

SHERINGHAM CHAMBER OF TRADE

ANNUAL GENERAL MEETING

**Minutes of the meeting held at the Sheringham Community Centre on
Wednesday 23 February 2022**

PRESENT: John Roseby
Andrew Munden
Glen Holmes
Charlotte Norton
Barry Starling
Paul Richmond
Allison Parris
Stuart Facey
Andrew Deakins
Sarah Oruc
Nina Sexton

APOLOGIES: Jonathan Beak
Jeremy Stubbs
Clive Sanham
Philip Moy
Maria Cooper

01/22 Minutes of the Previous Meeting

The Minutes of the last Annual General Meeting held on the 23 January 2020 were circulated to members in January 2021 in lieu of the AGM which could not take place due to Covid restrictions. As such they were not reviewed at this AGM.

02/22 Chairman's Report

JR had circulated his report electronically to members together with the 2021 accounts. He did not propose to discuss his report any further unless there were any questions which there were not. JR thanked all the members of the committee who had served since 2020 and had supported his period as Chairman.

03/22 2021 Accounts

The 2021 accounts had been reviewed by Philip Moy of Larkin Gowen and were circulated electronically with the Chairman's Report. There were no questions from members and the Accounts were therefore adopted. Proposed by DS. Seconded by AM.

It was noted that at the end of the year membership stands at 71.

04/22 Future Direction of the Chamber of Trade

JR explained that it was the committee's intention to spend the bulk of the meeting considering the future direction of the Chamber. This was supported by a detailed presentation by PR of which the following are the key points:

- There is still a need for a group to support and represent businesses in the town.
- The existing Experience Sheringham (ES) website which first launched around 2003 can be resurrected.
- There are between 30,000 and 71,000 digital 'hits' on Norfolk each month.
 - There are only around 3,000 hits on North Norfolk each month.
 - There are between 11,500 and 30,000 hits on Sheringham each month (roughly the same as Wells and Cromer but 3 times that for Holt). Around 3,000 hits each month look for Sheringham restaurants.
 - ES used to have around 8,000 hits each day but is now almost zero for many reasons.
- The demand for digital information on shopping is steady and showing no signs of decreasing.
- The town relies for tourism on the NNR, Little Theatre, carnival events, Sheringham Park and the beach.
- Shopping is not covered well at all on any existing website.

- The current top site in any search engine is Visit North Norfolk but it has a weak portrayal of the town with most information relating to Cromer.
- An opportunity exists for webcam footage as there is only 1 in town at present (although another may exist in The Mo looking out to sea). There is clear demand from online visitors to see the town.
- The committee explained the various sources of funding that have been pursued since March 2020 without success. There is however sufficient money in the bank to at least allow a start to be made on reconstructing the ES website.
- PR showed examples of website for Wells, Holt and Woodbridge to give an idea of what may be possible – and in many cases could improve on them in terms of usability.

After discussion among those present it was agreed:

1. The existing Chamber of Trade should change identity and become an organisation known as Experience Sheringham (as has occurred in Holt and Woodbridge).
2. Experience Sheringham will continue to act as an advocate for its members in dealing with local authorities and other bodies.
3. A review be undertaken by JR, AM, GH and Jonathan Beak as honorary legal advisor to establish what needs to happen to facilitate the change including an amended constitution

ACTION: AM to arrange with JB

4. A meeting be arranged with those members who are prepared to remain involved (GH as Treasurer, JR, PR, CN and BS) and others who are identified as key to establishing the new organisation. It was agreed that these should include:
 - a. The new manager of Tesco.
 - b. AM's replacement at the NNR.
 - c. The new manager of The Crown.
 - d. The Carnival Committee (represented by Nina Sexton).
 - e. The National Trust manager of Sheringham Park.
 - f. The manager of The Reef.
 - g. A representative of Sheringham Town Council.

ACTION: JR to arrange a, c, e, f and g

The point was made that for ES to succeed, as many businesses as possible need to be involved and therefore members will be invited to attend even if they are not in a position to offer practical assistance, because they will be able to spread the word to others about the changes that are happening and the benefits these will bring to their businesses.

A meeting will be arranged for Wednesday 23 March 2022 at a time and venue to be advised.

The meeting was closed at 21:00.