

HOLT CHAMBER OF TRADE
 Minutes of the AGM and Meeting held on Wednesday 9th October 2013
 in The Community Centre Holt 18.00 hrs

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 took the chair and there were 28 members present.

The Chair welcomed everyone to the meeting, which started with three presentations.

- Jeremy Philippi, General Manager AF Affinity who spoke of the benefits of group purchasing which could help with driving down costs.
- James Stronach, Business and Finance Director Gresham's School who updated the meeting on the current developments happening within the school.
- Joshua Dyball from Jos.biz. Who talked about websites and responsive web designs and the periodic table of SEO success factors.

2. Minutes of Last Meeting: The minutes of the meeting of 4th September 2013 were proposed by Nigel Emmet seconded by Teresa Hill and signed by the Chairman as a correct record.

3. New Members/Attendees: Adrian owner of Hoppers Yard.
 Helen Wright of Seahorse, Albert Street.

4. Treasurer's Report: Martin had produced a full report of the year to 31st January 2013 and an interim report from then to date. Previous year income had been slightly up and expenditure had increased due to a period of lengthier meetings. Current year figures were expected to show a slight loss whilst trying to align all memberships. All new membership invoices would be issued at the end of January 2014.

5 Report from Town Council. In the absence of Duncan Baker John Allison gave a short update: discussions were continuing regarding a temporary car park on Cley Road with up to 80 spaces, part pay and display and part permit. Currently the planning officer at NNDC has raised certain objections which were being dealt with.

Michael Hill at this point asked if he could thank those who had voted for him in the Town Council election. His election meant the Chamber now had three representatives on the Town Council, and current communication was good.

Penny Webb asked about her request to assist with planting and smartening up the Edgefield Road/Norwich Road roundabout which for some was the first sight of Holt and not very tidy. JA offered to take this back to the next Town Council Meeting.

6. Constitution. Jim Pallister and Ian Furniss had been working on an old constitution and a draft had been issued to all members. Jim explained that this had been used for a much larger group and suggested the members on the sub committees should be shown as four. He also felt there was no need for an honorary solicitor as an officer. The minutes secretary was asked to distribute the draft copy to all members and this would be discussed and voted on at the November meeting. Michael Hill pointed out the heading should be Holt Chamber of Trade to agree with the logo.

7. Christmas Lights. Iain Wilson gave a very informative and enthusiastic update on the Christmas

Lights. He had previously only been involved with cash donations and thank you meals but having felt the lights needed refreshing had now become involved. The current team have three goals to get the lights back to the well know event it has been in the past:

1. The lights switch on night and how to create this as a community event.
2. The commercial role - to bring people in for the 4 - 6 weeks it happens. We need a better show than last year to do this, 3,000 people go past our door when The Thursford Christmas Show is happening and we need to make them stop in Holt.
3. To make the whole event FUN

The committee are currently putting together a group who are pro the lights. They will call on businesses to ask “ are you doing your own lights? do you want to get involved in community lights?” please try to help, even if the answer is no - be nice. To get enough ‘new stuff’ this year to provide an OK show the committee needs £15,000 a decent show would need £20,000.

New ideas this year - to use the old holders on the front of businesses in High Street to put up real trees with lights at no cost to businesses. A Christmas window competition to encourage people, even those visiting in the evenings, to go into the alleys and yards, and to look into all the shop windows. Out this year - the gold, silver and bronze awards denoting how much has been donated. Holt needs to get together to fight internet shopping and competition from Norwich. This year the lights would be good and next year they would be great.

Comments from the floor were all in agreement. Additional suggestions: in order to achieve the first goal and create this as a community event stop bringing in outside stalls and traders and use existing local traders. Especially where catering was concerned. The event should be about the Town. All present would like to see a return to the original idea of everyone using the same colour lights - warm white lights. The opinion was that the Chamber fully supported the lights.

Rod Smith confirmed he had been approached by several glossy publications to provide photographs because of new publicity generated.

Sunday Opening: Bakers and Larners had confirmed they were opening on the five Sundays in December from 10.30am - 4.30pm and would encourage others to do the same. It could then be used in the publicity that ‘Holt was open on Sundays’. This had been very successful last year. Lindsay Furniss and Jane Gurney were coordinating the publicity for this.

The Town Council and Mr Michael Baker were working on Free Parking for the area at weekends in December. It was requested that the Chamber of Trade write to the Town Council giving their support for this venture.

8. Promotion. a) Cards: Michael Hill reminded the meeting that Derek Blois had completed 8 individual scenes all chosen by the artist. These were currently being printed. The inside of the cards were blank and the back gave details of the Chamber and how the cards were supporting the Town. They would be pre packed as packs of four different designs. Packs were circulated amongst those present. There would be an A4 order sheet, which would be issued as soon as possible. 20,000 cards were now being printed. If anyone has premises they would like to see in print the artist is happy to take commissions.

Other outlets for the sale of the cards were discussed these included Thursford, Gresham’s Christmas Fairs and a stall on Christmas lights night. Everyone was fully supportive of this venture.

b) Website. Ian said due to heavy current work commitments he would need more time to put together a proposal.

c) Norfolk Show This was still progressing and there were enough people interested to have a marquee at the Show. In January those interested should be asked to pay a non refundable deposit.

9) **Parking:** This item had already been dealt with under item 5.

10) Businesses opening and Closing. Pollard & Read and You No would be swapping premises. Eliza Grey ladies fashions would be opening in Apple Yard. Watermark had taken over Bakers Pantry and would have an official opening in two weeks. The Railway Pub had now closed.

11) Holt vision proposals and use of Section 106 monies. The meeting suggested that as the 50 thousand pounds was there to mitigate loss of trade it should be used to support and promote Town Businesses.

The Chamber must be active and supportive on the Vision Committee to ensure it is spent wisely, the Chamber should have very clear ideas of how they would like to see the Town portrayed. The question was asked “could the money be spent on parking”. The Chair asked the meeting if they felt that parking was the most important thing. The answer was a strong yes to access to the Town and parking. The money will be paid to Holt Town Council, not NNDC, and will be ring fenced.

12). Any Other Business: Lynda Mossman asked why Holt did not get involved with the North Norfolk Railway 1940's weekend. It was reported 40,000 people attended and Sheringham was packed. Busses had been provided from the station to Holt - which was closed.
NB Agenda item for future meeting next year.

Lindsay Furniss asked if any other businesses were requiring first aid training, this could be costly for one business alone. Anyone who is interested in sharing costs please contact Lindsay, The Tannery, Bull Street,

Next Meeting Wed