



## PENZANCE CHAMBER OF COMMERCE

### Record of Actions and Key Points from the Committee Meeting held at The Workbox, Pz360, Penzance on 5 August 2014 at 5.45 pm.

Present:	Apologies:
Dick Cliff (DC) Chair Sarah Shaw (SS) Sue Home (SH) Emily Kavanaugh (EK) David Grey (DG) Peter Churchill (PC) Lucy Kean (LK)      Sec.	Margaret Cass Andrew Fawcett Paul Shaw Derek Thomas Mary Mzera

Agenda Item	Action	Action
1. Apologies	As recorded above.	
2. Acceptance of Minutes	Correction regarding Mary Mazera who was an 'apology' not 'present' at the last meeting, otherwise minutes agreed.	DC
3. Matters Arising	None (covered in agenda items).	
4. Membership Applications	Pop Up Penzance – DC will ensure application paperwork is on Basecamp. LK will send out invoice.	DC LK
5. Update on Town Centre Regeneration Board Meeting	EK and SS represent the Chamber on the Town Centre Regeneration Board. EK attended the meeting. SS had been unable to attend and had even apologies.  Marcus Wilkinson, BID SG Chair had been voted in as Chairman with Cllr Nebesnuick (Mayor) as deputy.	

	<p>EK felt that the Chamber might have been 'out of the loop' initially because of discussions between Board members outside of the main meeting. DC noted that such discussions were inevitable.</p> <p>EK had observed more enthusiasm for getting Sainsbury's S106 money spent quickly and less emphasis on ensuring it was well spent. The business community needed to ensure the right balance was maintained and needed to take responsibility for ensure good proposals were presented to the Board.</p> <p>Members were encouraged to forward ideas to EK and SS.</p> <p>In a general discussion of project ideas the issue of improved signage was acknowledged as a pressing issue.</p>	All
6. Christmas 2014 - Promotional Campaign	<p>In recent years a combination of lack of resources and lack of interest from retailers had resulted in no significant Christmas Shopping campaign. The participation of national chain stores had always been problematic.</p> <p>Last year's free parking on Saturdays in the run up to Christmas had been well received. It had been advertised through leaflets which also advertised entertainment events in Penzance in December. Despite being initiated late (due to late availability of S106 funds) it had been effective. There was considerable scope for improvement this year.</p> <p>Late night shopping on a Thursday evening had been a failure. The Xmas 2013 wash-up meeting had concluded late night shopping needed to be closer to Xmas (consider the deadlines for online shopping) and needed to include entertainment in the street. People needed a reason to come to the Town Centre. Late night shopping, and street entertainment in support of it, needed to start in the week beginning 15 Dec. (Note: Sir Humphry Davey's birthday is 17 Dec).</p> <p>The initial 'Healthy High Streets Campaign meeting took place 21/7/14. This included Boots, Santander and The Coop. They are happy to support the Town's</p>	DC

