

## FCOC Minutes 5<sup>th</sup> July 2016

### **Welcome & Apologies**

Welcome to Board Members Andy Bryant AB, Ben Pulford BP, David Staddon DS, James Edgar JE, Phillip Fletcher PF, Stuart Fleetham and Tom Clarke.

Welcome to Guests George Phillips GP, Linda Thorton LT and Terry Cordery TCO,  
Apologies received from Tony Brown TB

### **Minutes of last meeting**

JE spoke of matters arising - disabled access to shops, no response from members JE to investigate further on demands

### **President's report**

About two weeks ago, after we told Tesco Stores Ltd if after all this time without an answer, we would go to the press. We only have 14 Fridays in the High street and the 14<sup>th</sup> week was last week. Their agent responded saying that Tesco had said they no longer wished to continue with our proposal.

Janine from Mags4 Dorset interviewed me and the Mayor etc as they were going to press that day so there was a tight deadline to get the article finished. The article went straight onto their website. We planned to also go to the nationals and petitions were also set up.

On the very same day the land manager from Tesco who is in charge of all Tesco land in the south of the UK called Janine and was upset stating that they are in full support of the market and this would damage their brand etc. This was obviously the response we wanted as direct contact had been unsuccessful.

The manager then contacted TB, as he had written the letter on behalf of FCOC, and renegotiations are under way. He stated that Tesco have been in favor of the market from the beginning but they had to abide by their contract with the superior landlord.

The cost of going into Penny's walk was originally going to cost about £8K (2 x solicitors, 2 x agents) but as a good will gesture Tesco will pay their own agent and solicitor. A private investor linked to the market company has offered to pay the superior landlord's solicitor and their agents fees.

This now may take a little while to put in place and JE will be speaking with the market people in regards to where we go from here in the interim but we have had a very kind offer from the The White Heather to help us out.

We are now in a much more positive position as talks continue and Tesco have instructed their agent to set things in motion.

We think the majority of the problems have been a breakdown of communication as Tesco's agent have allegedly not been relaying the information to the correct people or at all.

The market is looking pretty sparse now as traders have dropped off due to the lack of footfall at the lower end of the high street but once in Pennys Walk the market people say they will be able to get them back as that's where they want to be.

TCL is worried that the market numbers are dwindling, JE confident that once the issue with Tesco's and the superior land agent is resolved the head of the market will invite the others back and its numbers will boost again.

TCO advised that permission with East district town council for the market expires Friday the 8<sup>th</sup> July. JE advised we can get this moved to around the clock tower or in the white heather car park (who offered their space) if need be.

Tesco not to charge rental fee but will need upkeep contribution from the market.

#### **Treasures report**

Balance is £3,319.72; Town Fund £453.60; Skittle Night £80, True Balance £2,786.12

Outgoings; Race Knight DVD and pack £69, Last skittle night hall hire £20, £807 to Xerocad for membership packs.

Received; £350 from pack sponsors, £80 for Skittle night, £50 pounds received from the Barrington for folder sponsorship.

Debtors; Barrington Centre, £50 for Folder sponsorship. Invoice issued in May's meeting, 8 reminders sent to date (This was paid to the acting secretary DS during the meeting on 05/07/2016).

#### **Membership secretary's report**

M & S opening tomorrow, TB has sent a letter already welcoming them to Ferndown

TB to take on role with staff member in exchange for a small fee - to be reviewed next meeting

#### **Correspondence and feedback**

Neil Barton of Barclays IT 5-7 network group asked for a trade day (30 members) at the Barrington in September, AB to confirm.

Networking event possible to be held in the orange teapot - JE to confirm

#### **Race night/skittles night**

Race Night; Face Book page now set up as per a previous email. All details on there. Proving very popular. Please let me know asap if you want to sponsor a race as only 10 races and we have sold four sponsorships already

Skittle Night; Face book page now set up as per previous email, tickets sales going well.

Race night proving popular, 4 races have been sponsored so far.

Skittles night ticket numbers going well, PF to advise more next meeting

#### **Town promotions update**

TB: Town map currently with the designers/artist at the moment and hope to have an example by the next meeting.

TCL to get update on progress with a new sign for the clock tower

The Ferndown Conservative party approached the chamber offering upkeep of the chamber of commerce box in exchange for 50% for the space in the box. Vote was unanimous that the chamber cannot be affiliated with a political party and the offer has been declined. Another vote was held to allow the Barrington the same deal which was unanimously accepted.

TCO advised On 21st October poppies being placed down Victoria road via Travis Perkins.

TCO advised that a lot of people don't use Facebook in the Ferndown area and we need to look at using other means of event advertisement more prevalently.

#### **Website & App update**

TCL and BP to meet and revamp the events section of the website. TCL requested up to date list of members which he is to get from TB. Also requested graphics which he is to get from BP.

#### **DCCI upcoming events**

TB to renew the DCCI membership following majority vote to renew by chamber board.

TB attended a joint meeting with other chamber committees during the month, very interesting and shared some good ideas. Was given a copy of Swanage's town map which has had a really good response with members and the public

6th July 8.00 - Networking Event, BMW Ridgeway

14th July 12.00 - Signature Networking lunch, Italian Villa.

20th July 12.00 - Premier Networking, Lodge Hotel.

26th July 9.00 - Networking skills course.

9th August 9.00 - How to write an effective news release.

10th August 12.00 - County Connections Lunch with Hampshire Chamber

16th August 09.30 – LinkedIn training course for businesses

#### **Xmas lights**

SF still negotiating with Tesco and asked if market is coming?

JE booked amusements and looking into market appearance

TCL still able to provide shed and barriers

JE to call Mike Andrews 01202 570503 (Town Crier)

SF to look at booking an organ player (as per fete on the field) and possibly studio one

AB to look into the DJ

TCO recommended we look into getting support from Sainsbury's (LT to provide contact details of her contact at Sainsbury's, Sue Blundell ) and M & S. TB has already written to them welcoming them to the area. BP and SF looking to get Tesco's to provide mince pies again this year.

DS to look at subsidizing the public liability insurance again this year for the chamber, this will need to be via the Higos marketing budget or by the using the recommend a friend scheme below, or both.

GP to look at the rotary making an appearance

#### **Any other business**

DS – asked if the Higos recommend a friend scheme can go into the membership packs, no objections from the board.

TCL isn't able to attend the Ferndown in bloom meetings as they take place during working hours, which also presents problems for the rest of the board. TCL has asked JE to correspond with Ferndown in bloom expressing this problem in the hope of finding a solution.

GP to bring Bill Field as a guest to the next meeting