



# Wickham Chamber of Trade

## MINUTES of the meeting held on Wednesday 28<sup>th</sup> January 2026 at 5.30pm

### Attendees:

CHAIR - Frank (FD) - The Square Cow  
SECRETARY - Louise (LH) – Hygge Home  
TREASURER - Sandy (ST) – Sue Ryder  
Eliza (EB) – Warwick Lane / Baytree Walk  
George - Bay Tree Gifts  
Helen (HF) – The Square Yard  
John - Byrne & Co Estate Agents  
Jonathan - Wickham Dental Practice  
Leah (LG) - Wickham & Knowle Parish Council  
Les - Community Safety Officer (CSO)  
Les - Premium Flooring  
Lorraine – A Good Yarn  
Lorraine (LE) – Stream Salon  
Mikey - UK Partners Against Crime (UKPAC)  
Pam - South Downs Funeral Service  
Sophie – Confiserie Verdonk  
Trish – The Square Cow

### Apologies:

Curtis – Sienna's Baby Boutique  
Julie – Wickham Fisheries  
Keith - Red Frog Trading  
Laura – Salt and Paper Digital  
Steve – Wickham Coffeehouse / Warwick Market

FD thanked LE for hosting the meeting and providing refreshments.

LH officially welcomed newest members, A Good Yarn, Red Frog Trading, Stream Salon and South Downs Funeral Service to the Wickham Chamber of Trade.

### 1. Update/s on progress since last meeting

#### Membership

Chamber membership now stands at 15. More businesses have indicated they will be joining imminently.

Members are asked to communicate the benefits of joining the WCT when they are speaking to other businesses in Wickham & Knowle.

#### Financial update

ST confirmed that WCT currently has funds of £2836.35, of which £65 is petty cash.

There are currently no outstanding debts.

### Virtual membership cards and member benefits

All members should have received a link to their virtual membership card. LH will issue new members with their cards shortly.

Any members who don't yet have a member's window sticker can collect one from LH at Hygge Home.

Although it is not compulsory, several members have confirmed they are offering discounts to WCT members - Wickham Fisheries, Hygge Home.

### Wickham 'map' and WCC Tourism Guide/s

LH and HF are meeting with WCC next week to initiate getting the existing 'Discover Wickham' leaflet updated. They will investigate whether the 'map' in this leaflet can also be recreated for use as a Wickham Square information map for positioning on the bus stop and/or at parking machines, as well as for use in other events/promotions. LH has also been liaising with the Parish Council regarding this.

LH reported back to the meeting regarding other online business listing and/or event listing websites:-

#### **Visit South East England -**

<https://www.visitsoutheastengland.com/places-to-visit/wickham-p2566461>

Features a Wickham page that will be checked/updated as necessary.

Offers free online event listings (all submissions will need to be approved by Tourism South East prior to publication).

#### **Visit Hampshire -**

<https://www.visit-hampshire.co.uk/explore/wickham-p645461>

Currently offers free business listings as well as more premium paid for listings.

Visit Hampshire offers free online event listings so all Wickham events should be submitted as LH's search showed up nothing currently.

This website also has a Wickham page in their 'Villages' section and LH is liaising to ensure this is checked and updated as required.

Any local business listings will be linked to this village page also.

#### **Visit Winchester -**

<https://www.visitwinchester.co.uk/business-directory/wickham-map>

As above, LH and HF are meeting with WCC next week to discuss/arrange updates to both the online listing and the printed leaflet.

#### **What's On Hampshire - <https://whatsonhampshire.co.uk/>**

After some discussion, it was agreed that WCT would pay for an annual membership to this event listing site. However, the fee will be queried as HF reported being offered a lower annual fee than that previously offered by the site to WCT.

Don't forget, member events and Wickham events can also be listed for free on the WCT website.

## **2. Promotion and Events**

### Secret Valentine's

WCT Secret Valentine's promo runs from 1st to 14th February (see digital poster on our website or Facebook page).

All WCT members will be featured either by way of donating a prize or appearance in the photos posted online.

This is primarily a social media promo using tags and hashtags to promote members and Wickham itself. #ilovewickham

Please can all members do their best to like and share Secret Valentine's posts on social media as much as possible.

LH will be in touch with members directly regarding the prize schedule.

Another two prizes for the giveaway are required please. (Update 29/1/26: All prizes have now been found, thank you.)

### Easter Trail

This year's trail will run from 28th March until 12th April 2026.

EB has already spoken to Wickham Primary School regarding the children producing 2D and 3D Easter eggs that can be hidden around Wickham.

This year children can make their way around the village to see how many eggs they can locate, with some of the eggs hidden inside shops/businesses with the hopes of encouraging trade. Answer slips are handed in at Confiserie Verdonk who have generously offered to supply chocolate treats for all participating children as well as an XL chocolate prize for the lucky winner drawn from all correct entries.

It was agreed that WCT would fund the cost of printing posters and entry forms.

### Wickham Festival

It was widely agreed that the Festival is a huge benefit to Wickham village. As per above Wickham 'map', we will continue to investigate a 'map' that can be posted at either end of the shuttle bus route to promote members' businesses during the Festival.

It was suggested that the shuttle bus could perhaps be a vintage bus.

Several members have asked if advertising/promotion on the bus itself is possible, either by way of printed advertising or electronic screen.

The question was raised regarding whether there is an opportunity to choose a different charity each year to benefit from collections on the bus itself, in particular Wickham Primary School was proposed as a potential beneficiary.

