



## PENZANCE CHAMBER OF COMMERCE

### Minutes of the Committee Meeting held on Tuesday 6 May 2014 at 5.45 p.m. in The Workbox, Pz 360.

#### **Present:**

Dick Cliffe (Chair), James Howorth, Margaret Cass, Sally Bodinar, Derek Thomas, Susan Home, Andrew Fawcett, Sarah Shaw, Polly White, Mary Mzera.

#### **Item 1. Apologies.**

Nina Minear, Paul Shaw, Emily Kavanaugh.

#### **Item 2. Approval of the minutes of the previous meetings.**

The minutes of the meetings held on March and April had been circulated and were approved .

#### **Item 3. Matters arising/actions outstanding.**

The Chairman had an outstanding action to write to the Chief Executive Star Inns & Pubs to see if the Chamber could help progress matters (drafted but not yet sent).

Other outstanding actions would be covered under the agenda items and on Item 8 (Project Ideas).

#### **Item 4. Applications for membership. None**

#### **Item 5. Correspondence.**

First Kernow (First Bus) have provided a detailed written explanation for their changes to the circular 300 bus route around Penwith. Contrary to reports published in the Cornishman, Penzance was not being marginalized by the changes. The part of the circular route to be scaled back for economic reasons was the stretch between St Ives and Lands End. Bus Route 1 (Penzance to Lands End) was to be increased in frequency from 2 hourly to hourly in the summer with open top buses used in good weather. A similar upgrading would happen to Route 17 & 17B Penzance to St Ives (17B is via Marazion). There would however be only three services a day each way between Lands End and St Ives. See link to full brief below.

First Kernow Route 300 Changes - <http://tinyurl.com/pldkdbb>

#### **Item 6. Plans for Jubilee Pool (Susan Stuart)**

Susan Stuart, on behalf of the Friends of Jubilee Pool, briefed the Committee on the plans for refurbishing Jubilee Pool and the forthcoming fund raising campaign. Cornwall Council has previously been turned down twice for a grant for Jubilee Pool from the Coastal Communities Fund. Lack of a matching local financial contribution was seen as having hobbled the last bid.

Exceptionally there had been encouragement from the responsible Government Minister for Penzance to apply again given. The new funding bid (for approximately £1.9 million) is being matched by £500,000 from Cornwall Council, £150,00 from the LEP, £40,000 from Penzance Town Council and £160,000 to be raised by The Friends of Jubilee Pool.

Susan Stuart explained in considerable detail how the fundraising campaign would be organized. It was intended to raise more than £160,000 in the longer term so as to provide a reserve fund of ~£300,000. This was necessary because the Jubilee Pool was, in practical terms, uninsurable.

Cornwall Council's agreement to contribute £500,000 to the Jubilee Pool was linked to an agreement with Penzance Town Council to work towards the devolving of the management of Jubilee Pool to the Town Council. The Jubilee Pool (a financial liability) was likely to be packaged with St Anthony's Car Park to make it more financially acceptable. There was a recognition that Jubilee Pool needed to be set up to be more financially self sustaining in the future.

Chamber Committee members gave their wholehearted support to the Friends of Jubilee Pool Campaign. The Friends were looking for a solicitor to help them manage funds and a team to manage gift aid administration.

#### **Item 7. Marketing Penzance (lead Sara Shaw/Andrew Fawcett)**

Sarah Shaw and Andrew Fawcett explained their ideas for a summer campaign promoting Penzance. There was an opportunity and urgent need to employ S106 funds to benefit the Town this summer. It was expected that funding for marketing and promotion of Penzance in future years would be available from the Penzance BID.

The intention was to have a poster campaign (48 x A4 size) targeting visitors who have already decided to holiday in Cornwall this summer and who are within day trip distance of Penzance. Linked to the posters would be a supporting website. The domain was already owned and would not be the property of an individual or business to avoid conflicts of interest (to be owned by the Chamber or perhaps the BID in the future). It was explained how Pinterest could be used to quickly build up a website promoting Penzance without creating an unmanageable maintenance burden. The website and themes developed for the campaign would ideally be continued in the future by the Penzance BID.

Sarah Shaw and Andrew Fawcett needed authority from the Chamber to arrange meetings with the Town Council over the allocation of S106 funds (the marketing and promotion element).

Decision. Sarah Shaw appointed Chamber of Commerce lead and Chamber representative on marketing matters with Andrew Fawcett as her deputy (unanimous vote in favour).

Secretary's Note. Chairman departed meetings to attend Town Council meetings.

**Item 8. Update/Next Steps on Project Ideas.**

See attached annex.

**Item 9. Update on seafront repair.**

Postponed to next meeting.

**Item 10. Chairman's update.**

Postponed to next meeting.

