

HOLT CHAMBER OF TRADE
 Draft Minutes of the Meeting held on Wednesday 3rd December 2014
 17.35 hours at Holt Community Centre. To include the AGM

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), Martin Sanders, Mary Bopst, Charles Butler, Len Casey, Alison Cook, Ian Cook, Duncan Baker, Lindsay Furniss, Amanda Heading, Michael Hill, Teresa Hill, James Leatherbarrow, Linda Morris, Lynda Mossiman, James Pallister, Helen Stoker, James Stronach, Sandra Taylor-Meeds.

Apologies: David Makinson, Heather McCraith, Ray Moore, Ruth Northway, Rodney Smith, Helen Wright.

Ian opened the meeting by welcoming Mary Alexander, from the Holt History Society, who had agreed to give a short presentation on the 50th anniversary celebrations of the Holt History Society in 2015.

Mary first introduced Steve Benson, Chair of the History Society. She went on to give details of the 50th Anniversary which is to be a celebration of Holt and will take place from 1st - 8th May 2015. The first event, the launch exhibition will be at Picturecraft and will continue all week. It will be about the characters of Holt. There is to be a book on Holt and the war by Joe Robuck this will include a book event at Holt Bookshop. On the Friday there will be an event to launch the book to include a fish and chip supper. Other events will include a pop up exhibition, which will be by invitation only, 2 events of stroll, and a community poem. This will be written by Phillip Barrett based on postcards written by people showing what they like about Holt.

There will also be a no oven bake off organised by the WI.

Mary went on to talk about the identity and character of the Town, and how many towns are losing their distinctiveness. Holt has the owl symbol as its logo and how this could, with smart thinking, be developed to encompass the whole Town. The Town should embrace its history and consider using this to have an historic trail linking the history with the businesses to entice visitors to the area away from the usual holiday destinations and into the Town.

The floor was opened to members to comment or ask questions and amongst the discussion were two popular ideas which it was felt were worth following up:

Duncan explained that an owl logo had been devised for the Neighbourhood plan, it was quite a contemporary design, the suggestion was made that it could be adopted by all organisations within the Town each having the same logo in a different colour.

The concept of an historic trail was liked by all and MH described the one in Dijon which is a series of brass plate set into the pavement pointing to relevant buildings and sites of historical interest. Some also showed a camera which would indicate a photo opportunity. It was believed something similar had been adopted in Norwich.

Ian thanked Mary for her very interesting presentation.

2. Approval of the minutes. The minutes of the meeting of 9th October were agreed as a true record.

3. Election of Officers, Chair, Vice Chair, Treasurer.

It had been agreed the Officers should be elected annually and should serve a maximum term of four years. Ian felt this was right and the members should be given the opportunity to review the situation. He suggested all members should be given the opportunity to nominate members for the offices so suggested any nominations should be sent in advance of the next meeting (Feb '15) when a vote could be taken. DB felt it was important to have a Vice Chair to ease some of the pressure on the Chair. Any nomination for the positions to be sent to the secretary.

4. Matters Arising. There were none.

5. Supermarket Planning Decision: Ian explained although the information given indicated this was an amendment to the original planning application, information from MH had shown it was in fact a new application. Information to this effect had gone to members but there had been little feedback. The new application had been passed with certain conditions which included the car parking should remain at 3 hours, and the opening hours on Sundays were restricted to 10am - 4 pm. The section 106 money had been increased from £50,000 to £55,000 this would go to the Town Council. The number of car parking spaces had been allowed to remain at 83, with no provision for staff, which was less than originally shown. The Chamber welcomed the turning of the building to allow easier pedestrian access to the Town Centre. Independent Traders had written and suggested the provision of an underground car park but this had not been acknowledged by either the developers or the District Council.

At this point Ian asked for an update on the Car Parking situation and DB reported Thornage Road, everything was ready to go and was currently waiting on information from NNDC Cley Road, This was now awaiting funding - NNDC Greshams, JS reported traffic survey had been concluded and a report was being compiled by Highways. They hoped to obtain cash from a section 106 on the building land.

6. Marketing Report: LC reported the website now had 52 members with more to go on. He still needed details of events including events in shops including 'January Sales'. Out of Town businesses do not seem to be interested. There was some discussion on organisations and societies within the Town being included on the website and it was currently agreed although they could not have their own pages they could advertise their events on the events page and links to their sites could be included. AH thought Sheringham had received funding toward their website and would look into this. RNS: Originally 32 businesses had been interested but once this years costs had been calculated 8 had dropped out. The marquee was now reduced by 3m all round and new costings to be made. Len was negotiating with 'Uniquely' magazine for a 4 or 6 page spread in their spring/summer issue at competitive prices. Len will put something round the members regarding this.

7. Christmas Lights: This matter would be deferred until the February meeting when a member of the Lights Committee would attend. Everyone agreed the lights were very good and a formal vote of thanks should be sent to the Lights Committee for their efforts. It was hoped the Chamber and Lights Committee could work closely in the future. Matters to be carried forward to the next meeting were why were there out of town food stands in the town when there were in Town stores prepared to do this. The butchers had a barbeque but this was on the back street and front street prominent stalls had been given to outsiders. The suggestion was made to have stands on the main street for the local traders but this was a problem for some who were single traders and could not man a stand and open their shops.

8. Treasurers Report: Martin Sanders advised that we had spent more during this year but we have done a lot more including the RNS and the website. The current balance was £??? And the only expenses he expected were from the meeting. He confirmed that invoices would be going out at the beginning of the year and he hoped to put some details on the applications asking people to confirm their e mail details or give a preferred contact. The matter of some sort of glossy flyer to encourage new membership was again raised. Ian said he would look into producing this. It was also suggested information should be sent to every business in town to encourage new members. This was agreed but postage would be expensive and members would be asked to deliver to their near neighbours.

9. Holt Town Council Report: Duncan reported there had been problems on the Light switch on night with Sanders busses unable to get round the war memorial due to road closure and the loss of

disability spaces to stalls.

Cley Road would be closed on 8th December for resurfacing.

The Chamber was asked if they would be prepared to be a dementia Friendly Town they agreed in principle but would like to know what was involved.

The continental market would be going ahead on 21st December on Church Street.

9. Businesses Opening and Closing. Ladbrooks had been decorated and it was reported, unconfirmed, that it may be a shoe shop. Lazy Sunday had now closed.

10. AOB: Duncan reminded people that posters were available showing opening times and asked if traders could get behind the Sunday opening.

Duncan reported Charles Pugh was the new creative director of Holt Festival, it was suggested we invite him to a future meeting.

Several Traders had recently had visits from members of the Royal Family but had not publicised this, however it had been reported quite widely in the press that The Duchess of Cambridge had been in the Town recently. It was noted that many of the Royal family do shop in Holt and it was perhaps better not to publicise this which would have the opposite effect, making them unwilling to return.

Mary Bopst reported there was a noticeable increase in trade since the Thursford coaches had returned to the Town, she wished to thank Duncan for all the work he had done toward this. She had heard complaints from visitors that refreshment places were shutting down middle afternoon and there was nowhere to go.

The meeting closed at 19.35

Next meeting: Wednesday 4th February 5.35pm at Adrian Hill Fine Art Gallery.