

HOLT CHAMBER OF TRADE  
Draft Minutes of the Meeting held on Wednesday 2<sup>nd</sup> July 2014  
17.35 hours at Adrian Hill Fine Art Gallery, 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

**1. Present:** Ian Furniss (Chair), Charles Butler, Len Casey, Simon Finch, Lindsay Furniss, Amanda Heading, Adrian Hill, Michael Hill, Teresa Hill, Chris Lambert, Ray Moore, Brenda Smith, Rodney Smith, James Stronach,

**Apologies:** John Allison, Duncan Baker, Mary Bopst, Alison Cook, Ian Cook, Linda Morris, Martin Sanders, Ashlea Smith.

**2. Approval of the minutes.** The minutes of the meeting of 4<sup>th</sup> June were agreed as a true record.

**3. Matters Arising:** Signage; Ian had spoken to Philip High and there was to be a meeting arranged to include the Chamber, The Holt Society, Town Council and NNDC. The object would be to improve current signposts and to provide maps of the Town in car parks. The Chamber may have to sponsor the latter.

**4. Joint Marketing: AH and LC** had contacted all three magazines that covered our area, they covered between 18,000 - 70,000 readers, all were interested in Holt advertising in their magazines and offers of between 10 and 25% discount were made. The EDP wants to meet with the Chamber but advised placing adverts would not be the best way to promote the Town, this would be to have a feature on Holt. We would need to look at cost, distribution and circulation. For example East Life not only covered Norfolk but also Suffolk, Cambridge and Essex but was the most expensive. The article in the Norfolk Magazine was not considered to be the right layout and any future articles should be product led. It should include a variety of businesses and be image strong. There is more work to complete LC and AH will get together to put some ideas in place, They would find out who would be interested with a view to producing ideas for the next meeting (September) which would lead into Christmas. It was suggested an e mail to all members asking what advertising they use - what works for them and why? MH agreed to help write a survey to send out to businesses relating to their advertising and what they found worked for them.

**5. The Website [www.thisisholt.co.uk](http://www.thisisholt.co.uk)** LC was currently working on a map for the website which would be very detailed. Now the RNS was over he could move on to people who were not yet members. Currently he had 38 commitments. There was discussion over who to include, the businesses at the southern side of the by-pass had been approached but their needs were more international and they tended to join County Chambers. Consideration should also be given to businesses within a 10 mile radius of Holt to include hotels, guesthouses and restaurants they looked after the visitors who shopped in Holt. The original title had included *Holt and District Chamber*

**6. Review Royal Norfolk Show:** Ian opened this item expressing huge thanks to Len Casey for all he had done, such a fantastic job and this would not have happened without Len's input. He opened the meeting for comments regarding the Show. The first comment was that it had been such a good event we book again for next year. Len confirmed he was in the process of trying to book the same pitch for next year plus a second pitch, the same size, on the adjoining site. Comments included that it was a very successful event with a very successful formula. The exhibitors were very diverse and represented the make up of the Town. Other Chambers had commented how

wonderful it was to see the whole town working together.

Also present in the marquee were the Town Council and The Holt Festival, Ian wished to express his appreciation for their being there. The Holt Festival had handed out over 700 brochures. People coming to the marquee commented on the spirit and unification of the Town. Ian wished to express special thanks to the two ladies, Brenda Smith and Glynis Payne who did a tremendous job of guiding people in to the marquee for the two days.

It was noted that by far the most comments of the day related to the lack of car parking in the Town, and that people no longer visited because they were unable to park.

Conclusions:-

- The price paid for the site by each individual was far outweighed by the amount of publicity gained over the two days.
- Next year we would need bigger Holt signs.
- Consideration should be given to invite a representative from Gresham's School and a representative of the Voewood Festival. In return the Voewood would promote the 'this is Holt' website at their festival this Year. Any events Voewood were holding could be displayed on the website events page.