	<p>Christmas campaign but require time to get the various permissions from head office for late night opening (a special issue for Boots who have to apply to the Dept of Health 3 months in advance). DC will forward contact details to EK to facilitate this.</p> <p>The Town Council will not be funding a Christmas tree this year. The Chamber need to ensure this was not forgotten. The S106 fund might be a solution both for the tree and improved lighting. An alternative location should be considered given the vulnerability of the traditional location at the base of the Humphrey Davey statue. An alternative to a single tree were small wall mounted Christmas trees using the banner mountings. These wall mounted trees might be more attractive and they were free from the risk of vandalism. The electrical supply aspect of this solution would need investigating.</p> <p>DC has already consulted the Town Council staff about Christmas lights. The Council is one year into a 3 year contract so the lights put up last year would be repeated this year and next.</p> <p>The Town Council's Xmas Lights Switch-on Planning Committee does not start meeting until Sep (earlier is impractical). However, the road closure application would be prepared earlier. EK has met with Theresa Foggerty (Town Council) and was satisfied with what was being proposed (past issues with Chapel Street being closed off with barriers would be avoided this year subject to Cornwall Council agreeing the plan).</p> <p>A coordinated advertising campaign was needed to ensure that the Penzance Christmas Lights Switch-on and subsequent events were well attended.</p> <p>Not all Town events boost retailers' sales so some discrimination was required about events supporting late night opening. Markets could be an issue in this respect.</p> <p>EK will involve Pop Up Penzance in Xmas campaign planning. It may be possible to get events funded through S 106.</p>	<p>SS</p>
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	<p>It was important that the various activities reinforced each other. Events planned in isolation in an ad hoc manner were likely to be poor value for money if subsidized from S106 funds.</p> <p>Ideas discussed at the meeting included:</p> <ul style="list-style-type: none"> <li>• Treasure Hunt for children involving the shops.</li> <li>• Children’s procession to turn the lights on.</li> <li>• Pirate Christmas theme.</li> <li>• Improvements to the Town entrance through the Wharfside Shopping Centre.</li> <li>• ‘Welcome to Penzance’ on the railway station building – this sign could be a permanent feature welcoming people to Penzance.</li> <li>• Evening markets (with rain contingencies)</li> <li>• Colour theme for window lights</li> <li>• Window display competition with a worthwhile prize.</li> <li>• Embrace the ‘pants theme’ from the lights (the new Xmas lights include a ‘Y front and various ‘tongue in cheek ‘ ideas were considered).</li> </ul> <p>The Chamber needed to promote the Town’s events like last year but start earlier and play more of a coordinating role to ensure events did not clash. With the Penzance Xmas Lights switch on being on Sat 29<sup>th</sup> Nov, the programme needs finalizing in early November. The marketing element of the plan needs to include leaflets for all shops and possibly radio advertisements.</p> <p>For the Christmas campaign to attract S106 funds a coherent plan needed to be formulated and agreed. The campaign to support business at Christmas needed to be coordinated with community events to ensure the best overall outcome for Penzance businesses.</p> <p>EK agreed to chair the Chamber’s Xmas Campaign Working Group.</p>	
7. Update on	The poster campaign has been well received with lots	

<p>Summer Advertising Campaign</p>	<p>of positive comments and people requesting to buy the posters. The campaign is an excellent achievement given the short time available to put it together. Radio Cornwall interviewed SS about the campaign and it was due to be broadcast on 7/8/14.</p> <p>Getting a poster location in St ives had been problematic but a prime poster location had been secured from 12/8/14 through to October at the St Ives railway station.</p> <p>After two weeks of the campaign running the 'Love Penzance' website statistics were:</p> <ul style="list-style-type: none"> <li>-388 hits in July</li> <li>-180 hits on Facebook on launch day.</li> <li>-2000 hits to date (4 Aug) on the site.</li> </ul> <p>There are plans to bring the blog and Pinterest areas to the website to further increase traffic to the website.</p> <p>This week the Facebook site is encouraging shop owners to make contact so that they can be featured on the page.</p> <p>There was a discussion about how to measure the impact of the campaign on Penzance, DC would like to speak to the Mount to see if they have benefited as the campaign but others felt improved footfall at the Mount did not automatically mean increased footfall in Penzance – the objective of the campaign.</p> <p>The architects involved in the St Johns Hall regeneration project contacted the Chamber about imagery for use on the hoarding around the site. The use of the 'Love Penzance' imagery at no charge was offered by SS but was turned down due as not suitable (not local enough reportedly). SS will respond to the email politely explaining why the images were proposed.</p> <p>The Committee agreed that no more time or resources should be expended finding alternative images.</p>	<p>SS</p>

