall for Cornwall so he can put Dom in contact.

Sarah says that a Christmas committee meeting will need to be set up again soon.

#### **Camel River Festival (formally known as the Regatta) 18<sup>th</sup> & 19<sup>th</sup> August**

Dom and Sarah say that the proceedings have been coming along nicely and logo ideas have been produced. The Cricket Club will be open but the majority of the event will take place on Jubilee field to keep people on the town side of the river. Chris Rea has been confirmed from Harlyn Surf School, you will be able to book a go on his paddleboards. Stuart Howes the Head Brewer from Sharps Brewery will be along with his top ten beers. Dom is having a meeting with Rob the harbour master to go do a risk assessment.

Logo designs were passed around featuring 3 possible ideas, although Sarah is continuing to work with Mike on finalising a design. It brought attention to the fact that the word 'Regatta' conjures up ideas of sailing ships although actually there will be gig and raft racing. Rupert says about 'Fal River Festival' and the chamber reacts positively to the idea of renaming the event 'Camel River Festival'. As Samantha says 'Festival' sounds a lot more family friendly and others agree. Other names were thrown into the mix such as 'River Fest' and 'Camel Fest'. Mel had the idea that each town involved could call it their own, i.e. 'Wadebridge River Festival', 'Rock River Festival', although Dom wants the estuary to work as one, but with the 'HQ' being in Wadebridge. Dom puts it to the vote and it was a unanimous decision to call the event 'Camel River Festival'.

### **Bunting**

Pete Chapman of the Carnival Comitee has agreed to lend the chamber his bunting and it will be left up until the end of august. The chamber will give him £200 for the loan and upkeep of the bunting.

### **Sunday & Friday Evening Opening.**

Dom invites an open discussion regarding Sunday and evening opening, as this has been an on-going issue for many months now. Dom thinks that it is a reasonable and positive idea to open on a Friday evening and a Sunday with the summer and lots of events coming up, plus there have been negative comments about Wadebridge being 'shut' on a Sunday. But for the retailers it would mean paying wages with the possibility of low trade. Lesley from Shooting Star says they often open on Sunday and find people complaining that there is not much open. Anna asks her how much trade she does, (Robin & Phil are excused from meeting) Lesley says some days not that much but she thinks it will be worth it if everybody joins together.

Darren says that it is a long term goal that people have to get used to and it will take a while before it becomes beneficial, look at Padstow it took them a while before people realised that the shops were open. Mel says that people don't go up Molesworth Street and that having the shop open for people just to browse in is not ideal. Rachel says that Padstow and Wadebridge are completely different towns and shouldn't be compared. That on a Sunday people want to go to the beach or harbour towns; Fowey, St Ives, Padstow etc and that Wadebridge just isn't the sort of town people would chose to go to for a day out. Rachel thinks it is a good idea for everyone to open till at least 6pm on a Friday.

Rupert says that the Camel Trail to Padstow has to start somewhere and that we should try and capture prospective customers here before they head down the trail. Mel says that people tend to come to Wadebridge and park their cars and leave to go for lunch and shopping in Padstow, that it is a different dynamic in Wadebridge and that what would work better is the old Sunday Market and Coffee Shops. Chris says that he has done really well when he has opened bank holidays and Sundays and that although he has not sold photographs he has closed deals and sold drinks thanks to the 'coffee culture' trade. Anna and Rob from the bookshop say that they will open on Sundays throughout the summer as it was worth it for them last year.

Rupert comes up with an idea that Bridge Bike Hire could be used to sell the town, Tony agrees and says that, for example, leaflets could be distributed with information about what shops are open and where you can get a drink or bite to eat. Dom says that browsing can turn to buying and that the more people are drawn into town the more chance of money being made. (Darren Lewarne is excused from the meeting). Mel says that they really are reliant on the restaurant trade to get people around the town, Kay mentions about Flying Saucer and they are always busy on a Sunday. Nicola said that maybe it could start small and retailers could just do certain Sundays, like the last one of the month or similar, or it could work on a rotation basis. Dom says that the time is approaching for retailers to decide, as it will need to be publicised for the summer. Rupert says that in Falmouth the students become town ambassadors and wear t-shirts and hand out leaflets, it also means they are occupied and not causing trouble! A similar idea could be used for Wadebridge? Dom is thinking of bringing Sarah Simms, who works for the council as a local area networking manager for Wadebridge & Padstow in to discuss how it helped Padstow.

### **Portas Pilot Bid**

This brings Dom onto the next topic which is the Queen of shops Mary Portas' initiative to keep Britain's high streets alive. You 'bid' for a chance to win £100,000 for your town. Sarah says that in order to have a chance Wadebridge would have to galvanise its groups, key individuals and committees to come up with ideas to make Wadebridge stand out. Anna asks if it is going to be a TV programme, Sarah isn't sure although it could possibly become one, which would be great for the town. Focusing on the high street Dom and Sarah will head up the team and work with key individuals such as Harriet, Eric, Tony, plus groups such as the town forum, plus ex-councillors, retailers and landlords to come up with a strategy with innovative factors. The chamber has to show that they have support and that businesses are behind the bid, so if the members are happy they will go along with the application. Sarah stresses that Wadebridge already has a successful high street full of independent retailers which is something Mary Portas is working towards, so the angle that Sarah and Dom are going to work to is the idea of 'protecting' what we have. With WREN and the EcoPark initiative Wadebridge stands in a strong position and has the 'unique' factor. Sarah and Dom are also using the term 'back to the future' as in going back to Wadebridge's roots as a market town, that it still has the crafts and the food but the market this time is the shops themselves. The idea is that the combined groups and individuals will come up with a plan, a focused piece of work, then if Wadebridge doesn't win the bid at least a plan will be in place.

