

## Minutes of Committee Meeting

Wednesday 2nd October 2024 at 5.45pm in Quay House, Kingsbridge



### 1. Welcome & Apologies

Present:	James Spencer Scot Baston Nicola Coulson Cllr Sarah Wyatt Cllr Jasper Evans Sarah Burnett	Chair   Pebbles Group Vice-Chair, Kingsbridge   Cornerstone Photography Secretary Associate Committee Member, Modbury Parish Council Associate Committee Member, Salc. Town Council Associate Committee Member, KCC   Salcombe Info Centre
Apologies:	John Gardner Kim Willis Alex Robertson Jane Tyler Catherine Gillen Cllr Julia Wingate Cllr Steve Mammatt	Treasurer Committee Member, Marketing Manager Committee Member, IT Workhouse Committee Member, The Winking Prawn Group Committee Member, The Brownston Gallery Associate Committee Member, Kingsbr. Town Council, Mayor Associate Committee Member, Kingsbr. Town Council
	Cllr Sam Dennis Cllr Mark Long	Associate Committee Member, SHDC Associate Committee Member, SHDC (esp. Planning) & Salcombe Harbour Committee
	Cllr Mark Goodey Dawn Blundell	Associate Committee Member, Salc. Town Council, Mayor Associate Committee Member, Kingsbridge Info Centre
Absent:	Cllr Rufus Gilbert	Associate Committee Member, Devon County Council

Given low attendance, JS prioritised agenda items pertaining to those present.

### 2. Minutes & Actions

Minutes from September 2024 approved (with some actions pending)

#### Actions outstanding previously and ongoing

##### 1. Harbour Board

Re-invite Salcombe Harbour Master to talk about how harbour can bring more benefits to local businesses. NC  
TBC  
*Update: SW has made contact. Invite to November Business Club - though we need to clarify purpose of invite tbc*

##### 2. SWW / Kingsbridge flood impact

Write to Cllr Gilbert or alternate DCC contact re the economic impact of the flooding - ongoing JS

##### 3. Donation Procedure

JG to refine his donation scoring mechanism. *See below* JS/JG  
Google Forms Data Collection: SBa explained that a standard website form that could easily route submissions to an email address might be preferable. *Ongoing* SB  
KW to promote updates once it's live. KW

##### 4. Modbury Roadworks

Positive news story to be fed to Richard Harding, Gazette, as part of the AGM update. *Ongoing* KW  
*Further action: If committee know of an upcoming event, to email Richard Harding at the Gazette richard.harding@southhams-today.co.uk*

##### 5. PASD: Invite Cllr Birch to attend committee to discuss the benefits of Freeport - done NC/SD (Cllr Birch and Chris Shears accepted invite to attend a future meeting)

*Further action: Committee agreed that they would first like to have information on paper to understand relevance - NC to follow up with Sam Dennis. Ongoing*

##### 6. To initiate comms with Dartmouth Chamber by sharing current events happening locally, eg Field of Light - ongoing JS

*Update: JS met Dartmouth Chamber co-chairs, Jo and Laura, to discuss future collaboration.*

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| 7. To add AGM venue discussion to January's agenda  | NC    |
| 8. To add proposed Chamber subscription increase to November's agenda   | JG/NC |
| 9. Field of Light:  | TBC   |
| <p>The chamber agreed to <b>fund up to £200 for the creation and printing of a map</b> highlighting the best vantage points for viewing the Field of Light. To be distributed to local businesses and visitors to enhance the experience and direct traffic to key areas.</p> |       |
| 10. Chris Langan, Business Info Point, to present to committee at November committee  | NC    |
| 11. Tina Graham to be invited to November Business Club - TBC   | NC    |
| 12. Simon Gotch (Malborough and Salcombe Business Park) to be invited to future meeting to update on plans. Date TBC  | NC    |

