



# Spalding & District Area Members' Annual Meeting

Tuesday 1<sup>st</sup> July 2014, Broad Street Business Centre, Spalding

## Minutes

### 1. Members & Guests in Attendance (Signed-In)

Phil Scarlett, President; David Norton, Vice-President; Gavin Allmand; Paul Bryan; Matt Clark; Christine Hanson; Chris McKenna; Phil Pell; Paul Turnell; Jan Whitbourn; Peter Williams; Tony Wright.

Simon Beardsley – Chief Executive, Lincolnshire Chamber of Commerce & Industry

Stuart Brotherton – Shop Watch

Samantha Dodd – Town Centre Manager, Gainsborough

Winston Brown – Lincs. Free Press

### Apologies

Kevin Pallister.

### 2. President's Welcome & Annual Business Report

Phil Scarlett, Area President, welcomed members and guests and outlined the meeting format. He then presented his report which included the following updates:-

#### Area Chamber Activities 2013/2014

- Held members meetings, provided e-shots, networking events & regularly updated Spalding Chamber website.
- Supported Business Forums – Logistics, Business Club, Retailers, Night-Time Economy and Tourism plus Bank of England Business Panels
- Christmas Lights 2013 – recommended extended area, obtain quotes, agreed with Town Forum and placed order. Organised installation/take-down and obtained a credit against the costs due to poor installation
- Organise the Christmas Festival and Christmas Lights switch-on event.
- Assisted Newton Press with restyling the Spalding Visitor Guide.
- Attended SHDC Cabinet and Spalding Town Forum meetings and met with the Portfolio Holders.
- Regular meetings with agencies and groups e.g. Civic Society, Network Rail.
- Submitted application(s) for a Town Centre Manager from Springfields s106 funding. Prepared Job Description, KPI's and commenced recruitment. Obtained a £120,000 contribution over the next three years.
- Monthly newspaper column and press representation particularly with the Business Awards. Main feature in Lincolnshire Life.
- Supported Spalding in Bloom by encouraging businesses to sponsor hanging baskets – a 30% increase including baskets in Holland Market for the first time.
- Successfully organised the South Holland Enterprise and Business Awards Event for the first time in November 2013.
- Managed Shop Watch and supported CCTV upgrade and monitoring. Increase the number of members to Shop Watch along with Best Practice use of radios. Planned extension of system to Holbeach and Springfields to include system and reception improvements.

- Represented Spalding & District Chamber on the Lincolnshire Chamber Board.

#### Area Chamber KPIs - 2013/2014

- Membership - To increase by 15%:- *Not achieved but did have an overall increase.*
- Communication/Member Participation:- Spalding E-shots issued: 20; Members meetings attendance to average 40:- *E-shots achieved but member meeting attendance remained disappointing. Chamber Area Council proposition to revert to just Members' Annual Meeting, plus Networking Events or special business sector events and meetings ie. Town Retailers, Tourism, Logistics.*
- Promote the area - New look Visitor Guide in 2014; Number to be distributed: 25,000:- *Achieved.*
- Funding -Town Centre Manager; Target £240k funding for 4 year post:- *Achieved £120k for 3 year post.*
- Networking: Launch new event; Number of delegates: 200:- *Part achieved via Enterprise & Awards Event with 125 attending.*
- Shop Watch - Develop membership and increase by 10%:- *Achieved*

#### Area Chamber KPIs - 2014/15

- **Town Centre Manager**

Appoint a TCM and conduct a six month performance review  
 Establish a Management Board.  
 Agree a detailed business and project plan for the next three years  
 Arrange 2014 Christmas Festival & Lights Switch-On

- **Business Awards**

Move to an Awards Dinner Format  
 Targeted attendance 180  
 Create a small surplus from the event

- **Tourism**

Create a Destination Management Plan for this area  
 Continued editorial improvements Spalding Today  
 Achieve positive media coverage for the area  
 Produce 2015 Visitor Guide

