



Minutes of Committee Meeting

Wednesday 4th May at 5.45pm in Quay House, Kingsbridge

Vice Chairman: James Spencer
Treasurer: Peter Richardson
Secretary: Nicola Coulson

1. Welcome & Apologies

PRESENT: James Spencer, Peter Richardson, Nicola Coulson, Kim Willis, Alison Theaker, Scot Baston, Steve Mammatt, Sonia Powell, Georgie Leonard

APOLOGIES: Sarah Burnett, Cllr Mark Long, Cllr Anne Balkwill, Cllr Nikki Turton, Julia Wingate, Cllr Rufus Gilbert

James welcomed committee and introduced new committee member, Georgina (Georgie) Leonard, from Bochinelli, Kingsbridge.

It was announced that Cllr Philip Cole had been elected Kingsbridge Town Mayor. There remained a question mark over whether Cllr Nikki Turton was still Mayor of Salcombe.

Action: To invite Cllr Philip Cole to join committee NC

Action: To contact Salcombe Town Clerk to confirm Chamber representative NC

2. Minutes of Committee Meeting on Wednesday 2nd March 2022

Ratified

3. Matters arising for committee members - ALL

Chamber/Julia Wingate/Mangetout/Velarde project update - James/Georgie

James updated on project. Julia Wingate approached James about £5k donation from SHDC to traders to dress the area from Tesco to Fore Street. Kingsbridge traders don't have a bank account, so the Chamber is caretaking the funds. Julia is intending to join the working group, alongside Mangetout and Velarde, to ensure the £5k is well spent.

Georgie updated committee on a recent meeting she attended on behalf of the Chamber, with Chris Povey (Mangetout), Philip Cole (Town Council/Kingsbridge in Bloom), Julia Wingate, and Lorna Yabsley (Velarde), to discuss the Velarde development on the corner of Fore Street and Fore Street Car Park (refurbishment, demolitions, alterations, and extensions to create an improved retail area, garden and workshop) and the impact it will have on the immediate area.

The wall opposite the public toilets is to be demolished to open up Velarde's sculpture garden. Pedestrian issues were raised by Scot, and possible plans afoot for a one-way system to allow entry only into Fore Street Car Park entrance: Cars won't be able to exit via Fore Street.

The planning application has been passed.

General feeling amongst Chamber committee was positive. Members were pleased that the corner unit is being refurbished. There ensued a discussion about the position of the public toilets directly opposite - and visible from - the new Velarde garden, but previous suggestions about repositioning them has been vetoed by the council due to cost.

Peter reminded committee that the Chamber had previously negotiated with Tesco to position a sign at the top of steps with map/list of retailers, to encourage shoppers into town. This has since been moved down to the bottom of Fore Street.

Feedback from the working group meeting was a consensus that £5k not going to go far, so should focus on:

1. Increased visibility - to include signage and arrows onto Fore Street.
 2. Repainting toilets.
 3. Placing a banner on railings above Tesco car park.
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James suggested that Georgie continues involvement with working group and feeds back to Committee. It was agreed that businesses would benefit from the public toilets being moved - Steve suggested approaching SHDC?

4. Data Foundation project latest - James

Recent projects and mailings had highlighted a need to consolidate members' data from multiple spreadsheets into one centralised data source and integrate members details with our GoCardless payment system.

Scot is keen to get involved in working group and happy to investigate CRM.

Alison asked if it would be expensive. Not necessarily, according to Scot.

It was recognised that we are limited by time parameters; in 6 weeks, we want to have something to present at AGM.

Alison pointed out that she'd always found it difficult to get an invoice/statement from our current system.

Scot asked where are we using members' information? Members directory, events etc.

Steve raised the issue of GDPR. Kim pointed out that we are holding business information, which is already in the public domain anyway, so GDPR shouldn't be a pressing concern.

Action: To define criterion for the software. Also, to look at GoCardless and see if it meets our needs

Action: Working group of Kim, James, Scot & Nicola to proceed

5. Members Forums - All

AGM update - Nicola

Alex announced that problems with the garden wall and roof at Bartons may preclude us using the garden. James offered help to source a roofer and suggested a cut-off point of Wednesday 11th May to decide about Bartons.

Action: Decision on venue to be made ASAP - Wednesday 11th latest - and have a contingency. The Cookworthy Museum was suggested as an alternative to Bartons.

Wild Artichokes have quoted £30 per head, plus the cost of event hire kit. A quick round table poll established that the majority felt this was too expensive.

Peter suggested no more than £25 per head and committee concurred.

Online Members only platform - Kim

Kim outlined the project - an online Members-only networking group which will give members an opportunity to interact outside of events, 24/7. It will offer prompts and tips; members can share offers and ask peer to peer questions.