### 3. Council reports

**District & County: South Hams District Council | Devon County Council** -

Devon County Council - *no representative*

South Hams District Council - *apologies from SD | ML*

**Town: Salcombe | Kingsbridge | Modbury**

Modbury Town Council - *SW* -

#### Upcoming Housing Developments

- Phase 3 Proposal: Bloor has proposed an **additional 125 homes** as an extension of an existing estate. This expansion isn't included in the neighbourhood plan, raising concerns within the community.
- Another Bloor housing project was recently turned down due to poor road access. The design would require children to cross the A379 twice to reach school, leading to safety concerns. The developers have appealed the decision.
- The new phase would extend up a separate valley, making it disconnected from the main town. It also encroaches on farmland and impacts paths around Modbury and Sheephams Hill, potentially obstructing access to a local recreation area.
- Initially, developers committed to **30% affordable housing** but later reduced this to 10%, citing increased costs due to project delays. This change means only 4 out of 40 homes would be affordable in the Baker Homes project.
- The overall community sentiment is cautious, with many questioning whether more housing on this scale is necessary or beneficial.

#### Community and Business Initiatives

- The local traders' group is actively working to enhance the community's appeal. Recent improvements include more planters and flags around town, creating a more colourful and welcoming environment.
- Buildings have been repainted, adding to the town's revitalised look.
- A mural by John Ashton, themed "Moor to Sea" featuring local wildlife, will soon be painted in the car park area, aiming to attract more visitors and encourage locals to shop in town.

#### Local Business Growth

- The town is seeing **increased business activity**, with shops now almost fully occupied. This includes the reopening of The White Hart pub, which is under new management by Gareth and his brother Glyn. They're also opening a hair salon, adding diversity to the town's offerings.
- A range of new businesses have opened, including a yoga studio and a cafe, The Curator, which is now hosting monthly supper clubs and other evening events.
- **Parking has become a significant issue**, particularly around Bombers Gym, where visitor parking is affecting residents.
- There is an **ongoing effort to boost chamber membership** and raise awareness of benefits for local traders. The next traders' meeting is planned for the end of

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October, where representatives from the chamber are invited to engage with local business owners.

#### Upcoming Community Events

- Plans are underway to introduce history tours and other cultural activities to leverage the town's rich history and engage more visitors.
- This revitalised approach aims to foster a stronger community identity and draw both tourists and locals to support local businesses.

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Action #: Chamber to attend Traders/Parish Council meeting on 20<sup>th</sup> November

TBC

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Salcombe Town Council (STC) - JE

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#### Events

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- **Field of Light** launches at 18:24 on Saturday, following a successful press night, and is anticipated to bring a boost to the autumn-winter economy.
- **Salcombe Live** will have over 40 live performances (music, comedy and entertainment) in venues across town.

#### Transportation | Park & Ride

- Residents are invited to join a council working group on park & ride improvements, with a focus on smaller, low-emission buses. SB raised concerns about the cost of electric buses, though an electric fleet remains a long-term goal.

#### Parking and Permit Concerns

- Councillors reported ongoing issues with commercial vans occupying parking spaces due to building projects, especially over the summer. DCC has shown limited interest in addressing this.
- A proposal to shift permit parking from Creek Car Park to Bonfire Hill could free up space for more short-term parking, increasing turnover and revenue. DCC and SHDC are set to discuss this in an upcoming meeting.
- The CEP is gathering detailed data before advancing parking and transportation projects, emphasising that these initiatives should be led by Salcombe rather than SHDC.

#### Victoria Inn

- Discussions are ongoing with the Victoria Inn. St Austell Brewery's CEO, Kevin Georgel, has been invited to a meeting to discuss a shift in their commercial offering and garden use. Residents, concerned about noise from potential late-night music in the garden, and plans to create a barbecue area, have engaged a barrister to represent their interests. The Chamber is monitoring these changes, as they will impact the cultural environment in Salcombe.

#### The Berry

- The town is in the early stages of transferring land at the Berry from SHDC, with plans to maintain it as an open green space, providing potential opportunities for community use.

Good feedback on recent business club at Salcombe Gin/ Primo.

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Kingsbridge Town Council (KTC) - *apologies from JW / SM*

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## 4. Chamber Events

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### Business Club ("BC")

#### Thursday 28<sup>th</sup> November | Salcombe Harbour Hotel

##### 1. Event Theme & Goals:

- The overarching theme will promote South Hams as a year-round destination, emphasising less obvious reasons to visit, such as local culture and unique local events, such as the Field of Lights.

