

**Presteigne and Norton Chamber of Trade  
Minutes of the General Meeting on 8<sup>th</sup> May 2017  
Oak Room, Radnorshire Arms**

**Present:** Chair: Leon Abercasis (LA) David Tennant-Eyles (DTE) James Tennant-Eyles (JTE) Colin Felgate (CF) Lysette Phillips (LP) Mark Hughes (MH)

**Secretary:** Francesca Sandwell (FS)

**Guests:** Maggie Taylor-Sanders (MTS) from Presteigne Area Community Development Group (PACDG) Dr Gerry McDonnell (GM) Representative of the Presteigne Area Community Development Group

**Apologies:** Peter Mace (PM) Wendy Toomey (WT) Anne Wake (AW)

	<b>Item</b>	<b>Action</b>
1.	<b>Minutes of the meeting held on 24<sup>th</sup> April</b>	
	<p>The minutes of the last meeting were discussed.</p> <p>LA reported that WT had emailed to say that she had asked for her comments about the Christmas lights to be minuted.</p> <p>However, FS stated that she did not recall being asked to minute this and none of the Members present, including the Chair, remembered WT requesting this.</p> <p>Therefore, it was agreed that in WT's absence her concerns would not be added to the minutes from 24<sup>th</sup> April and would instead be minuted and included in AOB. This point could then be discussed at the next meeting.</p>	
2.	<b>Treasurer's Report Update - David Tennant-Eyles</b>	<b>Action</b>
	<p>DTE reported that the balance was £5384.46 up from £5121.12 at the last meeting. This included AW's membership fee of £20.00, £393.34 in income from the Recycling team and £150 was paid out to E Joyce the previous secretary.</p>	
3.	<b>New name for the Chamber of Trade</b>	<b>Action</b>
	<p>At the last meeting several names were discussed and it was agreed that DTE would do some research and then circulate by email a new name for Members to agree upon.</p> <p>DTE updated that he was still researching ideas for the name and would circulate these by email on 9<sup>th</sup> May 2017.</p> <p>DTE stated that his preferred name was: 'Presteigne Independent Business Network'. However, he was exploring other words for 'network' to ensure that the name sounded more community focused and moved away from any</p>	<p>DTE to circulate new name before</p>

	association with IT.	next meeting
4.	<b>Car Parks Survey – Presented by Dr Gerry McDonnell</b>	<b>Action</b>
	<p>The survey on parking in Presteigne was carried out by Terry Wells and Gerry McDonnell on behalf of Presteigne Area Community Development Group (PACDG). This was to ensure that if discussion with Powys County Council regarding parking ever took place then the group would be prepared with the data.</p> <p>Over a 7-week period from the end of July to the beginning of October, the team went out on Saturdays and on the hour recorded the number of cars in the following car parks: Bring site, Memorial Hall, Police station and the Shoppers car park.</p> <p>The only weekend they did not survey was during the Festival.</p> <p>They discovered that:</p> <ul style="list-style-type: none"> <li>• The peak times for people parking was between 11-1/2pm</li> <li>• If we ignore the Bring site as this is usually 70-90% occupied, on average there was a 19% occupancy for the day which is very low.</li> <li>• However, because the Memorial Hall car park is free this also distorts the figures. On Saturday mornings it is usually 20-25% full.</li> <li>• On the two Saturdays when the market was held, the team recorded a 58% and 59% occupancy rate for the entire day. Between 10am-2pm it was nearly 100% full.</li> <li>• The highest rate of occupancy at the Police station car park over the 7 weeks was 19%</li> <li>• The team did not see any significant increase in people parking once the schools had broken up. Nor did they see any great visitor influence over the summer.</li> </ul> <p>However, the team did not monitor how long people stayed so there are gaps in the data.</p> <p>The team also surveyed a Tuesday during this period as a comparison. They noted:</p> <ul style="list-style-type: none"> <li>• There were far fewer shoppers during the day</li> <li>• Maximum occupancy was 10%</li> <li>• Peak occupation was between 11am-12pm</li> <li>• Pay and display was low</li> </ul> <p>On the very first Saturday of the period, the team did try to measure how many people paid to park. They noted only 50% of people paid and displayed. However, this</p>	