<p>8. Jubilee Pool Grant Announcement</p>	<p>The Department of Communities &amp; Local Government had awarded £1.95m towards work on Jubilee Pool from the Coastal Communities Fund (3<sup>rd</sup> attempt). With contributions (LEP Town Council and Friends of JP) the total for the project was approximately £2.9 million. The united efforts of Penzance's Cornwall Councillors, the Town Council, the Friends of JP and the Local Enterprise Partnership needed to be recognized.</p>	
<p>9. 'The Range' Long Rock – Chamber position on planning application</p>	<p>The Chamber needed to take a position over the planning application (PA14/05612) for the new out-of-town store for 'The Range' intended for the Questmap Business Park site at Long Rock.</p> <p>Members who had examined the store's 'offer' found that the overlap with Town Centre retail offering was limited. The new store would be more significant competition for B&amp;Q and perhaps the non-food offering of supermarkets.</p> <p>The 'sequential test' found nowhere in the Town Centre or edge of Town large enough to accommodate the store (needs ~2700 sq m of trading space so the option was either an out of Town location or an alternative town.</p> <p>Currently the nearest Range was Truro. It was felt it would be better for Penzance to embrace the store than push it away (obvious alternative site being Hayle). It was agreed that the new store would reinforce Penzance's retail offer and would do more for footfall than if located at Hayle. Additionally the new store will bring 120 jobs to Penzance rather than another town. There was uncertainty whether the store would attract a S106 levy.</p> <p>The Committee agreed to support the application with a letter to Cornwall Council Planning Dept. Action on the Chairman.</p> <p>The Retail Assessment (June 2014) and associated appendices prepared by J&amp;K Property Consultants for Questmap Ltd was available on Cornwall Council's planning website and includes an excellent analysis of the market for comparison goods and how it is met.</p>	<p>DC</p>

	<a href="http://planning.cornwall.gov.uk/online-applications/">http://planning.cornwall.gov.uk/online-applications/</a> Search under PA14/05612 and click on 'documents'.	
10. Chairman's Update	<p><b>BITC Healthy High Streets Meeting 21 July.</b></p> <p>The initial meeting with Business in the Community (BITC) Healthy High Street champions took place on 21 July. Penzance business community under the BID Steering Group banner was represented by Marcus Wilkinson, Susan Stuart and DC. The BITC champions were from Co-op, Boots and Santander.</p> <p>The Healthy High Streets campaign had 3 objectives:</p> <ul style="list-style-type: none"> <li>- Drive footfall</li> <li>- Reduce retail vacancies</li> <li>- Return pride (in the Town)</li> </ul> <p>An early win on driving footfall was collaboration between independent retailers and major chains over the Penzance Christmas shopping campaign. The Champions hoped to garner support from some other high street chains.</p> <p>On vacancies it was agreed to focus resources on the most damaging/unsightly vacancies. The empty Market House building was an example.</p> <p>The BITC champions agree to support the BID September event at Penwith College which would discuss the results of the survey of business BID priorities. BID Champions would also confer internally on their company's position regarding the proposed 2% BID levy.</p> <p>Full BITC Action Plan for Penzance (tabular form) <a href="#">here</a> or at <a href="http://tinyurl.com/q526aeb">http://tinyurl.com/q526aeb</a></p> <p>Penzance Brief to BITC <a href="#">here</a> or at <a href="http://tinyurl.com/lwsyjod">http://tinyurl.com/lwsyjod</a></p>	DC
11. Date of Next Meeting	First Tuesday within September (2 Sep)  Chairman's Note:	

	<p>Late confirmation of Chamber meeting dates made attendance difficult and the Chairman agreed to give more notice. The future monthly Chamber meetings are scheduled for the following dates:  Tue. 2 Sep  Tue. 7 Oct  Tue 4 Nov  Tue 9 Dec</p> <p>The venue is The Workbox, Pz360 (Penlowarth House) Penzance. Start time 5.45 pm.</p>	
12. Any other Business	<p>An agenda item for the next meeting will be Markets.</p> <p>DG raised the issue of some Charity Shops in the town appearing to well exceed the limit on the fraction of sales achieved selling new goods. Some shops were selling predominantly new good and tis represented unfair competition as they were exempt at least 80% of their business rates unlike adjacent independent retailers in similar premises.</p> <p>DC will discuss with Guy Thomas how this can be addressed to ensure a level playing field.</p>	<p>DC</p> <p>DC</p>