##### 2. Venue & Ambiance:

- The Harbour Hotel, with the Field of Lights visible, offers a fitting backdrop for an evening that blends business networking with a fun, informal atmosphere.
- SB introduced the idea of a buffet-style setup rather than a formal sit-down dinner. She also suggested offering a welcome glass of fizz to enhance the event's celebratory tone.

##### 3. Membership Drive & Incentives:

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- The event aims to attract non-member businesses, especially those already affiliated with Salcombe Information Centre (SIC) and local traders' associations, by showcasing Chamber benefits.
  - Potential incentives were discussed, including a discount on Chamber membership or an introductory rate to SIC Guide advertisers. This could help convert SIC-affiliated businesses into Chamber members.
  - There was a suggestion to promote a "Join before January" initiative to encourage membership sign-ups ahead of a planned fee increase in the new year.
4. Collaboration with Salcombe Information Centre:
- The SIC could play a central role in marketing the event and possibly contribute funds toward refreshments. The collaboration may help expand the event's reach and provide SIC-affiliated businesses with added exposure to the Chamber.
  - A promotional flyer detailing Chamber benefits and SIC's offerings will be developed, highlighting the value of partnership and joint membership.
5. Event Marketing & Community Engagement:
- Marketing efforts need to begin in late October to maximise outreach and participation. Promotional materials will emphasise community support and outline the Chamber's role in sustaining the year-round economy.
  - The Chamber aims to maintain a friendly, inclusive tone at the event, encouraging open networking. It was agreed to make the event free for non-members to increase accessibility and appeal.
6. Committee Recruitment:
- The event will also be used to encourage interest in joining the Chamber committee, particularly targeting prospective members who have shown an active interest in local business development.
  - The goal is to create a committee that consistently has six to eight engaged members. By showcasing the Chamber's mission and work at the event, the hope is to draw in new committee members with fresh ideas and commitment.
7. Practical Considerations:
- Event logistics, such as securing sponsorship for the drinks or food, coordinating with the Harbour Hotel on event setup, and ensuring the Field of Lights display is accessible from the event space, are in hand.
  - Additional details, including the event format, promotional flyer content, and coordination with SIC, will be finalised by October 16 to ensure ample time for outreach and planning.
  - The event will aim to balance business networking with a festive, community-centric atmosphere, driving both Chamber membership and support for local economic resilience.

### Event Planning for 2025

- We need to secure Business Club venues in January, March, May, September and November, plus the AGM. The White Hart Assembly Room was suggested but may feel overused, so we will also explore options around Kingsbridge and Modbury. Velarde Gallery was also mentioned as an event space.
- For the winter events, accessibility, warmth, and evening appeal are priorities, especially as it gets dark early, e.g. Oceans Reach, Bolberry with a cozy, welcoming atmosphere.
- Additionally, the idea was raised that venues might need to be chamber members to host these events, but this would limit options if venues are reluctant to join.
- We discussed possibly incentivising venues to join the Chamber, offering discounts or even complimentary memberships if necessary.

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## 5. Treasurer's update

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Report dated 31 August 2024

### Financial Statements

#### 1. Account Balances

Current Account balance	£13,254.13
(Modbury funds)	(£4,466.98)
(Kingsbridge Traders)	(£2,573.00)
Current Account Net Total	£6,214.15

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Deposit Account	£6,754.02
<b>Total Balance</b>	<b>£12,968.17</b> (July balance = £14,138.49)

Monthly Income/Expenditure Statement - as previously circulated.

#### Donations

Date	Beneficiary	Amount
24 March	KCC Jobs Board	£200.00
29 March	KB Easter Egg Hunt	£204.00
12 May	KB Classic Rallies	£200.00
	<i>Agreed 2024 donations limit</i>	<i>£1,450.00</i>
	<i>Current expenditure</i>	<i>(£604.00)</i>
	<i>Remaining balance</i>	<i>£846.00</i>

## 6. Ongoing Projects

### 1. Jobs Board

Project is in its adoption phase. Our KCC contact is Alice Taylor.