	<p>measurement was not continued over the period.</p> <p>LA reiterated his plan for the Salty Dog to provide free parking to shoppers on Fridays and Saturdays throughout June to see if free parking increased footfall in the town.</p> <p>However, after further discussion it was agreed by all Members that the Chamber of Trade should cover the cost of the free parking as it would: a) provide more data and b) be a good promotional exercise for the Chamber of Trade.</p> <p>GM stated that he would help with the statistics.</p>	
<b>5.</b>	<b>Awards for All grant</b>	<b>Action</b>
	<p>In PM's absence, MST updated the meeting on her meeting with PM.</p> <p>PM had approached the organisers of Sheep Music and had proposed that the Chamber of Trade could do something jointly with them on 17<sup>th</sup> June. Although Sheep Music had not committed itself yet, the organisers had seemed enthusiastic about the idea.</p> <p>While it was agreed by Members that a collaborative event seemed like a good idea, it was stressed that the Chamber needed to ensure that the idea would meet the conditions of the grant.</p> <p>MST updated the meeting on Presteigne Area Community Development Group's (PACDG) idea of an event called 'Presteigne's got Talent' for which they had of grant of £550 to spend. The event would be held in September or October and would showcase the talents of different age and ethnic groups within the community.</p> <p>The Chamber of Trade could oversee the catering with food from around the world and PACDG would organise exhibitions and performances.</p> <p>LA stated that a separate meeting was required to discuss how we move forward.</p> <p>MTS will put her idea of a joint event to PACDG.</p>	<p>LA and PM to speak to Awards for All and confirm the grant can be used in this way</p>
<b>6.</b>	<b>Press Release</b>	<b>Action</b>
	<p>It was agreed that until a name was decided upon a press release could not be drafted.</p> <p>In the meantime, DTE will speak to Jane Bywater about promoting the new name in local newspapers</p>	<p>DTE to speak to Jane Bywater</p>

7.	<b>Social Media Marketing team – David Tennant-Eyles</b>	<b>Action</b>
	DTE updated the meeting that he had contacted people locally about supporting the Chamber of Trade with their social media and was hopeful that he could get 2 people on board.	
8.	<b>Events Calendar</b>	<b>Action</b>
	<p>LA stated that he had several ideas for events that the Chamber could organise and that it would be good to create a calendar with time scales so that they could start planning early.</p> <p>One annual event, which the Salty Dog sponsored in 2016 was the Charity Shield Football tournament which raised funds for the playgroup. LA stated he was keen for this event to be opened up for all community groups who wanted to get involved.</p> <p>It was discussed whether this event should be run by the Chamber of Trade, it was felt by Members that the Chamber should not just be about events and that the Salty Dog should continue to run this event.</p> <p>It was agreed that the Chamber of Trade would have a presence on the day and that other groups would be invited to participate. They could have their own stalls and keep the money raised.</p>	<p>DTE to create a shared online calendar</p> <p>LA to bring back ideas to the next meeting</p>
9.	<b>Shop Local Campaign</b>	<b>Action</b>
	<p>LA stated that Phil Beale had been making 'bags for life' from donated fabric and that the Salty Dog had been giving these away. The idea is that Phil will make more bags and they will include the words 'Shop Local Presteigne'.</p> <p>A request for more fabric and help to make the bags needs to be put out on social media.</p> <p>Ways to promote the Shop Local campaign were discussed, including:</p> <ul style="list-style-type: none"> <li>• A banner across the high street</li> <li>• A list of 10 reasons why you should shop in Presteigne</li> <li>• Collaboration with PACDG on 'Green Presteigne'</li> <li>• A chalk board on the high street</li> </ul>	<p>LA to speak to Stitches</p> <p>DTE to get Facebook login details from AW</p> <p>Members to bring ideas for promoting the campaign to next meeting</p>
10.	<b>List of Members and Membership Drive</b>	<b>Action</b>
	JTE stated that he had a list of people who have paid their subs in the past, but there was no spreadsheet.	LP to check if she has a spreadsheet

	<p>DTE will remind existing members via that their membership fee of £20 needs to be paid.</p> <p>It was agreed that once a new name had been decided upon and LA had written the Chamber of Trade's mission statement, this could be sent out to past members to promote the Chamber and re-engage old members.</p> <p>DTE will create a Chamber of Trade Mailchimp account to send out communications regarding membership and events.</p>	<p>LA to draft mission statement and send to PM &amp; DTE</p>
11.	<b>Any Other Business</b>	<b>Action</b>
	<p><u>Maintenance of the Christmas lights</u></p> <p>WT stated in her email that: “the recycling money is not to be earmarked for the ongoing maintenance of the lights or only 'events' [we didn't manage to do this at the meeting; we need to discuss the lights- In my opinion the TC should have these and maintain them so we can do other things!]”</p> <p>JTE stated that at the Precept meeting in January the Chamber of Trade did not ask for a grant for the lights on the basis that the Chamber was receiving the money from the recycling. The Town Council agreed with this, and did not precept a grant for the lights in December 2017.</p> <p>DTE stated that he was not aware that any of the money raised was ever earmarked but rather that it went into a general pot.</p> <p>It was decided that the meeting needed clarification from WT on how she thought the recycling money should be spent.</p> <p><u>Presteigne Carnival – 15th July 2017</u></p> <p>LA stated that organizers of the Presteigne Carnival had approached him to see if the Chamber of Trade will like to get involved. JTE stated that the Chamber had supported the Carnival in the past.</p> <p>It was agreed by all Members that the Chamber of Trade would have a stand at the Carnival to promote their work and sign up new members. It was suggested that a donation of £50 could be made.</p>	
12.	<b>Date and venue of next meeting</b>	<b>Action</b>
	5 <sup>th</sup> June 2017 at the Radnorshire Arms	