LH will liaise with LG to see what might be possible for this year's Festival.

### Christmas Lights / Late Night Shopping

There was some debate around how successful the Christmas Lights Switch On is for traders.

This year's lights switch on has been scheduled for Sunday 29th November.

It was suggested that the lights switch on be contained to the latter part of the day as visitors didn't tend to turn up much in advance of the switch on time.

The question was raised as to whether the lights switch on would be better taking place on a weekday evening.

Traders located away from The Square itself felt they did not benefit at all from the lights switch on event.

Some traders stated they benefitted from having a stall out in The Square to raise awareness of their business.

LG will report concerns back to the organising team and see what suggestions can be brought forward.

The Late Night Shopping event put on by Warwick Lane and Baytree Walk (and also including Pages and Pirate Pasties) last year was not a great success.

Lessons learned included the date being too close to the lights switch on event and a specific start time being advertised rather than transitioning straight from day to evening shopping.

It was suggested that a whole village event on a weekday further separated from the lights switch on would be better.

Further thought should be given to whether, as opposed to a late night shopping event, it would be more cost effective for shops/businesses to remain open slightly later on Wednesdays and/or Thursdays in the run up to Christmas.

(Update 29/1/26: LH will poll shops/businesses around the village to find out their thoughts/preferences re this and report back to the next meeting.)

### **3. Parking on central chevrons in Wickham Square**

It had been requested that parking on the central chevrons in The Square be discussed at this meeting.

After some discussion, it was agreed that, although parking on this central strip could be problematic, we did not wish to discourage visitors to The Square by adding in further parking restrictions on top of those already in place.

LE raised concerns around pedestrians (in particular children) crossing the road in dangerous locations around The Square/Bridge Street. LG will take these concerns back to the Parish Council.

### **4. Crime, Crime Reporting, CCTV / Cameras**

Les (CSO) introduced himself and explained his role.

Les currently works a fortnightly rota of Monday/Wednesday/Saturday (Week1) and Tuesday/Friday(Week2).

It was agreed that it would be helpful for businesses to know which week's rota is current. This week is Week1 so Les's shift pattern can be calculated from hereon.

LH reminded members that in an emergency, eg. a crime is in progress, you should always call 999.

Mikey (UKPAC) briefed the meeting on what UKPAC is and how it works. UKPAC is free for the first 12 months so WCT encourages members to sign up and give it a trial.

You can sign up here - <https://uk-pac.com/>

There is also an app available for use on your phone:

Apple - <https://apps.apple.com/gb/app/sentrysis/id1240308251>

Google -

[https://play.google.com/store/apps/details?id=uk.co.showtimeonline.sentrysis&hl=en\\_GB](https://play.google.com/store/apps/details?id=uk.co.showtimeonline.sentrysis&hl=en_GB)

Links to all crime reporting systems can be found on the new Crime page on the WCT website, as well as further information on the CSO and UKPAC.

Also on the website is a helpful link to advice on crime prevention for businesses -

<https://www.police.uk/cp/crime-prevention/keeping-business-safe-from-crime/>

PC Sharon Conway from Hampshire Constabulary was unable to attend today's meeting but did forward some further information for members.

Reported Crime during past 3 months - 01/11/25 – 28/01/26:

Antisocial behaviour – 3

Assault – 4 – only limited to night time economy

Burglary – 2 – both attempts

Public order – 1

Shoplifting / theft – 4

Compared to same period 2024:

Shoplifting – 1

Suspicious person – 1

Criminal damage – 1

Rather than incidents going up, it is thought that reporting has increased as we slowly get better at using the various avenues available to us, eg. 999, CSO, UKPAC etc.

Police resources have not been allocated in the past as there has appeared to be very low crime rates in Wickham. If the police don't know about the crime then it didn't take place.

Report! Report! Report!

PC Conway also requested businesses that have CCTV/cameras installed on/in their premises regularly check their systems are working properly, particularly that the date/time is correct.

Les (CSO) offered to assist anyone who needs help understanding/checking their cameras/system.

If you do ever have a need to report a crime, please download any camera footage at the time the report is made so it is not lost and is immediately available for upload/submission.

WCT have now successfully identified 'gaps' around The Square where properties do not have any/sufficient security cameras. WCT will be looking to assist businesses with the installation of cameras to fill these black spots and ensure the majority of properties have adequate coverage/protection.

LH will arrange for links to potential suitable security cameras to be circulated to members shortly to assist them in selecting an option/s that would work for them/their business/premises.

Les (CSO) suggested it would be helpful for shops to consider installing a small camera/s inside their store to deter shoplifters and/or capture offenders actions.

Mikey (UKPAC) rightly pointed out that any cameras installed should adhere to the laws and regulations concerning privacy, DPA, GDPR etc.

WCT will ensure that members are given access to the relevant information concerning the above should they wish to install a camera/s for their protection.

It was proposed that, as additional security cameras in properties in/around The Square would be beneficial to all, it should be considered whether WCT purchases a number of cameras for use by businesses/properties in significant locations, should they wish to install them for their security/protection.

**5. Any Other Business**

LE raised an issue with filled refuse bags being left outside her salon.  
Les (CSO) offered to dispose of said bag/s on Saturday if they had not been collected prior.

**6. Date of next meeting**

The next WCT meeting will take place on **Wednesday 25<sup>th</sup> March 2026 at 5.30pm at A Good Yarn** in Bay Tree Walk.