

Clay Cross Town Centre Group

Minutes of the last meeting held

Tuesday 9th of August 2016 at the Batemans Mill Hotel

Attendees

Diana Yates Posh Fitness & Coffee Bar (DY), Andrew King - Lilleker & King (AK), L Manfredi - Smiths Creamland Ices (LM), Steve Smart – St Barnabas Centre (SteveS), Martin Roberts – Group Member and promotion officer (MR), Nicole Murtagh – Tesco Community Champion (NM), Cheryle Berry – Clay X Rotary (CB), Pru Williams – Catholic Church Clay X (PW), Barbara Parker – Local resident (BP)

1. Apologies Rev. Ann Anderson – CX Methodist Church (AA), Jade Hendon – Batemans Mill (JH), Julie Marriott – Positive 4 Young People (JM), Vanessa Palmer – Tesco (VP), Rev Richard Law – St Barts. Church CX (RL), Kerry Roe – I want Pet Foods, Warren Makinson – CX Rotary (WM)

Minutes of the last meeting on 12 July 2016 had been circulated previously by email and in the absence of any comments or requested alterations were signed by ASK as a true record.

Matters Arising SteveS advised that re point 6 concerning speeding he had spoken with the local PCSO at Danesmoor who had said they would bring Market Street into their regular walk around.

2. New Members Joining AK advised there had been two further members joining since the last meeting being the Clay Cross Tesco Store and I want Pet foods store at the Derby Road Incomol business park. The total membership now stands at 43.

3. Newsletter, Website update and Facebook – The August/September Newsletter is now in issue, we have delivered almost a 1,000 copies to local homes and businesses in addition to the 5,000 circulation which are contained within the Wings magazine itself. We now have 25 subscribing members to our Wings Newsletter. The website has been updated for the forthcoming pop up cinema promotion and we now have a pdf of the latest Wings Newsletter ready to post on the website too. Our facebook page is hosting the film vote for the pop up cinema and MR encouraged members and other interested parties to make use of the facebook page and like and share as appropriate.

4. Report on financial position DY reported a successful psychic night fundraising event which raised £200 and took place at the Posh coffee bar with Michelle Ball from Tesco playing a leading role. AK advised we had cash funds of £2,400 of which £200 was earmarked for the get growing project and £803 was needed to settle the Wings bill for the August/September Newsletter. Although we still have funds in hand we need to consolidate our cash base further if we are to afford the proposed signage expenditure and keep up with our regular Newsletter costs.

5. Report on project activity. Signage. MR confirmed that the banner was still going ahead and gave a description of what the sign would look like. NM agreed to speak with the store manager re finalising the permission for the proposed map sign on the front entrance to the Tesco store. In addition MR said the costings for both the roadside banner and the 5x4 board at the store entrance were coming in at about £500 in total.

It was noted by DY and echoed by MR and CB that overall signage to the town centre especially car parks, which are free of charge, was poor and that this was a regular complaint voiced by traders in

the town who were concerned we were not making the most of our competitive edge in the form of free car parking for potential customers and visitors.

Pop up Cinema SteveS advised the advertising program was now underway via the group's facebook page. Since the poll opened on the 1 August to date there have been 75 online votes for the choice of films. Steve said he would also like to have a voting box accessible in the town for those without internet access to use and DY agreed to have a voting box at her coffee bar. NM also offered Steve a table at the front of the Tesco store where he could stand and promote film voting to Tesco customers/visitors. Tickets will go on sale from 1 September at a one price rate of £3.50 each. It also seems likely we will be having some sponsorship for the event and Steve is going to invite group members to utilise the occasion to have promotional material displayed on the screen prior to the start for a modest fee of around £15. The hall at St Barnabas Centre can accommodate up to 120 persons and it is hoped we will be able to turn a profit at the event which will be available to reinvest in further future events.

6. Future Activities The Christmas late evening shopping event was discussed. With regard to the lights switch on AK advised he had spoken with the Parish Clerk concerning the date of the switch on an whether this could be delayed/ the lights temporarily switched off so that we could make an event out of switching them on at our event on 1 December. The lights we are told are due to be switched on for the last weekend in November i.e. 26/27th. The switch on is however not done via a main switch that activates all lights at once but by the prior programming of individual time devices for each Xmas light which is carried out by contractors. The logistics of a temporary lights switch off and on again at our event are therefore not practicable. AK suggested that as an alternative we could have a symbolic switch on of say the Christmas tree lights in one of the churches at the outset of the evening and SteveS supported this idea. CB confirmed that the CX Rotary Club would be present on the evening with a Santa and would probably take up a central position next to the tunnel vent adjacent to the job centre.

Late Night Shopping event sub committee

The following persons agreed to be part of the sub-committee which will plan the event and report back to the monthly group meetings: the members are CB, NM, SteveS , PW, BP and AK. AK agreed to contact all sub committee members by email to co-ordinate dates and times of meetings.

7. Member information exchange DY flagged the problem of some buildings within the town letting the overall appearance of Clay Cross down. It was noted that many businesses had in recent times made a significant effort to tidy up the outside presentation of their own premises and that their efforts were being compromised by a small percentage who took less interest in the appearance of buildings they owned/had control of. It was agreed we should therefore make the Parish Council aware of our concerns and ask what could be done to remedy the problem.

CB confirmed the 'Clay X Has Got Talent' competition would be run on Saturday November 12 at Clay X Social Centre. Flyers and posters promoting the event will be available for distribution shortly.

8. Date and Time of next Meeting The next meeting will take place on Tuesday 13 September, being the second Tuesday in the month and will be held at Bateman's Mill Hotel with a 6pm start.