

Minutes of the Committee Meeting 3rd March 2014

Present: President – James Edgar (Ferndown Photography)
Vice President - John Worsfold (Pedals)
Treasurer – Tony Brown (Y not finance)
Secretary - Julie Hardman (Planit)
Membership – Stuart Fleetham (Xerocad)
Marketing – Banu Biret. (Trash Media)
Phil Fletcher (Ferndown Florists)

Ben Pulford (M4D)

Apologies Sue Cornell (Jolliffes)

Guests Jason Lawford (3DP)
Jo Gracies (Lifestyle Kitchens)

Welcome and apologies

James welcomed Jason and Jo to the committee meeting.

Minutes of the Last Meeting

Previous minutes from 3rd February 2014 were agreed and signed by James.

Special Presentation by PC Stuart Belfield and PC Chantelle Gosney of the Shop Watch Scheme and Ferndown Radio link

PC Stuart gave an in depth presentation of the scheme which had now been running for just over a year in Ferndown. The scheme is a radio link system between shops in the town centre with the aim of reducing retail theft and criminality in Ferndown. The more shops that join and contribute to the scheme then the more successful it would become. Basically if one shop had encountered a potential shop lifter or suspicious person then they can radio other shops in the area and warn them. It had been clearly identified that shoplifters will not just target one shop in the town but will go from shop to shop attempting to steal.

Those shops wishing to join must complete a registration form. Radios can be purchased for as little as £20, Joiners would receive a radio link pack instructions of what to do if an incident was taking place. The benefits of the scheme include crime prevention, detection of those carrying out criminal acts, reducing the fear of crime in the town, reducing anti-social behaviour and improving Police and community relations.

In recent months the scheme had been successful in warning shops of suspicious behaviour behind the shops in Victoria road, and of false £20 notes used. The police can also alert traders via the Ringmaster where emails are sent to shops and businesses to alert them of crimes taken place or people to be aware of.

The radios themselves have limited area and they were looking into a booster. Also in some shops they would not work in the back area eg rear of Superdrug. Tony thought that a booster was needed and PC Stuart agreed.

The committee agreed that this needed promoting and would be included as part of the membership package. The FCOC agreed to distribute to membership.

President's Report

James reported that Julie had represented the FCOC and had attended the Ferndown in Bloom AGM which was held on 13th February 2014.

James was in negotiations with Goadsby's and Tesco's regarding getting a weekly market in Ferndown shopping centre.

There had been no other nominations for the post of Vice President so the committee agreed to the appointment of John Worsfold to the post.

Treasurer's report

Tony reported that the current balance on the account was £2867.28. Of this £927.00 would be allocated to the Christmas lights leaving a net balance of £1841.27. Income this month was from P. Westwood, Higos Insurance, and Lifestyle Kitchens respectfully for £40 membership fees. In addition, £807 had been received from the Quiz night. Outgoings for this month was £500 that was owed to FTC for 2013 Xmas lights.

It was agreed to run the Pram Race, Festival and Fete on the Field accounts via the FCOC bank account. Full financial details of each event will be clearly documented and disclosed.

Membership Secretary

Stuart reported that 3 new members had joined since February (P Westwood, Higos and Lifestyle Kitchens) all had paid full membership and their details added to the FCOC website.

Stuart was targeting other potential members (3 for the next month!)

Stuart had been designing a new member's pack to include benefits sheet, window stickers and folder ready for the new web site launch on 31st March. In addition, Stuart had prepared business cards for the committee members. Some members were worried about the costs.

Stuart agreed to prepare quotes for the cards and folders.

The committee agreed that in this case as Stuart had spent time and effort on the design that he should have the job of printing but that in future any other printing job would go out to tender so that other local printers could have the opportunity to quote and bid for jobs.

Stuart thanked John for his input regarding his lists for members and non members, it was felt that contact details for the membership list was out of date and could do with checking. It was agreed that each member of the committee would be allocated a handful of members and that they would be contacted and their details checked ready for the new web site launch (31st March).

Any Other Business

Quiz Night – January 2014

Phil confirmed that 171 people had attended the quiz night and a total of £807 was raised. This would go towards the Xmas lights fund for December 2014. The event took a huge amount of organising and help from fellow members had made it a success. Following on from this Phil proposed running 2 quiz nights per year.

Tony thought that the Barrington was expensive and Phil proposed the next quiz be held at Oakdene. He had obtained a quote of £5 per head to include a basket meal. It was recommended that a sub-committee be set up with more helping towards the next event.

This event needed to be added to the FCOC events for the year.

Communications Strategy

The document had been circulated again by Banu. To date only 3 responses had been received from Julie, John and James. Other committee members were asked to contribute. Banu needed more feedback and other committee members were again asked to contribute.

FCOC Web Site

John reported that the new web site was taking shape and a launch date of 31st March had been arranged; the Stone Lounge had been booked for the venue.

Dan of Mags4Dorset would do the presentation as he had been working on the new site and Matt Black would do the entertaining

The site would be presented more as a 'traders directory' with members enjoying full benefits and their full contact details disclosed, where as non members would just have the name and address of the business.

James thanked Ben and Dan for their contribution towards the new site.

Members would be encouraged to put news on the website along with any useful local news or gossip.

The launch would also include a presentation by the Police regarding the Shop Watch Scheme and Radio Police Link system.

Events

Banu recommended again that more events should be held for the FCOC members. In particular monthly networking meetings need to be established.

James suggested breakfast meetings with an early start if members could not make the evening meetings.

The next meeting would be on 7th April 2014.

Signed

Dated