



Minutes

Friday, 15th March 2019

wotton-under-edge
chamber of trade
www.wotton.biz

Held at The Swan Hotel, Friday, 15th March, 7:30pm

Present: Martin Tucker (Chair), Trevor Mason (Acting Secretary), Jill Tebb, Claire Wilkinson, Linda Cohen

Apologies:, Jeff Walshe, Janet Walshe, Dave Harrison, Jon Turner

1. Last meeting

The Minutes of the meeting held on 2nd November 2018 were accepted as a true record of the proceedings.

2. Matters arising:

a) Modify remuneration policy and publish (Trevor)

Action completed

b) Demonstration of Christmas light LED display – and outcome (Martin, Janet)

The lights were displayed internally only due to some Health & Safety issues. The outcome was that one or two individuals adopted the idea but that it was not generally adopted by the Chamber for use in the town.

Action completed

c) Christmas event – and outcome (Claire, Linda)

The event went well with the mulled wine once again outselling the beer. This was put down to the secret ingredients which still attracted the customers despite there being a very similar stall just down the road. The objectives of the evening were met although few members called in to claim their complimentary drink.

The sausage rolls proved to be very popular and a note was made to get more for next time.

The lack of a banner was noted and a new one has since been purchased.

The location and set up outside the President's premises was good and very convenient.

Some form of protection (wood) will be required next time to prevent further damage to the table from the heat of the burners.

After expenses had been allowed for Chamber funds benefitted to the tune of £252

Action completed

d) Royal British Legion Centenary fundraiser – and outcome (Claire)

It was a big collaborative effort and the event was a major success with an attendance of 25. The success was helped by the huge topicality of the centenary with about £440 being raised.

It was agreed that the formula would work well in the future as a fundraiser for good causes.

Action completed

e) Chamber's Christmas event - outcome (Martin)

Nineteen members attended and it was generally agreed that Dave had done us proud, especially as he hasn't yet presented the Chamber with the bill.

Action completed

f) Distribute list of suggested events (Trevor)

Action completed

Only one suggestion has been received and numbers attending Final Friday continue to disappoint.

It was noted that attendance at Chamber events when the previous President was in post had generally been better although this was usually down to him having spent some time phoning around beforehand. Some members are reported to have commented that they are happy to enjoy the benefits of Chamber membership but are not interested in the social events. Nobody recently has asked when the next event is to be held.

Many seem keen on those meetings which are relevant to business issues

It really all boils down to what image the Committee wants to project. We have a lot to showcase and, perhaps, one big event per annum might be the way to go.

Curry nights are always a success. It was agreed that, following a request for support for the town's Walking Festival (See Item 7a of AOB), Jill would explore the possibility of a fundraiser around the end of April/beginning of May. The Chamber would underwrite it to the value of £100 with a raffle to raise as much as possible in excess of that figure.

Action: Jill

g) Thoughts on opportunities for publicity (Martin, Linda)

Near complete occupancy of premises in the town is worthy of some publicity. It is booming with a good diversity. The working cooperatives are a little out of the ordinary, seem to be particularly successful and could form the basis of some publicity about what is liked most about the town.

The fact that Wotton is one of the recognised 'Gateways to the Cotswolds' would also be worthy of comment.

Action completed

h) Trial 'Meet the Manager' style articles (Jill)

It was suggested that social media would be the way to feature businesses.
Jill agreed to progress the idea and put it out on Facebook when ready

Action: Jill

i) Revival of the Member Discount Scheme (from a previous set of minutes – see AOB)

j) Town leaflet (see AOB)

3. Treasurer's Report

The bank account is fairly stable and, as of 1st March contained £3719.38.

The Barclays account has now been closed making Lloyds and PayPal the only accounts held.

4. Up and coming events

Discussed already under Item f), Matter Arising.

Martin undertook to see if he can find someone to speak at a breakfast event.

Suggestions were along the lines of finding someone to make independent comment on Brexit and to try and explain what it means in a clear and down to earth way: making particular reference to what it will mean to businesses in the town.

Perhaps someone with a business analysis role would suite this best.

Martin said he would have a think about it and see what he can come up with.

Action: Martin

5. Opportunities for sponsorship

The suggestion of some sort of 'Young Enterprise' business award scheme with KLB was again discussed. Possible formats included teams of students making bids with their concepts and then competing against each other.

Trevor undertook to have a word with one of the Deputy Head teachers at KLB (Miss Khan) to explore the possibilities and to establish what is happening at the moment.

Action: Trevor

6. Opportunities for publicity, Facebook, etc

Discussed already under Item g), Matters Arising.

7. Correspondence

a) Walking Festival

Discussed already under Item f), Matter Arising.

b) A request has been received from Chris Sweet to explore the possibility of Wotton becoming a Dementia Friendly town with her offering some free training to any businesses interested in receiving it.

Trevor undertook to send a note around the members to determine the level of interest.

Action: Trevor

8. Any other business

a) Member discount scheme

There are a few members in the list on the Chamber website who offer a member to member discount. Discussion about whether to continue and try to expand the existing scheme or to try and introduce a new one.

Martin said he would canvass the opinions of some of the members

Action: Martin

b) Reissue of Chamber sticker

The draft design was discussed and a few changes suggested.

As and when the design is finalised an order would be placed for 100 stickers at a quoted cost of £98 from Clarendon Press.

Action: Trevor

c) Shop local campaign and consideration of loyalty app

Some members of the Committee were aware of this type of activity elsewhere and after some discussion it was agreed that we would be better to try and undertake this sort of activity ourselves as opposed to paying a business to do it for us.

d) Defibrillator training event

It was a very successful event with 19 people attending and asking lots of questions.

e) New homes 'Welcome' pack

It was agreed that this was a good idea but that we should be guarded against giving too much information out and it doing nothing more than ending up in recycling.

Trevor and Martin will explore the subject further and try to establish what local builders might be doing already.

Action: Martin and Trevor

f), g) Chamber web site – layout and changes required and removal of newsletter facility

There have been a few changes made to the website and the way it is operated with mailings to the members now being sent via MailChimp.

It was decided to let things settle for a while and to revisit the subject later.

Action: Martin

h) Final Friday (again)

Trevor agreed to send out a note inviting members to Final Friday at the Swan, 6:00 – 7:30pm on Friday 29th.

Action: Trevor

i) Town leaflet and map

Janet and Jeff are working on a new town map using layouts produced by Ordnance Survey which will replace the advertising map previously produced with the Wotton Directory.

j) Jill expressed her opinion that there is a dearth of Bed & Breakfast facilities in the local area and that we need more. Those that were known of were regularly full which means a limitation on the number of visitors to the town.

It was commented that the same applies to camping sites.

k) Martin described the town's little known 'Growth Hub' which is situated in the library and provides much information in hard copy and on their computer which could be of use to businesses in the town. In addition there are several free training courses which include good support.

9. Date of next meeting

Friday 17th May, 2019