

HOLT CHAMBER OF TRADE
Draft Minutes of the Meeting held on Wednesday 2nd April 2014
18.00 hours at Byfords Cellar, Holt

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

Present: Michael Hill (Chair), John Allison, Duncan Baker, Mary Bopst, Charles Butler, Len Casey, Ian Cook, Joshua Dyball, Amanda Heading, Teresa Hill, Lynda Morris, Linda Mossman, Rodney Smith.

Apologies: Allison Cook, Nigel Emmett, Ian Furniss, Lindsay Furniss, Adrian Hill, Ray Moore, Jim Pallister, James Stronach.

2. Minutes of Last Meeting: The minutes of the meeting of 5th March 2014 were accepted as a true record.

Matters Arising: The chair asked if anyone had experienced any anti social behaviour since the last meeting, no one had. Regarding the shopwatch scheme the secretary had made contact with PCSO Baxter and any e mails would be distributed via the Chamber e mail. National Grid Roadworks MH had drafted a letter which he had sent to Ian Furniss, but it was not clear if it had been sent. The Town Council had sent a letter and the reply from Network Grid had been circulated.

3. The Website: www.thisisholt.co.uk MH had sent an editorial to Len that he had prepared for another publication. This was to be used on the front of the website. The 2014 Town Guide had recently been issued, this contains 200 businesses. Len gave an update on the site he now has 38 of the 200 waiting to get on, and is waiting for more details to come in. He requested more pictures and more details of events and happenings within the Town. He is currently adding bits and tidying up the site. The Chair asked for comments regarding the site. LM expressed concern that shops were under the word retail and whether this was the right word. She also asked as Holt trades on it's multitude of independent shops could there be two headings independent and multiples. She wished to know how this website related to the Holt Chamber website. The Chair advised that the Holt Chamber website is more of a members website containing minutes, agendas and details of meetings. The new website was more to advertise the Town, but there will be links from the Chamber site to the new website in the future. MH commented that the Picturecraft website contains a virtual tour of the building and that this was quite a cost effective thing to do. The virtual tours could be used on the Town website. MH has the contact. The photographer who put together the virtual tour also provided 10/12 very good photographs that could be used, as wished, by Picturecraft.

At the recent Town's meeting there was a suggestion by a member of the public that a live camera should be sited in the Town, this is being pursued by the Town Clerk, could this be linked into the website?

Len confirmed he has had 99 photographs from RS which would go on the gallery. He requested any photographs from the Huge Holt Howl to accompany the report he was expecting from Gresham's. One concern was if businesses were using google maps please check the location because sometimes the pins could be in the wrong place. Currently the website is not on a search engine but Len hoped it would go live soon.

4. The Royal Norfolk Show. The Chair asked if the RNS would be used as a publicity launch for the website. Len hoped the website would be live before then but was expecting visits, at the RNS from local BBC TV, Mustard TV and the EDP to create more publicity. Len had recently held a meeting for those traders wishing to exhibit at the RNS, to tie up loose ends, the project is now coming together.

MH commented, having seen the map, that the site Len has acquired was fantastic, right in the heart of the Showground near the Main ring. Len had received requests for 4 pdq machines, all electricity had been sorted, this was expected to be £55 per business and the supply will take a laptop on each business. Len will be attending a meeting at the Showground to finalise free tickets; 4 entry tickets plus 2 car park per stand. The Chair thanked Len for all his work on this project and asked with 2 exhibitors dropping out would there be space for traders to fill. Len responded that the situation at present would mean that each exhibitor would have a comfortable space. The positions in the tent would have to depend on types of business, so all the same type were not together and whether electricity was needed or not. Set-up could be done on the Tuesday and everything would be safe inside the marquee.

The Chair advised that the secretary had received an e mail from 'Norfolk on my Mind' Magazine asking if the Chamber would like to liaise regarding publicity prior to the RNS. Len would like to deal with this and the secretary would e mail back giving Len's details.

