

Penzance Chamber of Commerce

Committee Meeting, Tuesday 8 July 2014 (5.45 pm)

The Workbox, Pz360 (Penlowarth House/4th Floor).

AGENDA

Present: Dick Cliffe (DC), Emily Kavanaugh (EK), Sarah Shaw (SS), Andrew Fawcett (AF), Margaret Cass (MC), Janet Mogford (JM), Susan Home (SH), Christine Edwards (CE), Sally Bodinar (SB), David Grey (DG), Mary Mzera (MM), Jim McKenna (JM), Lucy Kean (LK), Polly White (PW).

Attending: Maria McEwen & Rachel Martin (Pop Up Penzance), John Symonds, Graham Hickman and Prue Willday from Penzance Rotary.

Item 1. Apologies.

Derek Thomas, John Garrison, Paul Shaw, Teresa James, James Howorth.

Item 2. Approval of the minutes of the previous meeting

Approval of the minutes from the 10 June was postponed as the minutes had not been circulated.

Item 3. Matters arising/actions outstanding.

Matters arising would be dealt with under the agenda items.

Item 4. Brief on Rotary Club new initiatives

Representatives of the Penzance Branch of Rotary explained the history of Rotary and the diverse charitable works of the Penzance Branch. The Branch met on Friday lunchtimes at the Queens Hotel and whilst this suited retired members it was an obstacle to recruiting younger members. The Branch was therefore exploring the establishment of a satellite group that would meet on a weekday evening. This new satellite group might be of interest to Chamber members.

The newly opened Rotary charity shop in the old Peasegood pharmacy in Market Jew Street was primarily a project driven by the Mounts Bay Branch of Rotary although the Penzance Branch had an involvement. SH, whose husband was a member of the Mounts Bay branch, explained the scope of the project.

DC welcomed Rotary's foray in the High Street despite some uncharitable grumbling about another charity shop opening. Unlike some charity shops the Rotary Shop would largely be benefiting good causes in the local area.

The Chairman thanked the representatives for their presentation to the Committee. It was important that Rotary and the Chamber kept in touch with each other's activities as they shared some of the same objectives.

Item 5. Summer Marketing Campaign – Update.

SS explained that the 8 week campaign promoting day visits to Penzance started on 16 July with posters going up at key locations on routes into Cornwall and popular visitor towns in Cornwall. All potential poster sites had been carefully appraised by SS to ensure they were likely to be effective. St Ives had been difficult to cover because poster sites had already been booked by other advertisers.

The URL's lovepenzance.co.uk and lovepz.co.uk were all directed to the same website. Pinterest had been used to create a visual directory of Penzance. Professional photographs had been taken of a number of businesses with their staff. The idea was to create a more personal feel about Penzance and its wealth of independent retailers.

The Cornishman were promoting the Love Penzance theme in Thursday's paper (10 July) as it fitted well with their Go to Town initiative.

The Facebook site for Love Penzance had only just been created and needed promoting. EK agreed to take the lead in promoting the page.

Some opportunities existed for smaller posters (6 x A4 size) to be displayed in the windows of vacant shop units and SS agreed to speak to Pop Up Penzance about provision of posters.

The Chairman proposed, and members present endorsed, a votes of thanks for Sarah Shaw and Andrew Fawcett for putting the campaign together so quickly and effectively.

Actions.

EK to lead on promoting the Love Penzance Facebook page.

SS to speak to Pop Up Penzance about 6 A4 sheet size posters for the windows of empty shops.

Item 6. Christmas 2014 – Scope of Chamber promotional campaign.

Early consideration of the 2014 Xmas campaign was necessary. The 'Love Penzance' theme needed to be continued and the lessons from the 2013 campaign acted upon.

Some of the key lessons from 2013 were:

- Get organized earlier (funding was late arriving for the 2013 campaign).
- Repeat the free parking on Saturdays in the run to Xmas.
- Drop late night free parking on Thursdays weeks before Xmas – it was poorly supported.

- Consider focus late night shopping/free evening parking in the last 10 days before Xmas and try ensure there were events in the street to encourage footfall and create a festive ambience.
- Repeat the promotional leafleting (leaflet advertising free parking, encouraging shopping in Penzance and detailing the main entertainment events (with link to website).
- Seek to achieve better coordination between sponsors of events in the Town to avoid diary clashes.

