
AGENDA

- **Attendance**

Apologies: Jackie Stockman, Brixham Town Council, Jacqui Shaw, Chamber Liaison

Invited: David Giles and Jackie Stockman, Brixham Town Council
Serena has resigned with immediate effect

Attendees: M Green, Chair (MG)
M Crabtree, Treasurer (MC)
S Bower, Recording minutes (SB)
C Slack, Arts & Craft Market (CS)
L. Peets, Membership (LP)
E. Pippett, Tourism (EP)
Alex Foley, Hospitality (AF)
Nigel Makin, Town Centre Regeneration (NM)
Ian Didlick, Sunday Markets (ID)

- **Meeting notes from last meeting - agreed**

- **Sunday Markets**

ID reported that market started yesterday – it was quiet but this is his 4th year trading and a quiet day was expected, probably the next one will not be much different as it is still pre easter.

There are existing market leaflets however they don't feature the Wednesday market so MG suggests a new flyer is created and printed. It is proposed we distribute them to traders at other markets and possibility do a reciprocal exchange of flyers with other market managers in the area. ID raised concerns about losing traders possibility- he believes we should aim to attract new traders who are looking to start doing markets.

A CS to find out who did leaflets and explore a new design - AF suggests looking at a new more appealing design.

Discussion followed around placing of stalls on market and the question of making stalls more visible from visitors around the harbour. ID raised a point that with darts potentially becoming two shops, empty spaces may be diminishing raising difficulty in placing stalls in front of them.

Insurance runs out end of March

A CS to address this.

The question was raised what if a traders insurance lapses, are the chamber covered in case of an accident. It was deemed that our due diligence is on us having a copy of their insurance on file.

- **Forward Planning: Project Ideas and Discussion**

AF would like to do something more powerful – he has had little engagement from hospitality businesses so far and feels he is unable to make much impact. AF would like to see – more people coming and enjoying Brixham, both locals and visitors- stay/eat/shop all good experiences.

Shopping could be stronger – more could be made of daytime events – sea based and wet weather. Fore St and town centre looking tired.

A possible project would be to attract visitors from Torquay and other local towns AF suggested a potential walking guide. Local marketing could also be improved.

Business improvement is AFs business, he would like to explore ways of helping local business owners to improve their businesses. It was agreed that the Chambers role is to support and help businesses and a proposal was discussed that we possible use our skills to perhaps offer workshops/learning to local businesses with the following initial topics;

AF- business support

MC – accounting/pensions

SB – social media

David Giles initiated a discussion questioning the chamber and councils role in attracting new businesses to the town? A working party was suggested comprising chamber/council/Brixham Futures to explore attracting new businesses to the Brixham.

A MG to request NM is invited to Brixham Futures next meeting to discuss urban regeneration.

A SB to update AF regarding the Brixham Heritage Trail as this will incorporate a walking guide.

AF also introduced the seafood coast project and concept. Concern was raised that enough Brixham restaurants are aware of this. AF will continue to liaise with seafood coast committee and report back to Chamber.

NM and AF both discussed challenge of accessing businesses and breaking down barriers. AF particularly disappointed with engagement from local hospitality businesses.

SB suggested tweeting links to hospitality survey on a site such as Survey Monkey.

A AF to put together proposal to implement his strategy and present at future Chamber meeting.

NM-

Nigels challenge for the Chamber is to attract new retailers. He reflected that the Old Market House opening 6 years ago was the catalyst to widening seasonal opening hours and new development around the harbour bowl. He believes Brixham has no current anchor store to attract major new retailers and that it is unlikely we will get a major new development on carpark therefore we have to utilise what we have. Tesco currently trades a quarter of its floor space. Can we use Tesco as a catalyst? Encourage them to refurbish outside, better tills, competitive pricing, non-food products, nicer and provide a safer environment i.e. in alley way.

NM also proposes working towards a new car parking strategy and thirdly to pro-actively advertise to new retailers that Brixham is a good destination to open new businesses.

A NM to summarise his points for circulation and come up with an achievable plan to present at future exec meeting.

MG-

MG presented sample images for the *love Brixham* website – it is proposed that all local groups/markets/events are on website as links and organisers of local events/clubs etc take responsibility for updating their pages. It needs to look branded and any contributors will have to keep info updated and current. Ads could be sold potentially however after discussion, some committee members felt the website should be financially supported by chamber and advertising could compromise the 'community' and 'open to all' aspect of it.

A. committee members to think of experts in their field who could have input in the content

B. MG to speak with Mike Franchi about his input with website and explore if we could work with students to keep costs down. Wordpress could be used with is easy to update and manage tools.

Martyn has established agreement from Carolyn Custerson to have link from Riviera website and overall it was agreed that content must be current and of good quality.

• Event Boards

These were viewed and approved by the members present.

- **Any Other Business**

The issue of Gordon's publicity guide was raised since some members were curious as to why the chamber had not supported his request for additional funding. He had already presented the issue of the guide to the outgoing executive, although unfortunately at too late a stage of development for them to feel able to support it. The primary reasons for this were:

1. That his map, while illustrating Brixham, is primarily intended to direct people towards those businesses advertising within the guide, many of whom are not chamber members. Their private advertisements constitute a large part of the publication. For chamber involvement, we would have needed to be involved at an earlier stage in the proceedings so as to ensure that all of our members had equal access.

2. The map potentially duplicates work that had already been undertaken in three other projects. It just didn't fit with the raft of measures that had already been planned, budgeted for and implemented at this particular moment in time.

3. The guide was undertaken privately through verbal or other agreement with Gordon. It was a personal project, not undertaken on behalf of the chamber and, since the majority of those retailers are not chamber members and are even, potentially, in competition with them, it would be questionable for the chamber to support them through contributing directly towards their private advertising arrangements.

If Gordon, at some future point in time, wishes to pursue a further issue of this guide, he will be free to approach us then, when the executive committee will make clear, as part of a properly costed and documented proposal, the conditions under which we would be prepared to move forward with such a project. We would need to be involved at the very beginning though, not part way through.

Secretarial post

Sophie to continue taking minutes but a secretary must be found and appointed as a matter of urgency.

Date of next meetings:

Executive Meeting: Thursday 13th April, 2017, Millie and Me, 6.00 pm

General Meeting: 28th March, 2017, The Berry Head Hotel, 7.00 pm