**7 North Norfolk Railway 40's Weekend.** Gresham's had offered a large collection of photographs for use over the weekend. There was discussion about whether this should be displayed in the school or in one of the local Galleries. There was some concern over the cost of getting the photographs mounted and hanging them: it was suggested Rodney should scan them and show them as a type of slide show. This method was also used for a recent display in Holt Community Centre. MH to find out who did this presentation. There will be few children in Gresham's School this weekend. It was questioned whether Norfolk Records office and Holt Society should also be involved. Ian asked if the archivist from the school would put the photographs together in various groups. AH although unable to hold an exhibition of photographs this year could have the slide show in Fine Art Gallery with donations at the door.

Amanda Heading had enquired regarding advertising in the 1940's newspaper, They said no to one large advert for Holt, they would be using all same size adverts and would come back regarding costs.

**8. The Christmas Lights:** Chris Lambert reported that they were looking at lighting more dark areas. Glynis Payne had done a sterling job delivering collecting tins to all premises in the Town. The Group will be in need of an entertainments officer next year. This will involve looking after the stage and booking the entertainment. Ian asked if the Rugby Club had been approached, they had been bucket collectors last year and were keen to help again. Ian from Byfords will be involved but not as much as last year, just in coordinating. Someone was needed to coordinate the funding. This would be a 'desk job' and would not be asking for money. The Group also needed volunteers to help run the window trail; it was felt this had been very successful, with people visiting areas previously unknown to them. Last year the forms were only paid for when they were returned, it was suggested this year they should be paid for before the trail was started. Last years trail was over 60 shops long and considered by some to be too long. It was thought 20/30 at most but there could be more than one trail. Another suggestion was that the businesses should swap items to display in their windows.

**9. Treasurers Report:** The treasurer had been unable to attend the meeting but had requested that a reminder was given regarding the payment of subscriptions.

**10. Report from Town Council. In the absence of Duncan Baker, Ray Moore gave the report**

This report was preceded by a discussion on car parking which must in view of the comment at RNS must be considered an even bigger priority. Thornage Road: a notice regarding the public right of way needed to be posted for six weeks; currently waiting for NCC to do this. Letters have been received by local residents, this is progressing slowly. The idea of a multi storey car park on Budgens site had now been scrapped. The Chamber still feels it is urgent to have the meeting with the Town Council NNDC and NCC to discuss all aspects of parking within the Town. RM and MH were asked to take back that the Chamber were very keen that this meeting should take place and as soon as possible. Ian had written to Nicola Baker NNDC regarding this but had received no response. James Stronach informed the meeting that Gresham's were considering their car parking alongside the church wall and increasing this site. A site meeting had recently taken place with Holt Town Council who were fully supportive of the idea but in order to achieve this there may be the loss of free short term car

parking spaces on Church Street. A further suggestion was using the Hospital field at High Kelling as a park and ride. Ian would talk with Charles Sanders regarding a hopper bus. Secretary to liaise with JA regarding previous attempts to start a park and ride.

Ray Moore reported that HTC were impressed with the plans for Holt Festival. Applications requesting grants had been discussed and several local charities had been awarded a total of £3,500. The police had explained they had a gentleman helping them with enquiries regarding the recent poison pen letters incident. Holt caring Society had been awarded the Queens award for service to the community. Mention had been made regarding the planters and grass cutting in areas around the Town. The planters were being done. Grass cutting was the responsibility of NCC, it was commented how untidy the approach areas to the Town are. It was requested that the Chairman write to Mr M Baker and ask if the roundabout on Norwich Road, which is only half sponsored could be given to the Town to look after. It currently looks a mess.

**11. Businesses Opening and Closing.** The only new business will be a hairdresser opening in Lee's Yard. .

**12. AOB:** A reminder regarding the tourism survey on [www.tourismsurveys.co.uk/bcm](http://www.tourismsurveys.co.uk/bcm)  
A plug had been returned from the Showground found near the marquee it bears the name netgear and it was thought to have come from a pdq machine.  
It was agreed to send a letter of condolence form the Chamber to the family of the late John Shrive. A memorial service will be held on August 27<sup>th</sup> at St Nicholas Church, Salthouse at 2pm

Meeting Closed 7.00pm

**Next Meeting To be advised**