Important to continue the Love Penzance Theme for the Xmas programme

The following members volunteered to participate in the Chamber Xmas Working Party or 'Xmas Club' : Emily Kavanaugh, Polly White, Sally Bodinar, Sarah Shaw, and Pop Up Penzance

Action: Chairman to make Xmas programme an agenda item for the next meeting (5 Aug).

Chairman's Note. At the Business in the Community (BITC) meeting on 21 July the BITC champions (Coop, Boots and Santander) expressed interest in supporting the Xmas campaign. Boots needs to apply to the Dept. of Health three months in advance to change opening hours because of restrictions concerning pharmacies.

Item 7. Town Centre Regeneration Board – Chamber Representatives.

The new Town Centre Regeneration Board responsible for spending Sainsbury's Section 106 funds comprised 11 voting members (the 5 local Cornwall Councillors, 2 Town Councillors, 2 Penzance BID SG representatives and 2 Penzance Chamber representatives).

The Committee appointed Emily Kavanaugh (Vice Chair) and Sarah Shaw (Chamber Marketing Lead) as the Chamber representatives with Andrew Fawcett as reserve.

Item 8. 'Unlocking Potential' funding to support business cohort groups.

'Unlocking Potential' (<http://www.unlocking-potential.co.uk/>) is a part EU funded collaboration between Cornwall College and Plymouth University to help the personal development of graduates and business in Cornwall. It is a scheme that recognizes that too many graduates have to move away from Cornwall to find employment whilst many smaller businesses in Cornwall were held back by lack of graduate staff. Funding was available to support business cohorts because collaboration between smaller businesses could overcome some of the disadvantages of being a small business. The Workbox was looking to host such cohort groups. Any business interested in establishing a business grouping should contact Tim Dwelly (The Workbox, Pz360 T. 01736 333333).

Item 9. Chairman's update (for information)

Railway Investment Announcement. The Prime Minister had visited the Long Rock rail depot on 3 July for the public announcement of a £146 million investment package in the railway. The Chairman was invited as the Chamber had participated in lobbying the Secretary of State for Transport to support the project. Cornwall Council (Nigel Blackler) had carefully constructed the package of measures in partnership with the First Great Western, Network Rail and the Cornwall/IOS LEP. The package included bringing forward the installation of modern signalling (from Totnes westwards), refurbishment of the sleeper carriages and the move of the Railcare Centre from Old Oak Common to Long Rock, a move that would create new jobs in the local area.

Item 10. Date of next Committee Meeting.

It was agreed that there was too much going on for the Chamber to follow its traditional practice of not holding a meeting in August. The next meeting would be on 5 Aug at 5.45 pm (at The Workbox).

Item 11. Any Other Business.

Chamber Project List. The Committee has identified a list of worthwhile projects following the AGM in March and it was necessary to re-visit the list to evaluate progress and priorities. Item to be placed on the next meeting agenda.

Save our Lido. The art auction/summer party in the Pz Gallery on 5th July had raised approximately £17,000. The garden party at Venton Vean Boutique B&B had raised a further £1,500. Chamber members had supported both events.

Outset Cornwall – Support for Start-ups. Outset Cornwall is an ERDF Convergence funded programme which started in October 2009 with the aim of supporting under-represented groups from Cornwall to start their own businesses. The programme comprises 16 different workshops, support and mentoring and an exclusive [networking group](#) delivered in over 12 different locations around the county. For more information follow the link: <http://www.outsetcornwall.co.uk/about/>

Membership Application. LK had very recently received an application for membership from Penlee Funeral Services. The Committee approved membership following a unanimous vote.

BID Survey of Businesses. There were still a number of businesses in Chapel St that had not returned completed BID survey forms. JM had agreed to assist (TJ was off recuperating] after surgery) and it was agreed EK would notify JM (and MW) of the date of the next Chapel St Traders Meeting.

Cornishman Community Awards. The Cornishman Community Awards were to be announced at a formal dinner on 10th July. The Chairman had nominated Pop Up Penzance for the Outstanding Business Contribution to the Community.