**Item 11. Date of next Committee Meeting.**

Chairman to confirm date. 3 June is impossible for Sarah Shaw.

**Item 12. Any Other Business.**

Flags in Market Jew Street. There was support for extending the period flags were flown. The current duration was limited by the life of the flags in windy weather. If the Chamber could find additional funding then flags could be flown for more of the year.

Flower baskets in MJS. Mzera offered to chair a sub-committee to look at local solutions.

Secretary's Note. It was important to develop ideas for improving MJS because soon Penzance Town Council would be seeking proposals for the spending of £130,000 S106 funds earmarked for 'public realm' improvements.

DICK CLIFFE  
Chairman

Initiative	Chairman's Notes	Responsible Cmttee Members
<b>Existing Commitments/Projects</b>		
Support Penzance BID Development	The BID Steering Group included several Committee Members. It was agreed that Janet Mogford would be the Chambers official representative.	Janet Mogford
Penzance Neighbourhood Plan	The Penzance NP has two themes - Housing and Economic Regeneration. The Chamber Chairman committed the Chamber to supporting the economic regeneration theme. The Chamber will need to develop an economic strategy for Penzance to support this work.	Dick Cliffe Sarah Shaw
<b>New Commitments / Projects</b>		
Parking (Pay on Exit) Project	The one significant infrastructure investment all Town Centre businesses appeared agreed upon was the introduction of a pay-on-exit parking regime. There was scope for an ANPR (automatic number plate recognition) based trial using the Harbour Car Park. Start up capital cost (the main obstacle) could be covered in part by the Section 106 (Parking Contribution) fund.	Emily Kavanaugh Sarah Shaw
Signage	Improved signage was expected to be a BID priority but it could also be started earlier with S106 funds (from the Public Realm Improvements Contribution of £130,000). A way finding survey was the starting point (according to Guy Thomas, Cornwall Council).	Emily Kavanaugh Paul Shaw
Marketing & Promotion	<p>S106 includes £25,000 for Marketing and Promotion of Penzance Town Centre. See 4 Mar 14 Chamber Meeting minutes regarding Pz TC /Guy Thomas meeting on 19 Feb 14 and thoughts about PR contract. Chamber and BID Steering Group will be expected to provide advice about marketing and promotion priorities.</p> <p>This topic to include Chamber's involvement in Penzance Discovery Map (led by PDTA). Pop Up Penzance wish to use map (blown up) in vacant retail units. Marketing (and Discovery Map) features in Penzance Portas Bid.</p>	Sarah Shaw Sue Home Paul Shaw Andrew Fawcett
Town Centre Markets	<p>A large Saturday Town Centre Market has extensive popular support. It was a prominent part of the Portas bid.</p> <p>The original plans for one in the Greenmarket failed because of Cornwall Council required extensive road closures (financially non viable). Farmers Market to be increased from 17 to 24 stalls using funds from the Portas partners grant (stall purchase imminent). Need to embrace Country Market. Chairman has received enquiries regarding a 'Mediterranean</p>	Emily Kavanaugh Paul Shaw

	Food Market (Penzance and Newquay proposed). Greenmarket Car Park may be an option. Need to embrace the smaller Country Market.	
The Promenade & Jubilee Pool (Penzance Seafront)	There is widespread recognition that Penzance seafront is under used, under valued and neglected. The Neighbourhood Plan will be focussing on the issue from a planning perspective. Jan Paling contacted the Chamber Chairman re an activist group promoting the Promenade.	Andrew Fawcett Emily Kavanaugh Sarah Shaw
Market Jew Street Spring Clean	MJS requires the Causewayhead treatment. There is much that can be rectified without incurring great cost. A possible target date for completion of an initial clean-up could be the Pirate Day/Late May bank holiday but a later date may be necessary. S106 Public Realm Improvement budget could help.  Need support from the Cornishman. Good politics to involve the Civic Society. . Could photograph the street before and after. Could provide a hit list/check list of easily rectified problems. Potential for 'stick and carrot ' (could eventually shame some businesses into action - 'spot the tree in the chimney' competition or the like.	James Howorth John Garrison Sue Home Paul Shaw
Public Toilets	There are issues with the cleanliness, availability and signage of public toilets following Cornwall Council cost saving in this area. Maintenance/cleanliness has been an issue for a long time. Cuts may have gone too far in Penzance.	Dick Cliffe Sue Home John Garrison
Evening & Sunday opening	Town Centre businesses were missing trading opportunities on Sundays and in the early evening on weekdays in the summer (visitors return to the Town Centre after a day on the beach to find the Town 'closed up'.	Emily Kavanaugh Paul Shaw James Howorth
Shop Front Regeneration (Flowers and Flags)	The S106 includes £130,000 for public realm improvements. How might the main retail areas be improved?	?