

HOLT CHAMBER OF TRADE
 Draft Minutes of the Meeting held on Wednesday 4th June 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

Present: Ian Furniss (Chair), John Allison, Charles Butler, Len Casey, Ian Cook, Allison Cook Joshua Dyball, Lindsay Furniss, Amanda Heading, Adrian Hill, Michael Hill, Teresa Hill, Lynda Morris, Ray Moore, Martin Saunders, Chris Scargill, Ashlea Smith, Brenda Smith, Rodney Smith. Helen Stoker, James Stronach, Sandra Taylor-Meeds Heather ?

Apologies: Duncan Baker, Mary Bopst, Nigel Emmett, Chris Lambert, Jim Pallister,

2. Guest Speaker. Lucy Downing is a local girl, with a love of Norfolk who took on her current role in April of this year. Her first role was to talk to people to see what was working and what was not and this has resulted in visit North Norfolk being given a new website and new branding which will be revealed at the Hosts Arms, Burnham Market on 18th June. This will be the first of quarterly events. Visit North Norfolk is a membership website and has a three year contract to become self funding. The website will link into www.thisisholt.co.uk Holt will have it's own web page on visit North Norfolk and businesses who become members will feature on this page. In the Autumn they hope to compile a series of 30 second videos of Holt and its people with their experiences of Holt, so people can understand what being part of North Norfolk is like. Membership is currently based on a bronze, silver and gold system and costs from £75.00 - £400.00. However this may be restructured for next year. Full details of this years membership benefits will be found on the new website. Lucy is aware that Holt has not been very prominent in the past or has had much of a voice, but is keen to see this change. The summer season is important but she is presently working on encouraging people to visit during the 'shoulder periods', Autumn and Spring. She is aware Norfolk is not always top of the list when people are looking for tourist destinations on the web being overshadowed by Visit Cornwall or Visit York. These are two very good 'visit sites' that work very well. She feels it is important to get North Norfolk and Holt 'out there'. To help achieve all this Lucy is setting up a marketing panel of interested parties (about 10) if you are interested please contact Lucy. lucy@visitnorthnorfolk.com Tel: 01263 569361 Lucy then took questions from the floor which included:-

- Can the new Town Council Live webcam be linked into this project - yes this is an ideal opportunity for everyone to work together.
- Has Lucy approached the Holt History Society; not yet but will do so as they could prove to be very useful.
- Can the Holt Chamber of Trade become a member/Associate member; not for this year but it may be something that is considered with the membership restructuring.

3. Minutes of Last Meeting: The minutes of the meeting of 4th May 2014 were accepted as a true record.

4. Matters Arising: There were three matters arising from the last meeting; Marketing, street signs/props and A1 vs. A3 as businesses in Holt.

Regarding marketing the Chair asked if anyone had any thoughts, Adrian advised that previously Lee's Yard had collectively taken advertising pages in magazines which had given reduced costs, perhaps businesses could work in small groups. He also suggested we approach Archant and negotiate to take on 12 pages of advertising at one page per month which could be filled from Chamber members. Len Casey and Adrian Hill offered to take on this project. Archant produce magazines for

all over the country and perhaps the Chamber should negotiate for adverts in magazines for other areas. Adverts could also be obtained at a much reduced rate to fill pages close to the deadline date. Other magazines that could be approached The Resident or newspaper supplements. 'Norfolk on my Mind' magazine had provided Holt with an editorial on the Chambers 'This is Holt' website and marquee at the Royal Norfolk Show which had been supported by a number of advertisers culminating in an extensive 6-page colour feature.

A boards, this was not a huge problem but Linda Morris requested that traders were careful where they put the boards. Visitors to Holt were not aware of the alleys and yards, where small shops were, so they needed to advertise but care must be given not to block pavements or create an obstacle course for the visually impaired. John Allison explained the Town Council had had complaints regarding advertising within the Town for events and businesses in surrounding areas. The key was to advertise 'in town' businesses in a way that enhanced the Town and directs people to all areas. Organised signage. Several suggestions were made such as finger posts with e.g. BullStreet shops and restaurants. Similar signs on buildings or street maps in the car parks /bus stop showing all areas of the Town. It was essential that any signs should be good quality. The chair asked for a volunteer to put together a report showing what signs were available, what types of boards or signs and what actual content was needed - maps signage. No one came forward so currently Len and Ian would liaise on this. All of the yards were linked to car parks so this would be a good place to start. Blue heritage plaques were also considered and Lindsay was asked to take this back to the Holt History Society. Regarding A1 businesses v A3 there was not much concern about this at present one person from the food industry did suggest the Town did not need any more food outlets but the rest were passive.

5. The Website: www.thisisholt.co.uk Len Casey updated the meeting, there are now 25 businesses on the site with 21 more to be entered. He had recently been busy with the RNS. It was suggested that the Holt History Society could write a piece regarding the History of Holt for the site.

