

Minutes
Meeting at Brunel House Hotel on 18th February 2009

Present	Nick Elwell, President, Daphne Saunders, Fiona Flint, Sarah Allen-Stevens, Raoul van Eijndhoven, Cllr. Nick O’Keeffe, Matt Morrison-Clarke, Sue Fisher, Trevor Wynn, Donald Carruthers, Jane Haynes Laura Szuca and Mark Sadler of Fox FM
Item 1	Apologies John Morton, Simon Tiensa, Denise Palmer, Peter Lewis, Cllr. John Davis, Clare Bowley, John Boyle, Paul Brame
Item 2	<p>Nick introduced Mark and Laura of Fox FM whose presentation explained the takeover of Fox FM by Global Radio.</p> <p>The main points:</p> <ul style="list-style-type: none"> ▪ Global Radio is now the largest owner of commercial radio in the UK ▪ 33 local stations including Fox FM will become Heart FM and although they are part of a national brand their main focus will be local. The changeover will be on 23rd March at 6am ▪ Heart reaches 6.9 million listeners; deliver 55.2 million hours of radio. ▪ There is 10 hours of live programming every weekday ▪ Community information will continue ▪ Mostly women listeners and their target audience is 30-39 years, mainly Radio 1 and 2 listeners ▪ Increasing the amount of hours listened to which will be better for advertisers ▪ Since the beginning of February there have been nearly 80,000 unique visitors to the website. ▪ Fox Thunder will be replaced by Heart Angles, that will continue to provide giveaways and chill out areas at local events ▪ “Have A Heart” is the new national charity from Heart FM, but it was made clear that any money raised in Oxfordshire will stay in Oxfordshire ▪ They target age specific ads for local businesses by looking at the demi-graphics and will consult with individual businesses on their particular advertising requirements. ▪ Rates for advertising depend on the individual advertisers but can be anything from £1,000 to £200,000 ▪ The split on advertising is 55% local, 45% national local companies particularly like their ads to be included with large national companies advertising. ▪ Local events can be promoted through the website; they don’t have an on-air event listing.

Item 3	<p>Minutes of Last Meeting & Matters Arising</p> <p>There were no matters arising from the last meeting. The minutes for the meeting of 14th January 2009 were agreed and signed as a true record.</p>
Item 4	<p>Membership Report</p> <p>28 members have, so far, have paid their 2009 subscriptions. Jane urged members who pay annually to send their payment as soon as possible please. New members that have joined the Chamber this month are, Chris Marshall and Peter Lewis of Live Connections Ltd and Andy Banks of the Red Lion.</p>
Item 5	<p>Finance report</p> <p>Membership subscriptions for 2009 currently stand at £1,328.00. The bank account balances are as follows:</p> <p>Current account £206.80</p> <p>Deposit account £6218.48</p> <p>A letter of thanks has been received from Oxford Radcliffe Hospitals for the £200.00 donation from the Christmas Ball.</p>
Item 6	<p>Publicity</p> <p>The Chamber has received a good write up in the Folly newspaper this month. Nick sends a press release regularly to other local publications but with little success. A discussion followed about how best to promote that Chamber and especially the French Market that will be held in the Market Place in March. It was decided that this event will go onto local websites and through the community information on radio stations.</p>
Item 7	<p>Retail Group</p> <p>Matt explained to the meeting that at recent meetings of the Retail Group, support has dwindled rapidly. He had sent out 40 – 50 invitations to this meeting and the resulting number of retailers is disappointing, considering that he had only received apologies from three businesses.</p> <p>Matt has produced a SWOT analysis of the retail position in the town and his findings show:</p> <p><i>Strengths</i></p> <p>Faringdon is a good location for a retail experience</p> <p>History</p> <p>Parking is not really an issue when compared to the cost and availability of neighbouring towns, such as Abingdon and Oxford.</p> <p><i>Weaknesses</i></p> <p>Awareness – people do not know what Faringdon has to offer</p> <p>Apathy/Contentment/Malaise amongst the Retailers.</p> <p>Early closing on Saturday afternoon</p> <p>Too many groups in the town but no shared voice.</p> <p>Experience from people who visit Faringdon i.e. shops and cafes not open</p> <p>Retailers do not capitalise on Faringdon events</p> <p><i>Opportunities</i></p> <p>A420 traffic – this is key</p> <p>Communication – a forum to have a shared voice</p> <p><i>Threats</i></p> <p>Economy</p> <p>Underlying trends</p> <p>Fragmented approach</p> <p>Tesco</p>

	<p>Matt feels that there is a need for a forum to discuss business opportunities, whether that is through the Chamber and/or a separate Retail group. Marketing together as a joint effort, (it is possible to do this through the Faringdon Town Guide) It is vitally important that all of the Retailers work together to encourage people to shop in the town.</p>
Item 8	<p>Presidents Remarks</p> <p><i>Business Strategy</i></p> <p>Nick is currently writing a response to the Vale District Council's Preferred Options document on behalf of the Chamber. This will be sent to members to see and comment on before it is submitted.</p> <p><i>Land Available for Business Development</i></p> <p>It was agreed that the Chamber will support the proposals for the development of Wicklesham Quarry for heavy industry. It was pointed out by Fiona that under the current proposals, companies such as Bray and Rogers Gardenstone will not be able to relocate within Faringdon, or indeed the Vale. This would mean that jobs would be lost if the companies located out of Faringdon as many of the employees currently walk to work and do not have the transport to work elsewhere. The Vale DC recently completed an Employment Review, which the Faringdon Chamber of Commerce had input into. After some discussion of this it was agreed that Nick will contact the Vale DC to voice our concern that the results of this review have not been mentioned or included in the Preferred Options. It is understood that both Abingdon and Wantage Chambers are in agreement that this review must be included.</p> <p><i>AGM Proposals for Officers</i></p> <p>Nominations for the Officers posts, Chairman, Treasurer and Secretary, are requested from Members. Nick O'Keeffe gave a vote of thanks to the existing Officers for the hard work that they have put in this year.</p> <p><i>Suggestions for Projects</i></p> <p>Nick invited Members to suggest some new projects that the Chamber might undertake in 2009. He also suggested that Members will be approached directly to lead on specific projects.</p>
Item 9	<p>Future Meeting Dates</p> <p>Ideas for speakers for this year's meetings are needed. Please contact Jane will topics that you would like to hear about or with ideas for speakers.</p> <p>Next Meeting: Annual General Meeting Wednesday 18th March – Sudbury House Hotel at 6pm. Speaker for this meeting will be Ed Vaizey, Shadow Minister for the Arts and MP for Wantage & Didcot.</p>
Item 10	<p>AOB</p> <p>French Market – Sunday 29th March. Help is needed <u>please</u> - at either end of the day to help with road closure signs and removal of rubbish.</p> <p>Portwell Angel – Nick is planning to purchase Portwell House and will be re-opening the bar under the name of The Portwell Angel. There are investment opportunities here and anyone who is interested should contact Nick.</p> <p>Meeting closed at 20:45pm</p>