

LOSTWITHIEL BUSINESS GROUP

MINUTES OF MEETING

WEDNESDAY 14 SEPTEMBER 2005 32 FORE ST, LOSTWITHIEL

Present: M Hoskin, D Watts, M Sands, L Abrahams, D Phipps (DP), A Barratt (AB), K Southgate (KS), M Dobbie

Apologies S Sanders, L Southgate, M Fitzgerald, H Swire, Nick Bacon (Grapevine), Susanna (Mountchase). Gwen (Paraphernalia)

Minutes of Last Meeting

Minutes from meeting held 15 June 2005 were accepted, with the following correction;

In Treasurer's Report change :-

"The Treasurer proposed a vote of thanks to Brian Smith of Lanhydrock Accountancy Practice who prepares our accounts without charge".

"The Treasurer proposed a vote of thanks to Brian Smith of Lanhydrock Accountancy Practice who verifies our accounts without charge."

Matters Arising

The "speed trigger" sign on the A390, which reappeared during the summer, has now been removed. KS agreed to check status with Highways Dept. **Action KS**

Possible Signage on Community Centre - Jill Jones of the LCA has contacted the secretary advising that the LCA are willing to allow a sign promoting the town to be added to their building. There was considerable discussion about possible wording for this sign. The general view of members at the meeting was that the impact of this potential sign may well be greater if it was set up as an "Antiques" sign, (funded by Antiques traders) rather than a "General" sign, funded by the Business Group.

Correspondence None since last meeting.

Chairman's Report

AB reported on events since the AGM in June.

- Visitor numbers in August were quite good.
- Good publicity for the town has been received in several publications, including two articles in the Western Morning News and an item in the Independent Magazine on Saturday 9th July which named Lostwithiel as the second best Antiques Town in the country. Additionally the ordination of Rev Alison Monroe Smith has been filmed for TV and will be shown later in the year.

- The main Lostwithiel web site (www.lostwithiel.org.uk) funded by the Business Group, won second prize in the recent Restormel Council Community Web site competition.
- There have been several changes to shops during the past three months. Both Fish & Chip shops have changed hands. Mike Dobbie has opened Nanadobbie at 8 Fore St. A new Antiques Shop is opening soon in Queen St.

Treasurer's Report

There are currently 56 paid up members of the Group. The current bank balance is £2628-70 with a further £60 waiting to be paid to the account.

Town Forum Report

Proposals for the Local Nature Reserve have been agreed with the Town Council. A bid for lottery funding is being prepared. Lottery funding is also being sought to carry out activities to promote the heritage and history of the town. Both bids are being prepared with the help of a consultant, who is funded via grants from Restormel Council and the Market and Coastal Towns Initiative.

Dickensian Evening - 15 December

A draft "running order" for entertainment was agreed as follows:

6 pm – Handbells
 6-30 pm First Brass Band
 7 pm Second Brass Band
 7-30 pm Carols
 8 pm First Brass Band
 8-30 pm Second Brass Band

Following Actions needed:

Book Church Hall as standby if wet – **Action KS**
 Contact Young Farmers – **Action KS**
 Contact Bell Ringers – **Action KS**
 Contact WI – **Action KS**
 Contact St Winnows School re Carols – **Action KS**

Promotion for Dickensian Evening - AB has been in contact with the Cornish Guardian. The paper is offering a one colour page feature with up to 15 advertisers, or a two page colour feature with approx 25 advertisers. Adverts will be £30 per person. It was agreed the Business Group would provide a subsidy of £225. **Action AB** - to liaise with Cornish Guardian

Mike Dobbie volunteered to organise publicity for the event. **Action Mike Dobbie**

It may be possible to open the Duchy Palace for the Dickensian evening. Martin Sands to investigate. **Action Martin Sands.**

The possibility of having music in one of the pubs on the evening of December 15 was discussed. **Action AB** - to contact The Globe

Christmas Decorations

Christmas Trees - 70 trees to be ordered. **Action DP** Note; Brendon the "Town Man" is leaving at the end of the year. He will be able to erect Christmas Trees, but LBG members may have to remove their own trees.

It is planned that all trees should be erected and illuminated by 1st December. Also aim to have Churchyard lights available by this date **Action AB** to contact John Hooper.

Check if Christmas decoration grant is available from RBC this year **Action KS**

AOB

Lostwithiel Guide

Jonathan Barker has advised the Chairman that he does not intend to publish his *Lostwithiel Guide* in 2006. Jonathan has suggested the Business Group may like to take over the publication of the Guide. The proposal, together with possible alternatives, was discussed at great length by the members present. The view of the meeting was there should be continue to be a publication promoting Lostwithiel.

Jonathan clearly devoted a great deal of time and effort into producing and distributing his publication, An initial assessment suggested that it was unlikely that sufficient resources would be available from within the Business Group to continue publication of the Guide in its present format.

AB and KS advised the meeting that distribution costs for a publication such as the *Lostwithiel Guide* can greatly exceed the printing costs. To ensure effective distribution the services of a company such as Publicity South West or ARC is needed.

Three possible options were suggested :

- a) To continue with publication of the *Lostwithiel Guide* in a revised and simplified format
- b) For the Business Group to make a substantial contribution to a reprint, and distribution costs for the Heritage Group's *Lostwithiel* publication, which is now virtually out of print.
- c) For the Business Group to expand the current *Lostwithiel Map* and use this as the main vehicle to promote the town.

The view of the meeting was that the most cost effective way forward appeared to be a revamp of the *Lostwithiel Map*.

A subcommittee of Adrian Barratt, Mike Dobbie and Denise Watts was formed to further investigate. **Action - Adrian Barratt, Mike Dobbie, Denise Watts**

Restormel Council Tourism Budget

The Restormel Tourism Forum, which comprises members of Restormel Council and representatives of various Tourist Information Centres in the Borough has been formed recently. From 2007 Restormel Council will no longer be responsible for marketing Tourism in the Area. The Council will be responsible for managing resorts and destinations. A Cornwall Destination Management Organization, funded by Cornwall Enterprise / Cornwall Tourist Board, is being set up for Tourism Marketing. A familiarization visit to Lostwithiel and Fowey for the Restormel Tourism Forum is being organized by the Fowey TIC (Lynn Gould)

Training

Free training opportunities are available from Cornwall College (St Austell) under their "Discovering Skills for Success" programme. Contact Martine Rees on 01726 226707 for more details.

Du Maurier Festival 2006

Various options for the town to gain publicity for next year's festival were discussed. It was decided the most cost effective option was for members of the Group to distribute flyers outside events in Fowey.

Date of Next Meeting

Wednesday 23 November 2005 at 8 pm 32 Fore St, Lostwithiel.