



PENZANCE CHAMBER OF COMMERCE

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**Notes of a meeting of the Committee on Tuesday 6 January 2015 at (5.45 pm)
The Workbox, Pz360 (Penlowarth House/4th Floor).**

AGENDA

Present: Dick Cliffe (Chairman), Emily Kavanaugh (Pure nuff Stuff), John & Annette Garrison, Sarah Shaw (Cornish Hen Deli), Sally Bodinar (Anella's), Mary Mzera, Andrew Fawcett (Fishboy), David Gray (Iriss), Derek Thomas (D T Builders)

Item 1. Apologies. Lucy Kean, Susan Home, James Howorth (Edge of the World Bookshop), Janet Mogford (Natwest), Nigel Davies (Pz Town Council Rep), Paul Shaw (Waves Café). Janet Mogford (NatWest), Margaret Cass (Mousehole Bird Hospital).

The Chairman asked the meetings if would agree to accept notes of the meeting as no secretary was available. Notes were agreed.

Item 2. Acceptance of the Minutes of previous meetings (14 Oct and 13 Nov 14).

The minutes of the previous meetings held on 14 Oct and 13 Nov 14 were accepted.

Item 3. Applications for Membership.

The Media Runner (Nigel Pengelly) had applied for membership of the Chamber. The application was proposed by Dick Cliffe and seconded by John Garrison. The application was approved by a unanimous vote.

Item 4. Xmas Campaign wash-up. (Free parking, evening opening, promotion).

Xmas trading in Penzance Town Centre had been favourable and slightly up 2013 on average.

The Saturday free parking was popular (as last year) and appeared to drive footfall. Evening fee parking (from 4 pm) was appreciated and used by those shopping after school but the impact on evening opening footfall (15-19 Dec and 22nd and 23 Dec) was limited with the exception of Chapel St.

The promotion of evening shopping from 15 Dec had limited effect on evening footfall (low) but seemed to have encouraged shoppers to visit the Town Centre. Footfall in the last week before Xmas had been good.

There was a need to avoid a clash with Truro Xmas Market when planning future Xmas events.

Earlier planning of the Xmas Campaign was necessary and promotion needed to be staged with awareness raising early on and more detailed information about events nearer the day. The establishment of a Penzance BID with a manager and own financial resources would simplify matters.

Some unexpected events had delayed delivery of elements of the Xmas Campaign. The Chairman acknowledged there had been some communications failures with businesses.

Despite scope for improvement the Campaign had been well received and had contributed to a good trading outcome in Penzance (a little up on 2013) against a backdrop of weak trading nationally.

Action. Chairman. Add 'Future of Love Penzance' to February agenda (Note: The BID proposal is that the future Town Website should be based upon the Love Penzance brand and website).

Item 5. Arrangements for Chamber AGM (Feb/Mar 2015).

The Chairman proposed an AGM towards the end of February. This would allow one more Committee meeting in early February and would prevent the AGM occurring close to the end of the BID ballot (announcement scheduled for 26 March). The proposal was agreed.

Item 6. Future role of the Chamber after establishment of the BID.

The Chairman explained that the creation of the Penzance BID would change the Chambers role. The delivery of events like the Xmas Campaign would become the responsibility of the BID. The BID however had a narrow geographical coverage (Town Centre) and medium term outlook. The Chamber would retain an important role promoting business interests over a wider area and contribution to the development of economic strategy. The Chamber also had an important networking role. The overall effect would be that the BID and Chamber would share responsibility for representation of businesses interests. The Chamber would be freed from operational roles it was poorly resourced to deliver and would

become more strategic in its focus. The Chairman considered this a positive development overall.

It was acknowledged that Chambers of Commerce had a clearly defined role representing businesses interests whereas BIDs were still relatively new and unknown publicly.

Item 7. Update on Town Centre Regeneration Board.

Deferred to the next meeting.

Item 8. Date of next meeting.

Item 9. Any Other Business.

Cuxhaven Twinning Association. SB raised the issue of whether the Chamber should join the Cuxhaven Twinning Association (cost £22/year). There was general agreement that the Chamber should join given the importance German visitors in the local economy.

Action: Chairman

Penzance Discovery Map. AF asked for an update on the Penzance Discovery Map (Penzance & District Tourism Assn led project) at the next meeting.

Action. Chairman. Add item to agenda of next meeting and seek an update.

ASDA Hayle. EK asked about whether it was true that ASDA (Hayle) were seeking a planning change to allow it sell more electrical and non-food goods. The Chairman did not know but others at the meeting commented that such applications were common place. EK thought the granting of a planning relaxation would mean the store would have more impact on Penzance. (Note: Permission was granted (PA10/08142) on the basis that “net retail sales area of the permitted supermarket shall not exceed 2550 (two thousand five hundred and fifty) square metres, with no more than 20% (510 square metres) of the net sales area to be used for the sale of comparison goods.” For comparison Sainsbury’s Penzance has a 30% allocation and has a larger total floor area.

Refusal of Cranfield Development (PA14/00532). The Chairman explained that the Cranfield development at Hayle had been turned down by the Strategic Planning Committee on 18 Dec. An appeal was likely. Chairman’s Note. Prior to the decision local Cornwall Councillors (led by Cllr Dwelly and Cllr McKenna) with support from the Chamber Chair had appealed for Penzance to be included in the Section 106 agreement as Penzance was the

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Town most severely affected (in diverted trade as a percentage of total sales – Truro lost more sales by value)). A sum of £125,000 had been agreed at the very last minute but nothing would now happen unless the decision was overturned on appeal (quite possible). The Chamber Chair had applied to speak at the Planning Meeting but been turned down because all of the public speaking slots had been filled. The exercise was an inspiring example of what Penzance can achieve when it's political and business representatives cooperate closely. Chairman's letter (basis of Section 106 bid) [here](#) (not distributed to all SPC members)

DICK CLIFFE

Chairman