6. The Royal Norfolk Show. With 21 days left until the show everything was now in place the free admission and car park tickets had been issued. If anyone has any spare time on the Monday 23rd of June Len would appreciate help from 1.30pm setting up inside the tent. Also if anyone has any spare time during the day to help out on the Chamber of Trade Table this would be appreciated. Holt cards will be sold on the stand Michael Hill will arrange to transport the cards and Lindsay Furniss will arrange a float.

7 North Norfolk Railway 40's Weekend. Amanda Heading had spoken with Michael Crow and he has agreed traders can advertise in the 1940's newspaper he will be producing. There are no details of cost yet. Sanders busses will be bringing in people from Sheringham and will stop at the station to pick up and drop off. They are discussing extending the weekend into the Monday. Traders are being encouraged to dress up and dress their windows accordingly, Sheringham is usually at bursting point so it would be good to spread the public out to include Holt. Helen Stoker advised she opened last year and it was worthwhile. Michael Baker had declined a meeting with Len Casey regarding opening on this Sunday. James Stronach was asked if the Gresham's band would be available to play in the Town, he would go back and ask.

8. The Christmas Lights: A meeting was held on 19th May but there was nothing significant to report at this time.

9. Treasurers Report: Martin Sanders reported that there were still 27 subscriptions outstanding. Complaints had been received because the planters in the Town had not been re planted. Duncan Baker had agree to deal with this he knew a retired gardener who would re plant the pots. The cost would be £800 - £900. Agreed.

10. Report from Town Council. In the absence of Duncan Baker, John Alison gave the report Duncan Baker had spoken well at the meeting giving the Chambers reasons to vote against the increase of size for non food items at the proposed Aldi Supermarket. Despite this the Town Council had voted in favour of this planning change. The application for this change will now go before the committee at North Norfolk District Council.

Thornage Road Car Park, Graham Chapman provisionally has his right of way with a six week waiting period to see if there are any objections. A member of the Chamber suggested that the £30,000

section 106 money should go into this car park rather than the Cley Road one which could only be short term.

The Town Council had had complaints about the planters in town, already been dealt with. (item 9)
The new Clerk had completed her probationary period.

The Chair confirmed he was at the Town Council meeting and the Town Council had agreed to write to NNDC and arrange a meeting between the Chamber, the Town Council and NNDC regarding the Car Parking situation in the Town. It appeared this had not been followed up. John Allison explained that the progress of both Cley Road and Thornage Road car parks may have made the Town Council delay the meeting. It was pointed out the Cley Road car park was being held up because of a problem on the HO1 site which meant work could not be started and therefore 106 monies could not be released. There was no news of when Graham Chapman may start his car park so there was no reason not to go ahead with the joint meeting which was in the Town Councils minutes. The meeting felt there really needs to be a statement/policy about what was intended to happen with the Town's parking problems and this should not just depend on car parks but include amongst other things the loss of street parking and Sunday Parking. The meeting asked for a strong message to be sent back to the Town Council that it was very important to follow this up and get NNDC to the table to discuss matters.

It was asked if the proposal could be taken back that the web cam that was being put onto the Town Councils website could also be put onto the This is Holt site.

11. Businesses Opening and Closing. The only new business was Coastal Life.

12. AOB: Lindsay Furniss advised the Holt Festival Launch had taken place the previous Monday the brochure was being distributed but if anyone could go to the box office to collect some brochures this would help. The streets would be closed on the 20th July for the open event.

Michael Hill ask the outcome of the letter from the Chamber asking to be consulted on planning matters that may affect the Town Centre. The Chair replied NNDC had allowed the Chamber to become a consultee for the Supermarket planning application change but this was for this one event only. It was not known if this would be extended to other applications but was not a statutory requirement.

Adrian Hill asked if the Chamber could help, because of the times of local busses one of his employees was unable to get into Holt for a 9am start. Was it possible to encourage the bus companies to make their timetable more employment friendly. The Chair requested this was taken back to the Town Council.

Lindsay Furniss advised there were two new people in the Tourist Information Office and neither were local in order to assist them with their local knowledge traders were invited to go in and introduce themselves. Teresa Hill suggested the map used in the Town Guide should be enlarged and displayed in the Tourist Information Centre.

Chris Scargill asked if those present had realised they had spent 2/3 of the meeting discussing tourists, and how decisions were made based on tourists. He asked if the group would be prepared to fill in a survey regarding tourism which would be available on 1st July. Further details/links will follow when the next survey was due (1st July). The website is www.tourismsurveys.co.uk

Meeting Closed 7.30pm

Next Meeting Wed 2nd July 2014:

Venue: Adrian Hill Fine Art Gallery

NB start time 5.35p.