- **Membership**

Increase membership by 5%

- **Communication/Member Participation**

Produce at least 12 Spalding E-shots  
 Regular press coverage and mostly feature  
 Improve business search facility on Spalding Chamber website  
 Members meetings moved to half yearly (if required) plus trade sector meetings

- **Shop Watch**

Increase membership by 15 members.  
 Upgrade radio and CCTV systems, replace signal aerial and link to Boston Monitoring Station.  
 Extend membership to Springfields and Holbeach

## Conclusion

The President thanked everyone for their support during his second year in office, and in particular those Chamber members serving, or who had served, on the Area Council during the last 12 months.

## 3. Guest Speaker

The President introduced Samantha Dodd, Town Centre Manager for Gainsborough, who had been invited to speak about the role of a Town Centre Manager.

Samantha firstly outlined the geography of Gainsborough and its two main shopping areas, the town centre and Marshall's Yard. Also the influence of its location on the River Trent as a tourist destination and the importance of its manufacturing businesses such as Smiffys.

### Town Partnership

- Initial challenge was to break away from the traditional view of many retailers that the Town Partnership should only represent the town centre businesses
- Now embraces Marshall's Yard and surrounding towns and villages
- Funding of Town Partnership and TCM role is through Gainsborough Town Council and West Lindsey DC
- Membership includes public, private and volunteer sectors, plus retail and commercial
- Sub-groups established for some sectors
- The Town Partnership also has an Executive (Decision Making) Group

### Town Manager's Role

- To support and develop sub-group leaders
- Increase footfall
- Increase occupancy
- Improve viability of town market
- Improve appearance of the town

### Communication

- Direct contact with businesses and local residents
- Chamber member contacts
- Social media
- Town website
- "Discover Gainsborough" branding

### Successes & Challenges

- Success with increased occupancy; new events; raising town profile; local grant scheme; building relationships
- Challenges still remaining include some retailer apathy; capacity of council; change resistance; failed BID

### Events

- Food Festival & Bake-Off
- Dance Groups
- Re-enactment Events
- Arts & Crafts Fairs

### On-going Matters

- More promotional and marketing activity about the town and the surrounding area
- Develop events calendar
- Promoting business investment opportunities

### Q & A

Samantha answered a number of questions related to:

- Her role and how she had developed it since she had been in post?
- How she dealt with the problems of apathy and general lack of willingness to adopt change?
- Future opportunities for grant funding for local businesses?
- Building relationships between the town centre and Marshall's Yard?

The President thanked Samantha for her presentation and the answers to the questions raised, which he hoped would provide some inspiration and guidance when the Spalding Town Centre Manager was appointed.

#### **4. Confirmation of Approved Minutes of the MAM 2<sup>nd</sup> July 2013**

The Minutes of the Members' Annual Meeting of 2<sup>nd</sup> July 2013 were presented for approval. Christine Hanson commented that they did not fully contain some of the points she had raised. There were no other Matters Arising. Proposed for approval - Christine Hanson; Seconded – Matt Clark; All agreed.

#### **5. Approval of Area Council Members and Officers**

Simon Beardsley outlined the formal process for the election of the Area Chamber's Council Members and Officers.

- a) Area Council Members – Votes cast at the meeting and ballot papers received confirmed the following:
  - i) Ratification of Area Council Members nominated since 2013 AGM as follows: Nikki Austin; Trevor Hyde.
  - ii) Ratification of nominations for re-election of members retiring by rotation: Phil Scarlett; Peter Williams; Harry Drury.
  - iii) Notification of resigned members: Philip Hall; Terry Moore; Simon Stone; Robyn Sinclair.
  
- b) Area President: Nomination of Phil Scarlett to the role of Area President unanimously approved.
  
- c) Area Vice President: Nomination of David Norton to the role of Area Vice President unanimously approved.

#### **6. Any Other Business**

There was no other business.

#### **7. President's Closing Remarks**

The President thanked everyone for attending and declared the 2014 Members' Annual Meeting closed.