

FCOC Executive Committee Meeting.
Tuesday 4th April 2017

Meeting open 17:35

Welcome & Apologies

Present: Tom Clarke (TC), James Edgar (JE), Tony Brown (TB), Andy Bryant (AB), Phil Fletcher (PF), Ben Pulford (BP), Stuart Fleetham (SF)

Welcome: Terry(TCo) from FTC, George (GP) from Rotary and Neil Barton (NB) from Barton IT

Apologises: John (Membership Secretary)

Quorum

The chairman, having noted that a quorum was present in accordance with the Ferndown Chamber of Commerce constitution, declared the meeting open.

Minutes of the last meeting

Agreed as read

Matters arising from minutes

- JE reported that the president@ email is still carrying James' name. He asked BP to check the server settings.

President's report

TC phoned Meridian Air Con and welcomed them to the chamber.

TC asked if FCOC committee members would like to attend the DCCI Christmas lunch this year (£50p/h) instead of the FCOC Christmas dinner.

Treasurer's Report

Balance is £2,873.57.

Outgoings; £43.86 to Ferndown Photographics for invoices, stamps and stationary)

Received; £592.50 membership renewals.

Debtors; None

TB asked committee members to chase up accounts departments if their membership fee is outstanding. TB to liaise with John to get membership renewals up to date.

Membership

John unable to attend but he has written a report which is appendix 1 of this document.

TB raised some of the salient points from John, most notably what is the chamber doing for Ferndown businesses. GP said that chamber offers training via DCCI, represents businesses in the town and organises events to raise the profile of the town. NB asked if the chamber lobbies any councils at any level. TB events are our strength, we need a direction and strategy to start lobbying. TCo chamber must lobby to get results. AB maybe more volunteers needed to push agenda. TB welcomed any committee members to meet with him and John to discuss John's points further – AB & SF would like to attend.

Membership Renewals



SF needs invoice to drop into Meridian Air Con so they can pay. SF has lots of membership bits which he will take over to the Barrington for John. AB happy for these to be stored at Barrington. JE brand new members will receive packs but what about renewals? SF letter from president, TC agrees. NB would like a year badge for members. SF explained that badges are not yeared due to production cost. SF to supply year certificates.

Increase awareness in town

Covered with membership/membership renewals.

Correspondance and feedback

AB Grant from RBL Ferndown confirmed poppy appeal launch will take place 28/10/17. Looking for sponsorship of canons etc. Hoping to make this a regular event.

Grant is looking to make contact with the town centre shops re the Poppy Launch window display comp.;

-- to be judged on Friday 27/10/17 and winners notified to be present at the Saturday Parade.

-- Winner to be awarded the RBL Shield for Best Window and press photo.

-- Winner to be published in Mags4Dorset.

2. Ideas for how Offices/ non-town centre companies could take part -- e.g. sponsor a Poppy Banner in the town centre/ prize for the Childrens' Parade etc.

3. Prama/ other companies sponsor the Senior Citizens' tea dance / idea for WW2 Food/cooking exhibition in the Barrington Café?

4. Sponsor something the Band or Acts appearing?

5. Sponsor refreshments for Scouts/Guides/ Cadets?

4. Travis Perkins provide scaffold tower?

AB £120 to sponsor a canon. TC can chamber get involved in sponsorship? TB, PF & JE proposed sponsoring 1 canon. TC, SF & BP proposed 2 canons. Split vote president votes carries: 2 canons.

AB chamber can get exposure on banners and posters around town.

Honorary members comments

TCo Fete on the Field volunteers needed, if anyone can spare a couple of hours to help out on the day it would be much appreciated. The Pram Race will also be happening that day and marshalls are required. SF suggested Fete committee contact Homelands House to see if anyone there could volunteer.

GP Upcoming events from the Ferndown Rotary are Stroke Awareness and Fete on the Field. Fiona Knight would like to contact chamber members to see if she can obtain sponsorship for the Fete. TC will email to say this is fine.

