

Meeting of the Holt Chamber of Trade Held on Wednesday 4th February 2015 at 5.35pm at Adrian Hill Fine Art Gallery

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

Present: Ian Furniss (Chair) Martin Sanders, Duncan Baker, Clair Banham, Len Casey, Allison Cook, Ian Cook, Nigel Emmett, Lindsay Furniss, Michael Hill, Teresa Hill, Linda Mossiman, John Perry, Paul Read, Brenda Smith, Rodney Smith, Helel Stoker, James Stronach, Sandra Taylor-Meeds, Helen Wright.
TM Helel Wright

Apologies: Adrian Hill, Amanda Heading Linda Morris.

2. Approval of the minutes. It was agreed by the meeting that the minutes were a correct record of the meeting of 3rd December 2014.

3. Election of Officers Chair, Vice Chair. The only nominations the secretary had received for the position of Chair were for Ian Furniss. He is willing to continue as Chair explaining his day job took a lot of time but he was prepared to continue to do his best for the Chamber of Trade. The nomination was accepted. All present were happy for Ian to continue as Chair. Two members had been nominated as Vice Chair this had only happened recently and the Chair had been unable to speak with either nomination. This matter was deferred to the next meeting so the Chair could speak to both nominations.

4. Matters Arising: Signage: Ian Cook had attended a meeting regarding signage around the Town, the meeting was very positive. The idea is to get visitors to move around the town for both historical and marketing reasons. The section 106 monies from the Aldi build (£55,000.00) would be on a future Town Council agenda, projects highlighted in the Holt vision i.e. the hopper bus would be given priority before signage. A detailed proposition would need to be compiled to prove the need for any suggestions for ways to spend this money. Aldi have to have signage from their supermarket to the Town Centre and at every till point written information that can be given to customers. This was to be done at their cost. The Owl trail suggested at the previous meeting would be a trail round the Town with off shoot yard trails. Michael Hill had spoken to many people regarding this and all were very encouraging North Norfolk District Council was also involved through Philip High.

The Continental Market: comments made:-

- It could have worked

- there were only five stalls
- not very continental
- a good idea but not very successful

The Chamber members felt there was no blame to be directed at the Town Council. This had already been discussed at their January meeting and both Holt and North Walsham had the same problem. The matter was on the Town Council agenda for February and they would be discussing whether the idea should be repeated this year and if there should be a trial run during the summer. Holt Town Clerk and North Walsham Town Clerk were working together to find a reputable market for this year. General opinion was that Holt could not afford to fail again, with the right planning and the right stallholders this should ensure success and restore the reputation of the town. There was a clear message to go back to the Town Council that this should be earlier, the Sunday after the lights switch on was suggested and efforts should be put into one good market rather than a trial run earlier in the year. The location had been chosen to cause least disruption but if this was on a Sunday a more central location could be used, such as the market place.

Membership: Ian had put together a one page description of the Chamber to be included in the membership pack. A copy was passed amongst those present and comments invited, it was to go out with this year's invoices and in future membership packs. One comment was that there was no contact details available anywhere the secretary suggested sec.cotholt@yahoo.co.uk should be included on the form rather than any individual's details.

5. Marketing Report. Len Casey confirmed that the marquee event will take place at the Royal Norfolk Show. The marquee would be positioned outside the main showing. The 'thisisholt' Town Guide is almost complete and will be issued at the end of March. Colin and Len had managed to get a five page spread with 'Uniquely' for a total cost of £1,800.00 this would be in their June/July/August magazine and was to be product based. First page would be a photograph of Holt pages two and three would be a write up to include a competition and pages four and five would show 18 product based adverts. These products would be unique not available on websites or anywhere else to encourage people to come to the town to find them. The cost to advertisers would include £10 which would be put toward a prize voucher that could be spent in Holt. Norfolk on my mind magazine are also interested in doing a spread. On the agreement of those present Colin and Len were delegated to deal with this. Len had agreed a deal with advertising on the North Norfolk Railway, he had e mailed everybody with details of the costs. The comment was made that the owl on the neighbourhood plan does look rather like a cooperate logo. We need to produce an owl logo that conveys Holt as a whole "think owl, think Paddington Bear" was one suggestion. Something that could be used on all merchandise that could be used to advertise the whole of Holt. Any suggested logo's e mail Jamie Perry jamie@hiddentalents.org.uk who deals with branding for Byfords and is happy to take a look at this.

6. Christmas Lights: No member of the Holt Lights committee was available, several having now moved on from the committee. Comments included the lights were better this year; numbers appeared to be up this year; Jake Humphrey was an excellent choice and the fireworks were

superb, all very positive. The Town appeared to fill up earlier on the switch on day. Following several expected resignations from the lights committee a new Chair, Treasurer and Organiser for the night were needed. Several businesses have people ready to step in and help but leadership was needed.

7. Car Parking: Michael Hill reported there were four car parks being investigated Thornage road 380 spaces plus buses was the closest it had ever been. Cley Road: was still in its infancy and awaiting section 106 money, this would be 82 spaces but would mean a loss of around 30 spaces along Cley Road. Gresham's: 45 - 50 spaces James Stronach confirmed research and reports had been completed, a proposal had been sent to Highways. The project was currently being delayed following problems with current planning applications from Gresham's which would delay funding. Aldi: 80 - 90 spaces planning had been confirmed but it was noticed this was **3 hours free for Aldi Customers** this was against the original application which was 3 hours free. The Chair will write to NNDC to ask why this detail had been changed. The number of spaces for the size of store had not been met. Numbers having been slightly reduced from the original plans. There were concerns once the car parks were complete, on street car parking within the Town would be removed or become paid spaces. It was asked if Gresham's current car parking facilities could be used by the Town for the Easter and summer periods. James Stronach said this was a possibility. The suggestion was made that there should be better signs for this car park and a request should be sent to the Town Council to ask this of North Norfolk District Council.

8. Treasurers Report: Martin Sanders reported a loss of £2,500 during the year mainly due to the cost of the website and the costs of the Royal Norfolk Show. Invoices were ready to be delivered. Members were keen this year that membership should be increased. The target being 100 members.

9. Holt Town Council Report: The Gladman application for 170 properties off Lodge Road, had been turned down by Holt Town Council twice and was now awaiting the decision of North Norfolk District Council. The Town Council were having difficulty finding an appropriate building on which to site the webcam. If anybody is happy to have this on their building please let the Town Council know. There had been a suggestion for a match funded PCSO in the Town this would be a total cost of £16,000. The meeting felt that the police reports given at the Town Council meetings do not show a huge amount of crime and this would be an additional cost for something that was not really needed.

10. Businesses Opening and Closing: Great to be Green will be closing at the end of March, the shop had already been let. Annie and Boo had gone from behind the Feathers, this property had also been let. Artifax was now listed at the Estate Agents as being under offer.

11 AOB: The matter of workers renting driveways from local residents for a small cost was again raised. It was decided the Chamber of Trade would not get involved with this because of

possible problems with tax liability and public insurance. Some car parking spaces on Letheringsett Hill are being rented by residents and left empty so cars are not parked in front of their houses. Ian reported that Joshua Dyball had now moved business and home to Cromer but had offered to run the website on the same terms as it was currently run. It was requested that the Chamber of Trade Website should be kept for Chamber members and the thisisholt site for more general users. Jamie Perry suggested an additional method of communication holt with a hashtag. The name decided was #thisisholt. The National Westminster Bank is now closing at 3.30 not 4.30.

The meeting closed at 07.45.

Next Meeting Wednesday 4th March at 5.35 at