5 North Norfolk Railway 40's Weekend: It was reported that at the annual Town's meeting Norfolk Rural Community Transport had given a talk about their project which was a Dial- a- Ride charitable bus service. It was suggested they should be approached by DB and MH before the next meeting to see if they would be interested in transporting people on the day from the station into the Town. There will be buses running from Sheringham into Holt on the day. It was also suggested as regular transport was need from the station to the Town, if they would be interested in providing the same transport on possibly the 6 busiest Saturdays of the season. JA reminded the meeting that as part of the HO9 site a section 106 agreement had been established to provide a hopper bus, this would of course take time to put in place. Len reiterated that the businesses in Town must be open to attract the passengers and the traders present confirmed they were always open on the Saturday. Len suggested an A4/A5 flyer with details of businesses on one side and on the other side details of the Town of Holt including the new website. These he would be prepared to distribute on the trains on the day. There was some question as to whether this would be duplicating the Holt Guide but Len thought this would be a much cheaper alternative. He will put together the flyer and bring a prototype to the next meeting. It was suggested this should be designed to look like a train ticket and perhaps headed '*Your Ticket to Holt.*' The Town Guide was mentioned at this point and 41,000 copies had been ordered. There would be 2,500 available for the RNS.

Len advised a meeting between NNR and the Norfolk Orbital Railway had confirmed they would be working together when the rail line was extended into, and through, Holt.

6. The Christmas Lights: MH had contacted Ian Wilson re the children's prizes mentioned in the minutes of the March meeting. Ian had explained there were only three prizes in total and all three winners had indicated they would like the adult prizes. However they would look at this carefully for this year. They were also considering having a smaller trail and maybe more than one. The lights switch on evening was confirmed as Wednesday 19th November 2014.

7. Treasurers Report: The treasurer was unable to attend the meeting but had sent a reminder that the invoices had been sent out and payment was now due.

8. Report from Town Council. DB reported that a strongly worded letter had been sent to Network Grid as requested by the Chamber. Regarding the live webcam the Town Council could not host a live webcam but were looking into a camera that would take a picture every three to four minutes. The County Council had rejected the request for a footpath along the west side of Grove Lane and some members were disappointed by this. Regarding the WW1 commemoration it was felt this had not been explained properly at the previous meeting this was not meant to be a celebration but a commemoration there would be a trail around the Town and businesses would have details of a local resident who had lost their life during the first world war. There was no work for the traders to do, this would all be done by the Town Council. The Traders were happy with the explanation and thanked DB for his explanation but in general could not see the connection between the traders in Holt and the commemoration, they still felt it would be better to have the exhibition sited in one place and they would be more than happy to have posters advertising the event. An item not mentioned at this Town Council meeting but one that DB was sure would be brought up at the next meeting was the current Big Issue seller and his pushy sales tactics. It was felt that these sellers were not being properly regulated.

The Annual Towns meeting on 31st March was very well attended and a presentation was given by Endurance Estates regarding 3 planning proposals for over 150 houses backing onto Grove Lane. Many Grove Lane residents attended the meeting and although they objected to so many houses asked if some of the field could be used for other purposes. Some suggestions were a care home, an hotel, or a light industry office site.

9. Businesses Opening and Closing. The Chair welcomed Amanda Heading from Baby O now open on Bull Street. Another new shop is Glory Days in Franklins Yard. 1st Class discount had now moved into one shop on White Lion Street, the premises on Fish Hill were currently empty. Art-e-fax had gone into voluntary liquidation. Dotties would be moving into the site vacated by Peccadillos. It was thought a wedding management company would be taking over the premises vacated by Dotties. Planning permission for a coffee shop was being advertised at the old launderette. Planning permission was being sought by Wells Deli for the HSBC site.

10 AOB: Frequency of Meetings, MH asked people to continue to think about frequency of meetings and the venue. AH had offered the use of a room at his new Gallery. Regarding the Huge Holt Howl it had been very successful although comments were made that it was not very well advertised, and it was at 8am before many of the shops were open. This was to allow those who worked in the Town to participate before work. This was a good experience and a lot could be learnt to be carried forward, if this should become an annual event. The Chair suggested a letter should be sent from the Chamber congratulating Tom Appleton from Gresham's School on a job well done. All agreed. IC had been approached by Phil Barrett from Festival of Literature for Children, FALCON. They were holding an event with the author Kevin Crossley-Holland at the Library plus other events at the Primary School and at Sure Start, Edinburgh Road. The events were free to children The costs for the Library and School events had been covered but they were looking for sponsors for the Sure Start event. Phil Barrett had requested members details so he could contact them, the Chair suggested information should be sent direct to the secretary who could then distribute this to members. There being no further business the Chair thanked Byfords for the use of their venue and the meeting closed at 7.35pm

**Next Meeting Wed 7th May 2014:
Venue: Byfords Cellar.**