- The technical setup is complete, but someone at KCC needs to actively manage or regularly check Jobs Board-related communications to avoid further delays.
- It seems the school term schedules, like the beginning of the term and the approach of half-term, impact the staff's ability to focus on secondary projects like the Jobs Board.
- The Chamber will need to drive this project along. Having a project "Champion" - a Chamber member with an "endless amount of energy" - would help the project keep advancing. Guillaume Lesage (Harbour Beach Club) was mentioned, and it was agreed to follow up with him.

### 2. Field of Light

### 3. South Hams Arts Festival

- The proposed festival is facing some challenges with garnering local support and funding. Modbury is hesitant about committing to the project due to the required £500 contribution. It's unclear what tangible benefits this investment would yield; especially as other parishes don't appear enthusiastic.
- SHDC will likely issue a final "go or no-go" in November. Agreed that keeping the festival as a recurring agenda item might ensure that accountability remains for the project's leadership to provide a clearer plan. Additionally, if Councillor Birch or others provide more details or adjust the proposal, there may be renewed interest in future discussions.

### 4. SHDC business space allocation

The issue surrounding the South Hams District Council (SHDC) business units, and their allocation seems to focus on a potential misalignment with established policy and procedural transparency.

- i. The main concern is that SHDC has not adhered to its own policies in allocating certain business units. Normally, these commercial spaces should be allocated via a transparent tendering process, but it appears this step has been skipped, resulting in allocations that some stakeholders believe are incorrect or unfair.
- ii. Previous issues in SHDC's tendering process have led to what seems to be a lack of confidence in current procedures. There's a sense that this misstep may be an attempt to retroactively address prior mistakes, though it's unclear if this approach is within SHDC's policy.
- iii. Cllr Sam Dennis met with Chris Brook, SHDC's Head of Economy, to address these issues and seek clarity on the council's actions. It's noted that while Chris Brook may have some authority to address these concerns, stakeholders are still unsatisfied with SHDC's accountability on this issue.
- iv. The Chamber has drafted a formal letter to SHDC, requesting two main actions: An immediate tendering event to allow fair competition for the allocated units. Formal policy guidance to be urgently produced to ensure future allocations follow a clear and consistent policy.
- v. Next Steps: The committee plans to circulate this letter broadly and keep the issue on their agenda to ensure SHDC addresses it transparently and fairly.

### 5. Ignite

### 6. SH Chamber - next steps

As paid host of the current Chamber website, SBa declared a vested interest.

#### 1. Rebranding Strategy:

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- SH Chamber has a new logo. We now need to focus on minor issues (like changing fonts) and establish a clear plan for how this rebranding will be communicated through marketing materials and the website.
  - Is the website rebrand superficial (i.e. simply changing the logo and colours), or is it a total rebrand, including enhanced online functionality and user experience?
2. Website Functionality and Integration:
    - The current website is described as static and not user-friendly. It was agreed that enhancements are necessary to improve the user experience.
    - SBa acknowledged the need for better integration between the membership database, payment systems, and the website to streamline operations.
    - There was recognition that the website's backend systems should allow for easier updates and content management by non-technical users.
  3. Ownership and Management of Content:
    - Clear responsibility needs to be established for managing and updating the website content.
    - It was suggested that members should be able to update their profiles and listings independently, which would reduce our admin burden.
  4. Communication and Member Engagement:
    - The website's purpose and how it serves members need to be clarified.
    - The committee discussed how the website currently lacks dynamic content and the use of social media platforms, like Facebook and LinkedIn, to enhance engagement and drive traffic to the website.
    - It was pointed out that the website must clearly communicate the value propositions. There is a need for clarity about the Chamber offering to help attract new members.
  5. Technical Presentation:
    - SB offered to present a demonstration of what an improved website could look like at the next committee meeting. This will help visualise the potential improvements and garner feedback.
  6. Funding Opportunities:
    - JS has submitted a grant application to seek partial funding for the website improvements. This could provide financial support to enhance the site's functionality and design.
  7. Next Steps:
    - SB will prepare a presentation for the committee, highlighting technical improvements and possible designs.
    - The South Hams Chamber of Commerce is at a pivotal point regarding its branding and online presence. With a focus on modernising the website and clarifying its offerings to members, the Chamber aims to enhance engagement and efficiency.
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## 8. AOB

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### 1. Membership | Administrative Support - *ongoing*

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**Date of next meeting:** Wednesday 6<sup>th</sup> November 2024

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