

Wadebridge Chamber of Commerce
Minutes of the meeting
Wednesday 6th March 2024

Chamber committee members in attendance Caroline, Plum, Sam, Belinda, Jacqueline

Also present Lisa (Gelato) Darren Rowe, Robin Moorcroft, Amanda (Bridge on), Jane (Ocean Blue), Simon (football charity/wellness), Adrian (Folk Festival)

Apologies Debbie, Barry, Suzanne (Little Plant Shop)

Prior to this meeting, the Chamber of Commerce AGM had been held. Caroline/Plum re-appointed a Chair/Co-Chair. Two new appointments: Belinda as Treasurer (detailed accounts to follow, it was noted that there is currently £305 in the b/a)), Jacqueline as Secretary.

1. Previous meeting Minutes reflect the chambers preferred outcomes, not what is currently being actioned.

2. Wadebridge Town Market

2.1 Caroline will be zooming Shop Small Cornwall representative Thursday 14th March and Truro Farmers' Market representative Friday 15th March.

2.2 Lisa volunteered to assist in researching, planning, potentially managing market plans going forward. Also Adrian, Belinda, Caroline (needs confirmation - interested in helping initial plans or run ongoing?). A suitable day to hold a regular monthly/weekly/seasonal market was discussed. Wadebridge already hosts the Country Market weekly on Thursdays.

2.3 Parking is a concern, generally but specifically if charges put stall holders/visitors off attending a town market. Robin: statistics, costs, staffing. It was proposed that members would support asking the council for 3-4 (for example) hours of free parking to support market endeavours. Lost revenue from stall holders could be recouped from stall charges. Visitors would benefit from initial visit with free parking on market day itself; however, as the theory behind the market is to generate more custom for Wadebridge generally, there is the potential for the council to

make more money in the longer run from parking if visitor numbers increase overall.

2.4 Robin suggested the chamber emails the town council to discuss how all interested parties can work together going forward (who to action?).

2.5 Each road closure (in this instance, for a market) costs £48. Committee members will need LANTRA certification. Plum volunteered (and Matt, River Festival).

2.6 Robin discussed Town Team plans being drawn up for the £30,000 refurbishment of Molesworth Street.

3. Town maps at each end of the Camel Trail

3.1 See demo from Jonathan.

3.2 QR code to link to Wadebridge town website to show shops, restaurants, amenities. (Who to action?)

4. Town Vitality Fund

4.1 Robin has a meeting on Friday 8th March. Currently six additional bike racks near Cornwall Hospice Shop and three large planters in Molesworth Street.

4.2 Regarding the planters, Suzanne (Little Plant Shop) has volunteered to plant these up but will need a supply of plants.

4.3 Hanging baskets on shops. Jane: can there be restricted and/or colour coordination of baskets. Adrian: is there potential sponsorship of empty shop windows/planters. Darren commented that businesses are always generous with regards to Xmas lights.

4.4 Vinyl pictures on empty shop windows. A discussion took place regarding which properties were potentially suitable. Royal Mail sorting office, Colwills regarding Polmorla (Sam), McColls and Route 39 building (Robin).

5. Longer term objectives

5.1 Focus on independent shops. Darren discussed a previous attempt to be the number one destination in the country for independent shop - Wadebridge was one shop behind the overall national winner.

5.2 Jane: can improvements be made to the town *before* a new marketing strategy is put into action. In response to this, it was suggested that the fact improvements are already being made/planned is actually a positive focus/preferred to overall delay.

5.3 Jacqueline: Frome in Somerset experienced a similar downturn a number of years ago. Due to a concerted efforts by all stake holders, most importantly town landlords - who agreed to reduce rents by 50%, apparently - the town's prospects turned around.

5.4 Robin: there is legislation in place regarding empty shops, councils can enforce landlords to rent unused shops out/take bids for vacant premises. However across the UK this has not been trialled.

5.5 Robin: regarding helping landlords with costs, chamber needs to wait for Matt's final report. This currently on hold (no reason given?).

5.6 Wadebridge as a Compassionate Town. Simon: the football club now has this status. Simon will take the lead of this going forward.

6. **Website** The town website needs attention, Caroline to action.

7. **Instagram** The town Insta needs attention, Lisa to action.

8. **Next meeting** A social to raise interest/awarness in becoming a member of the chamber is planned. Date tba. Caroline to action.

Action points

Caroline 2.1 zooms re market, 6. Website, 8. Next meeting

Lisa 2.2 market research, 7. Instagram

Plum/Matt 2.5 LANTRA

Suzanne 4.2 to plant up new large planters (needs plants!)

Robin 5.5 report back on Matt's final report

Simon 5.6 Compassionate Town (ongoing)