Mel says that she is stunned by the amount of Wadebridge people that don't know or use the town and that they would go elsewhere for what they want. As Sarah says it will come down to 'use it, or lose it'. But as Chris and Michelle agree, a good percentage of trade comes from people who want quality goods and quality service and that want to shop 'local'. Dom says that the deadline for applications is the 30<sup>th</sup> June, so they will need to press ahead if the chamber agrees to applying for the Portas Pilot Bid. Dom puts it to the group and no-one is in disagreement therefore Dom and Sarah will start the organising. A video bid will need to be made to support the application. Also names showing support will be needed so Sarah passes round forms for chamber members to sign.

### **Town Centre Manager (TCM) Meeting - Tuesday 19<sup>th</sup> June**

An open presentation is going to be made by Richard Gates, Falmouth's TCM on Tuesday 19<sup>th</sup> June. The times are to be confirmed. An invite goes out to all who wish to attend this presentation. He will be speaking on the benefits of a TCM, what he does, how it works and the successes. He will also talk about the 'Bid' process, which is a small levy (1-2%) on business rates, the money will be pooled and spent on town development, which will all be agreed. If the vote for the levy is over 51% then the Bid gets passed. Then whether you agreed or not, you would have to pay. Although there are exceptions to this rule.

The chamber believes the TCM to be crucial for the development of the town and that as many people as possible should come to the presentation, so tell everybody whether they are chamber members or not. Rupert says that he fears Wadebridge will fall behind other towns that have TCMs, such as Truro, Newquay and Camborne. Eric says that because these towns are bigger, that's why they need a TCM. Eric feels that the town does not need one and it would ruin the goodwill of those who currently work hard for the town. Rupert and Darren both disagree, stating that all of the Chamber members who currently do the work for free, struggle to do it as they have businesses to run. Rupert states that the introduction of Richard Gates to Falmouth has made the town £100,000's. Dom says that all the facts will be presented on Tuesday 19<sup>th</sup> and please all come along.

### **Town Band**

Eric says that the town band will be up at the Royal Cornwall Show this year, playing at the Coop stand. Eric and Tony are excused from the meeting. Dom stated that the town band were too big to play on the Chamber stand as it was driving customers away and the paying retailers were not happy about it. They had asked not to have them this year.

### **WREN**

Regarding WREN and the EcoPark, Dom will be in meetings with landowners Richard Jones on Thursday 17<sup>th</sup> May regarding his land in Dunveth and Steve Cudmore from the Football Club. Kevin Lavery of the Cornwall Council has given the application the go ahead. Dom also has news that the Football Club may be interested in developing their land and being a part of the initiative, which could be interesting. The EcoPark is very important for the long term goal of separating Wadebridge from other towns, the Portas Pilot Bid also makes up a small part of this aim. The ethos of the EcoPark is to attract future businesses and provide high paying jobs for the next generation. Anna asks if the EcoPark will be discussed on the 19<sup>th</sup> June, Sarah says that it will not, as the sole aim of that meeting is to find out information on TCM's. Rupert adds some great news that Wadebridge is to be featured in the Western Morning News, a double page spread by Lisa Parks the Business Editor.

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**

#### **Thanks**

Dom pays special recognition to his new Vice Chairman Sarah. Darren says well done to the both of them for sterling work.

#### **Cornwall College**

Dom has met with Laura Bower from Cornwall College who asked about anyone interested in business courses. They have received convergence funding to bring to you and your staff courses such as hospitality etc. Dom has more information if you are interested.

#### **www.ignitecornwall.com**

For all you entrepreneurs out there, if you have a bright idea, Ignite is a business planning competition with a £100,000 prize fund. 'Ignite 2012 is the hunt for Cornwall's entrepreneurs and thinkers, who not only have good ideas but also have the vision and commitment to make them happen' For anyone that is interested please see the website: [www.ignitecornwall.com](http://www.ignitecornwall.com)

#### **Come Dine With Me**

Darren Rowe was shortlisted to go on the show, although he declined the offer he still thinks everyone should be made aware that on the week starting the 4<sup>th</sup> June, the film crew will most probably film in Wadebridge. Great chance to try and get your shop noticed!

#### **Royal Cornwall Show**

Tony says that stands for the show are now fully booked which is great, it will have a Jubilee theme and tickets have begun to be distributed. He suggests that a video of the stand be incorporated in the video for the Portas Pilot Bid. Sarah says that a story board will be designed making sure the best of the town is featured. Tony had no luck finding any Corgis, he is now looking for a throne! Mel suggests asking the Avalon youth theatre.

**Next Meeting: 20<sup>th</sup> June 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. Sunday/Evening opening
7. TCM
8. Events Committee update
9. Other business

**If you would like to become a member of the Chamber please contact Dominic. Alternatively you can use the application form on our website. <http://www.wadebridge-chamber.co.uk>**

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