



Wickham Chamber of Trade

MINUTES of the meeting held on Wednesday 24th September 2025 at 5.30pm

Attendees:

Frank (FD) – The Square Cow
Helen (HF) – The Square Yard
Laura (LP) – Salt and Paper Digital
Lorraine – A Good Yarn
Lorraine (LN) – Stream Hair Salon
Louise (LH) – Hygge Home
Mike (MD) – Retiring Treasurer
Nigel (NP) – Police Liaison
Sandy (ST) – Sue Ryder
Sophie – Confiserie Verdonk
Steve (SM) – Wickham Coffeehouse / Warwick Market
Trish – The Square Cow

Apologies:

Curtis – Sienna's Baby Boutique
Eliza – Warwick Lane / Baytree Walk
Julie – Wickham Boutique
Julie – Wickham Fisheries

1. Update(s) on progress since last meeting

WCT Membership Forms are now available for completion.

The new WCT website is underway and it is hoped that this will be live within the next 1<2 weeks, including an online business directory (with Premium listings for WCT Members), events calendar, all membership benefits, electronic copy of the membership form etc. LH has paid for the first year's website hosting and set up personally (£46.65) so will need to be reimbursed

The new WCT email address is now functional -
getintouch@wickhamchamber.org.uk.

The WCT Facebook page is up and running. The group is visible to the public but only WCT Members will be granted permission to post within the group. Members are encouraged to promote their businesses and to publicise special offers, events etc, but are asked to limit promotional posts to no more than one per week.

The issues with the WCT bank account are almost completely resolved and we plan to action outstanding payments within the next 7 days.
LH will update as soon as we have confirmation this has been finalised.

It was agreed that MD, ST and potentially LH will then be set up as signatories on the account.

We ask everyone to bear with us whilst we continue to work through all the outstanding tasks involved in setting up the 'new' WCT alongside running our businesses.

2. Encouraging Wickham Residents to "Shop Local"

Much discussion was had about how we can ensure local residents know about the shops and businesses that are here in Wickham and how we can encourage them to "Shop Local".

There are also numerous businesses located on first floors above high street shops, down alleyways behind the main street and/or inside shopping lanes that are easy to miss unless you know they are there.

The online business directory on the new WCT website will be useful in this respect as it will list every single business (irrespective of whether they are a WCT member) with Member businesses being made prominent with website links etc.

The new WCT website will also have a 'Featured Business' on the homepage which will be updated every fortnight.

LN kindly offered to display flyers/leaflets for local businesses at her salon. LN noted that on Saturday mornings in particular people stop at her salon after the Park Run.

It was suggested that a large map of Wickham with WCT member businesses on it be designed/printed and installed either at the bus stop, phone box, somewhere in The Square. Could this be reproduced in paper format next to car parking machines? This map would need to be able to be added to/amended as necessary. It was suggested that we speak to The Glow Studio in The Square to see if they might be willing to work with us on producing this.

A 'Loyalty Card' scheme for local residents was discussed. WCT members could 'stamp' a loyalty card when a resident uses their business/buys from them. A complete collection of stamps would entitle the card holder to a voucher/free gift paid for by the WCT. More research needs to be done into this and we will report back to the group.

SM has offered to visit businesses and put together video interviews/features for promo on social media etc.

FD will contact the Wickham Parish Magazine about having a WCT feature and encouraging local residents to "Shop Local". LH is happy to produce the copy if required. FD and LH to liaise.

It was flagged that the Wickham Facebook page allows businesses from all around (not just those in Wickham) to post/promote their businesses when other local community Facebook groups, eg. Bishops Waltham, do not allow posts from anyone outside their immediate area. This is something that has been previously flagged up and involves more administration but should perhaps be revisited.

An effort should also be made to ensure that Wickham events are promoted/listed on 'Fareham Matters' and on online events guides such as Winchester Council and What's On in Hampshire.

3. Christmas Lights Switch On

There was some discussion around this year's Christmas Lights Switch On which is set for Sunday 23rd November 2025.

HF is on the Committee and will keep the group updated as much as possible.

WCT financial involvement in this year's event would need to be considered/agreed by Members.

It was generally agreed that WCT Members will be proactive in promoting the event and encouraging visitors to Wickham which, in return, will benefit us all, either on the day and/or over the longer term.

4. Presentation

LP from Salt and Paper Digital gave an informative and useful presentation on "*Getting Found Online: How Local Customers Discover Your Business*".

A copy of the presentation has been emailed to all attendees who are also invited to contact LP with any questions.

5. Any Other Business

Thanks go to Steve Manning of the Wickham Coffee House / Warwick Market for the generous donation of a projector and screen to the WCT.

NP talked about the UK Partners Against Crime website/portal. He is going to trial it for a month or two before reporting back to the group as to whether he feels it is worthwhile/feasible for us to use. UKPAC have also requested coming and giving a presentation to the group. Once NP has carried out his trial we will consider inclusion on a future agenda.

Other items raised for inclusion on a future agenda included:

- CCTV
- Crime
- Traffic in The Square

LH informed that as well as collating business details a record is being compiled of security cameras currently in existence to help us identify any 'gaps' in coverage.

6. Date of next meeting

There is a slight change to the planned date of the next meeting due to a Late Night Shopping event taking place in Wickham on Wednesday 26th November. The next WCT meeting will now take place on **Wednesday 19th November 2025 at 5.30pm at Wickham Coffee House** (upstairs in Warwick Lane).