Whilst the system is free to deliver, it will take time to administer. This forum will add real value to Chamber membership.

Scot pointed out that businesses are members, not individuals. Kim responded that, for this to work, it must be people who join the forum, not businesses. Members will be asked to answer 3 questions to identify them.

Alison asked if there's going to be some moderation?

A discussion ensued about what would be useful to post, including weekly and/or monthly thread where you can post offers. Alison suggested a 'Flaunt it Friday' arrangement when members are encouraged to contain offers etc to that specific slot.

Scot expressed reservations about Facebook. Not everyone is a member. Have we considered LinkedIn? Kim responded that Facebook felt like more of a natural fit for our membership.

James backed this up by expressing a need to find ways to engage members and the wider community - maybe sharing town council successes to increase engagement?

A discussion ensued about the merits of Facebook vs LinkedIn. A commitment was made to slot in regular reviews of the Facebook Group, and to consider a future move away from Facebook/Meta.

Business Club dates September and November - Nicola

Alison raised query about the postponed May event; why she was asked to participate, then the event was postponed to the Autumn. This raised a wider issue about decision making, and her and the committee's roles in the decision-making process.

James assured committee that they make the decisions, although some executive decisions need to be made between committee meetings.

There was a question over breakfast clubs: Alison liked the breakfast clubs so James suggested that any committee member who is keen to run a breakfast club would be most welcome. If everyone is keen to get the breakfast clubs going, let's find the resource. Likewise, if any non-member wants to do it, let's get them on the committee!

Scot suggested we publicised a wider range of events on the Chamber website, not just Business Clubs. Perhaps members should be able to promote their events?

Committee agreed that we should be capitalising on the appetite for events!

Steve left the meeting

6. Strategic Objectives, SEP22 - AUG23 - James

Note. Committee to propose <10 repeat/new ones, to be presented to the membership for selection and prioritisation of x3-5 at the AGM

James proposed that we consult members about strategic priorities for 2022/23, and committee were invited to email suggestions.

Peter announced that we've agreed to carry on with Ignite - which would fit under the category of 'Supporting new business'

Alison suggested we keep 3 - 5: (3. *Promoting innovation in business*; 4. *Skilled jobs for the area*; 5. *Business space for the area*)

Scot asked why we aren't asking members what they need? To retain current members, and grow membership, we need to add value to their membership.

James responded that these are the Chamber's internal objectives; as a committee, we need to consult about what we're doing for members and how we're adding value. We also need to consolidate and strengthen membership. Also, we need to define external objectives. James suggested meeting at the start of June to cover this issue

Sonia concurred that this gives us time to think about this creatively.

Action: Strategic objectives to be discussed at beginning of June, plus strategic discussion about the scope of committee's reach

7. Financials - Peter

Peter shared the latest cash position, updated on funds held for 3rd parties (see above), and presented budget 2022 and forecast for 2023 and 2024 (subject to annual review Dec 22 and Dec 23).

Peter explained that the Chamber has absorbed a lot of administrative costs in running grant schemes. He thinks a lot of grant recipients won't continue their membership

Alex questioned whether we should be running a negative surplus if we don't know true member figures.

The Chamber intends to keep £3k aside to fund a pared down Ignite scheme over the course of the coming year. Scot challenged whether Ignite is the right place to put £3k - is it too generous? Do we stagger the promotion of Ignite over the year? A discussion around this ensued. Peter explained that he felt there's enough flex in the budget to keep an Ignite pot.

Scot also asked whether the cost of the CRM is included in budget? James confirmed that £750 has been budgeted, which includes website hosting.

James feels it justifies efforts on data cleaning/management.

Committee approved the budget

8. Council Reports

District & County: South Hams District Council and Devon County Council

Town: Salcombe, Kingsbridge and Modbury

No council representatives in attendance.

9. Young People's Jobs Board - *James Spencer*

James asked members to promote the jobs board - if we want to justify the jobs board, we need to use the board. It's a value add to the membership.

10. AOB

Should we have a Food Bank representative on the committee? This discussion was postponed to next meeting.

Alison introduced Bridge for Hope, a community sponsorship group.

Can the Chamber promote this charitable cause? In 2020, we donated to charities in lieu of business events (which were cancelled). Should we give this charity a slot at our September event? James responded by suggesting we focus our efforts of things that help our members and drive the economy.

Scot questioned the Chamber's role? Supporting this charity doesn't meet with the scope of the Chamber. It was suggested that this was more fitting to the aims and objectives of the Rotary Club?

It was agreed that this Chamber won't be promoting charities going forward.

Date of next meeting: Wednesday 6th July 2022
