

Minutes of the Lostwithiel Business Group AGM

held in The Royal Oak

on March 18 , 2025 at 7pm

In attendance- Chair-Adam Eastham, Emma Jesshop, Guy Molyneux, Catherine Murphy, Vicki Carver, Steve Lyng, David Hoskin, Amanda, Elaine, Helen, Christine, Andy, John, David Guitermann, Annie Page, Anne & Dan, Denise, Ken Robertson, Mark Jewels, Chris Jewels, Jamie & Claire Alexander, Clive Coombe, Alice Collyer,

1. Apologies- Russell Conway, Hayley Toms, John Scott, Kat, Restormel Kitchen, MiPad lettings

2. Report from the Chair . Adam. Report to follow,

Report from treasurer. Guy reported that LBG is in a strong financial position with the bank account standing at £11,500 currently compared with £9,500 this time last year. The events all broke even.

He emphasized that he wants to encourage payment by direct debit and that members are to be asked to arrange that as the administration is more straightforward.

Report from social media officer. Alice explained her strategy of insisting upon high quality images and videos. Whilst she welcomes contributions and ideas she was keen to emphasise that they should conform to this high standard. Facebook now has considerably more followers (5K) and she is certain that a wider audience is being reached. Correlating that with an increased footfall is impossible to do though. Several members felt that social media strategy is working to increase awareness of the town and what it has to offer.

3. Election of officers

The committee all stood down and the positions for 2025 are as follows

Chair- Adam was proposed by Denise, seconded by Alice and elected unanimously.

Vice chair-Emma has been vice chair and will remain until June when she will become treasurer.

Treasurer-Guy was re-elected unopposed and unanimously and will stay until June when Emma will give up her role as vice chair and assume treasurer's responsibilities.

Secretary-Catherine was re-elected, proposed by Emma, seconded by Vicki. All in favour.

Membership Sec-Denise & Kat perform this role. Proposed-Alice, seconded-Vicki.

Comms officer-Alice was proposed by Vicki, seconded by David.

Events co-ordinator-Russell & Hayley have resigned. Steve was proposed by David, seconded by Alice.

Committee members. Vicki was proposed by Steve, seconded by David.

David from Brewbox was proposed by Adam, seconded by Emma.

All votes were unanimous.

Because Guy will hand over to Emma in June, Adam proposed that the members agree that the committee can re-shuffle at that point and the appointment be voted on and ratified at the next general meeting. Seconded by Steve. All agreed.

4. What does LBG do for the town and what do members want it to do

Each attending member was approached in turn to share their thoughts on LBG activities and what else it could do to support businesses in Lostwithiel and promote the town. The constitution is rather vague on the aims which some felt was a positive thing. The website is of major importance and this is managed by Keith Southgate who collates all of the information and updates it.

In summary, most members felt that the balance of events is about right. The aim needs to be to increase footfall through a variety of methods including the judicious use of social media; organizing events to attract people from outside the area; encouraging locals to spend locally; collaboration between businesses and the recommendation of other local businesses; the promotion of Lostwithiel as an arts town and/or antiques capital depending upon your point of view; establishing a brand identity for Lostwithiel; improving the visual appeal of town, including banners/flags; considering whether most shopfront businesses could co-ordinate opening hours and be consistent in following them; use Fowey's bus shelter idea as a draw; consider how to support service based businesses, with their input; using the newsletter effectively; arrange a networking event, perhaps speed dating for businesses?; improve parking; update signage;

Some suggestions were made for businesses struggling with low footfall to address their skills in social media and online selling. The courses run by Cornwall Growth Hub are particularly useful and funding is available.

Adam thanked members for their contributions and ideas and explained that LBG are well aware of the thorny issues of lack of **parking** and outdated **signage** and assured members that the committee continue to lobby hard for improvements, but this will take some time. It is likely that some more (paid) parking will become available on the industrial estate, but the time frame is not known. The signage at either end of town is outdated and could be improved. The council has already been approached, and it is hoped to move this forward.

In terms of visual attractiveness of the town, St Austell college are going to design and make **flags** which will be changed to match the seasons. This will be undertaken as a project. **Banners** have been dismissed as being legally difficult. The **road markings and layout** are to be taken on in 2026 and this may deliver a few more parking spaces and could impact road organization.

The **bus stop** idea, he felt, was an interesting one to be investigated further.

5. AOB

David asked for volunteers for **LostFest** on May 18 for two stints. More than 100 are needed.

The Town Team are designing a **Town Trail** with QR codes giving information around local sites of cultural, historical or natural world interest. They would like to advertise on the noticeboard on the station. All agreed.

The meeting ended at 8.55pm. Issued-7.4.25