

HOLT CHAMBER OF TRADE
 Draft Minutes of the Meeting held on Wednesday 1st October 2014
 17.35 hours at Byfords

Ian Furniss	The Tannery	07818405564
Martin Sanders (Treasurer)	Larking Gowan	712017
Charles Butler	Butler's Pantry	711867
Duncan Baker	Bakers and Larners of Holt	712244
Len Casey	Guided Media	768156
Sandra Taylor-Meeds	Budgens	713734
David Makinson	The Holt Bookshop	715858

1. Present: Ian Furniss (Chair), John Allison, Charles Butler, Len Casey, Duncan Baker, Lindsay Furniss, Amanda Heading, Rodney Smith, James Stronach,

Apologies: Mary Bopst, Rhu Bruce-Lockhart, Alison Cook, Ian Cook, Nigel Emmett, Chris Lambert, David Makinson, Ray Moore, Linda Morris, Lynda Mossiman, Martin Sanders, Ashlea Smith, Sandra Taylor-Meeds.

2. Approval of the minutes. The minutes of the meeting of 10th September were agreed as a true record.

3. Matters Arising: Sunday Parking in December. A letter had been sent to NNDC requesting free Sunday Parking in the Town. A reply had been received from Tom Fitzpatrick stating NNDC are currently considering free parking for the weekend of 20/21 December. Members were not happy with this which was too little and too late, it would create a log jam on these dates. Duncan Baker to follow this up.

4. Joint Chamber Member Advertising: The EDP was the favoured publication but Argent were not prepared to move on price of around £597 + vat per ¼ page. Duncan Baker and Len Casey would look into the possibility of reduced rates if this was put through Bakers and Larners account. The idea of the advertising was to show how good Holt is and that the Town would be open on Sundays in the run up to Christmas. Len Casey had produced a template for the November publication which was already over subscribed. Those present agreed they needed something that advertised more products and less of what Holt is. The whole advert needed to be product based, several suggestions were made which included 'his and hers gifts' or products based on the twelve days of Christmas. It was stressed they did not want to advertise Holt as a place but the diverse products/gifts that could be brought in the Town. The deadline for the November issue is 10th October and for the December issue 12th November. It was suggested that because of the shortage of time the template Len had produce should be used for the November issue and the new ideas for the December issue. Anyone interested in this project should contact Len Casey.

5. North Norfolk Railway 40's Weekend. Len Casey told the meeting as far as the railway was concerned this was a fantastic weekend but there was very little in Holt.

Buses were coming into Holt but no-one was getting off. The suggestion was made that next year we take Holt to the station. The question was asked 'why do people attend the weekend?' and it was agreed it was for the experience and not to go shopping. Shops in Sheringham do very well but the station at Sheringham is in the Town. Duncan Baker advised that next year Bakers and Larners will dress up on the Saturday, and Budgens on both days. Other suggestions for the weekend were:-

- Len would speak with Mike at Sheringham to produce a '40's style advertising newspaper.
- A swing band in one of the local eateries - possible in the evening.
- 40's fayre in the catering establishments
- The individual yards could perhaps combine to do a now and then exhibition.
- Involve Muckleborough - but only in Holt.
- Ask the Town Council to become involved - with possible road closures.

6. The Christmas Lights: Ian had received information relating to last year of who made donations and who collected for the lights along with an update newsletter and itinerary for the night, this would be circulated amongst members. Ian was still concerned about the relationship between the Chamber and the Lights Committee and felt the Chamber could only have responsibility if we have some

governance over it. More details need to be shared. Lyndsay Furniss asked if the trees were to be provided again this year, according to the newsletter this was confirmed.

7. Treasurers Report: Martin Sanders was unable to attend but had asked if the donation to the Christmas lights could be confirmed. Previously the donation had been £1,200 last year this was £1,500. However Martin had suggested that due to the additional costs of the website and the RNS, funds were not as good this year and the donation should be £1,200. This was agreed by all present.

8. Holt Town Council Report: There had been no Town Council meeting since the last Chamber meeting.

9. AOB: John Allison advised that the Thaxters Supermarket had a problem, the building was to be turned from East/West to North/South, with a pedestrian exit down steps direct to the underpass. This needed new plans and planning permission, but only objections relating to the new changes would be allowed, old objections could not be revisited. The size will remain the same. This may mean a date late 2015 to start the project. NB. *See note at end of minutes.*

It was suggested that Aldi should be invited to sponsor the Christmas Lights.

The AGM was discussed and the date agreed for the December meeting (3rd Dec)

Speakers suggested: Mary Alexander, Holt History Society re next years anniversary celebrations.

Rhodri Oliver NNDC re his vision for Holt's future.

Economic Development Officer NCC - Their Plans for Holt.

Michael Baker.

John Allison gave details of a classic car event he had been to in Reepham and suggested we hold one in Holt. Optional date was the Holt Festival Sunday. The Town Council could help with road closures. The event should not be a fund raiser. There was little expense in organising an event such as this. Ian would speak with Iain Wilson who was involved with the event in Reepham. A volunteer would be needed to help organise this event.

John Allison reported that Councillor Maggie Prior had complained the July minutes were not on the Chamber's website. It was discussed that as the meetings were closed should the minutes be available to the public. Those present felt there was no problem in displaying the minutes. The secretary explained the minutes were only draft until they were approved at the following meeting.

Councillor Maggie Prior had also wished it known she did not like the format of the new Town Guide. Len Casey had intended to bring this up at the meeting. The new version was already oversubscribed but people liked the new format, it was easier to display, and easier for the public to pick up and put in their pocket. Plus the new version was cheaper to advertise in. For the same cost 37,500 copies of the new version could be produce and only 15,000 of the old version. After discussion it was decided to keep the new version as it is.

Len requested that the guide is renamed This is Holt, all agreed,

The website now has 45 members listed on it. Ian suggested the events should be more prominent. Len will look at this. Up to June the website had had 12,000 visitors to the site and the section with the biggest hits, was the events section with over 4,000 visits.

Lyndsay Furniss wished to remind everyone of the History Societies Celebrations next year.

Len Casey has a meeting with the Royal Norfolk Show next week and hopes to secure a good pitch.

We may be able to have music in the tent at a low level.

The meeting closed at 19.45

Next meeting: Wed 5th November

AGM Wed 3rd December

Addendum:

Re Item 9 A21/10/14 Supermarket.

Further information obtained since the meeting indicate that the building is to be turned 18 degrees to allow steps from the corner of the car park to the underpass. This will means easier pedestrian access from the supermarket to the Town Centre. It is expected work will start in the new year with the current completion date estimated Autumn 2015.