NB spoke to the chamber on behalf of 5@7 Network Club. 5@7 will be returning to the Barrington on either 16 or 23 September and NB asked in FCOC and Ferndown businesses would like to be involved. 5@7 have strict rules which did not allow two of the same type of business to attend an event. If a conflict occurred then the 5@7 member would be given priority. NB asked what FCOC and FCOC members could do to make the event better and create more of a buzz. JE suggested FCOC have a stall at the event. TB agreed a stall would be good, but felt that not opening up to all businesses would not be good for FCOC, he asked if NB could find out if having conflicting businesses would be a major problem for 5@7 members. TB was disappointed there were not more Ferndown businesses at the previous 5@7 event. JE felt that a lot of the Ferndown retail businesses would not be able to attend due to the event being held in the day. SF would like chamber to have a stall but does not think FCOC can support the event officially as not all the businesses attending are from Ferndown. TC would man a FCOC stall. NB will ask 5@7 members if they would accommodate a business if a conflict did occur. NB felt more businesses would create more leads and help support all businesses involved. PF asked how many Ferndown businesses attend the previous event. NB none except his own business. PF does not think FCOC can support the event if no Ferndown businesses are involved, get Ferndown businesses involved first.

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DCCI upcoming events

Please check the DCCI website for full details of all the upcoming events, training courses and Networking meetings.

AOB

SF has started work on Christmas event, will report at next meeting. SF would then like to hold an open meeting to involve the public and get support for the event.

JE Kevin Poulton Ferndown & Uddens BID Manager would like to attend a FCOC committee meeting. AB suggested we invite him to the next meeting to find out what he wants. SF & TC agreed he should be invited to the next meeting.

PF reported that the market people are not giving up on Ferndown and intend to put the market back down Victoria Road until Penny's Walk resolution.

TC asked BP to source a website theme: budget £80.

Meeting closed 18:40

Appendix 1

Chamber of Commerce Discussion Points.

Author :John Dickson

- 1) Whilst I understand the advantages of joining the Ferndown Chamber of Commerce and the consequent association with the Dorset Chamber of Commerce , what business advantage does the Chamber offer members in terms of increased support from the general public for their business. ie What can you do for business to increase the footfall into Ferndown. Why should they do their shopping and business in Ferndown.
- 2) Whilst the Christmas Lights switch on is an important event on the Ferndown calendar I believe that more events should be designed to bring families into the village.
The Christmas Lights Event can be enlarged to make it an afternoon /evening affair. In other words , families would see the event as an occasion to celebrate with family.
- 3) The Farmers Market started as a great idea and was well supported by the vendors and the public . Resistance to its expansion into Penny's Walk has led to the demise of this good idea .With a change in attitude regarding Penny's Walk usage , this event should again be encouraged. At present only the Market Produce vendor is still active and with encouragement , we can increase the number of vendors represented on the day.)
As an extension of this market idea , why can the local businesses not also have a monthly pavement market day with stalls outside their own premises. Here they would be extremely visible and could sell their wares and ply or advertise their trades.
- 4) There are so many events which can be staged in Ferndown that consideration should be given to the formation of an events volunteer group overseen by the Chamber with the responsibility of staging and organising these events.
- 5) Has consideration been given to the setting up a Chamber of Commerce Business Network. A similar business network recently held a community business event at the Barrington Centre with great success.

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6) There has been a lot of support for Barrington Fund Raising events staged at the Barrington Centre in the evenings. Has consideration been given to the utilisation of the Barrington facilities to bring more of the local folk into Ferndown and the subsequent encouragement of shopping and adding value to local business

7) With the recent developments at the Barrington Centre and the establishment of Pramacare as its sole trustee would it not be appropriate to set up a meeting between the Chamber of Commerce and the Executive of the Pramacare Group. The success of Ferndown would surely be integral to their plans and would dovetail with those of the Chamber.

8) The Chamber should consider publishing a monthly Business Magazine similar to that produced for the Barrington Centre. Filled with editorial and adverts the cost to the Chamber would be zero.

9) From the above it is obvious that the author considers the Barrington Centre as a vital hub which together with Tesco has an enormous influence on the shopping patterns of the Ferndown folk. Just consider the events surrounding the 5 day closure of the Barrington Centre in February. Ferndown was in shock and the business community suffered accordingly.

10) We need to pull together and harness all our energies and enterprise and put Ferndown on the map once and for all. What's good for Ferndown will be even greater for us as the Ferndown Chamber of Commerce.

11) What progress has been made in the regeneration of the Victoria Road environment with the addition of more car parking space. The lack of parking is a sore point with many business owners.

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