



Wickham Chamber of Trade

MINUTES of the meeting held on Wednesday 25th March 2026 at 5.30pm

Attendees:

CHAIR - Frank (FD) - The Square Cow
SECRETARY - Louise (LH) – Hygge Home
TREASURER - Sandy (ST) – Sue Ryder
Adrian - Hemings Home Hardware
Eliza (EB) – Warwick Lane / Baytree Walk
George - Bay Tree Gifts
Helen – The Square Yard
JJ - obo Wickham Festival
John - Byrne & Co Estate Agents
Julie – Wickham Fisheries
Keith - Red Frog Trading
Liam - Hemings Home Hardware
Lorraine – A Good Yarn
Lorraine – Stream Salon
Mike (MD) - obo Wickham Festival
Nigel - Police Liaison
Pam (PB) - South Downs Funeral Service
ophie – Confiserie Verdonk (partial attendance)
Steve – Wickham Coffeehouse / Warwick Market
Stuart - Hemings Home Hardware

Apologies:

Curtis – Sienna’s Baby Boutique
Laura – Salt and Paper Digital

FD thanked A Good Yarn for hosting the meeting and providing refreshments.

1. Welcome and New Members

LH officially welcomed newest members, Byrne & Co Estate Agents, Meon Valley Butchers, Pirate Pasties, Hemings Home Hardware, Sarah Guild Florist, Bay Tree Gifts, Creative Sparks Studio, to the Wickham Chamber of Trade.

2. Update/s on progress since last meeting

Membership

Chamber membership now stands at 21. More businesses have indicated they will be joining imminently.

Funding Application Form

There is now a Funding Application form on the WCT website to be completed by those who wish to apply for funding from WCT for any events or other purposes that meet the WCT's objectives.

Financial update

ST confirmed that WCT currently has funds of £2897.98. In addition WCT holds £165 as petty cash.

There are currently no outstanding debts.

One new Funding Application form has been received which will be taken to the Committee for discussion/decision (as it is under £200).

CCTV/Cameras/Crime Reporting

LH explained that we now had good security camera coverage across properties on the east of The Square. A few more cameras are being acquired which should fill in the 'gaps' in coverage and these will hopefully be operational in the next few weeks.

It was agreed that communication re crime/camera footage/evidence would be done via the existing Wickham Village News WhatsApp group.

All members (and, in fact, all shops and businesses in Wickham) are strongly encouraged to sign up to UKPAC (UK Partners Against Crime). It is currently free to use and is an easy way to report (non urgent) criminal activity and/or antisocial behaviour. <https://uk-pac.com/>

(Update. NP to confirm whether UKPAC is going to remain FOC past April 2026 and report back)

It was reported by several members that they have experienced repeated antisocial behaviour and theft/damage to property by a group of local youths. NP and LH reinforced the importance of reporting - if it's not reported it didn't happen.

ST asked about the possibility of obtaining walkie talkies (radios) for use by some of the traders to request assistance, particularly for those traders who may be working alone. SM stated that Warwick Lane has a set of radios that are available for use when there is not an event running.

(Update. SM has created a user guide and helpful hint sheet for the walkie talkies. SM and LH to organise distribution/training over the coming weeks)

Wickham 'map' and WCC Tourism Guide/s

LH showed the group a draft of an A4 Wickham Map showcasing WCT members which it is hoped can 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.

All Wickham events have been added to the WCT website Events Calendar. If members have any events that they want adding please let LH have details.

Don't forget, events, promos, offers etc can also be promoted by members directly on the WCT Facebook page.

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>

LH to liaise re ensuring the Wickham page is checked/updated as necessary. Event listing submitted for the Wickham Easter Trail.

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

Wickham Easter Trail and Wickham Festival are live on the Visit Hampshire website. Other events to be submitted shortly.

LH is liaising to ensure the Wickham village page is checked and updated as required.

Members are encouraged to submit their free business listing to the site.

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

All Wickham events have now been listed on the Visit Winchester website.

Members are encouraged to submit their free business listing to the site via this form:

<https://docs.google.com/forms/d/e/1FAIpQLSd2m11f3OQox6qdmFtzj3T45vd-I6CvSazeVsmPxOdgImcnUg/viewform>

(Paid options are also available with increased benefits)

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

Annual membership of What's On Hampshire was secured by WCT for a significantly reduced rate and all Wickham events have now been added to the What's On Hampshire website.

3. Promotion and Events

Secret Valentine's

LH reported that the WCT Secret Valentine's promo was an overall success.

WCT Facebook page now has 130 followers and is continuing to grow.

We know for certain that the promo attracted people from Bishops Waltham and from Havant.

One area that would need revisiting if we were to run a similar promo in future is the posting on social media as, due to security settings etc, posts were not always successfully shared with the public.

Easter Trail

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

EB distributed 'eggs' to members for display in their shops/businesses.

Wickham Festival

MD encouraged all members to consider taking advertising in the Wickham Festival programme and gave a brief overview of the potential options. Interested members should speak to MD who will then put them in touch with Jo who manages Festival advertising.

The WCT has been asked if it would organise a Treasure Trail to run during the days of the Festival. The trail would provide an added activity for festival goers, particularly any who were looking for activities to entertain the children, and would take visitors around Wickham village encouraging them to visit WCT members' businesses. In return for organising a trail, printing trail sheets etc, it would be promoted in the programme (as organised by WCT).

Members agreed that WCT would be happy to organise a Treasure Trail (specifics/details TBC) in return for a full page in the A5 Festival programme advertising the trail and promoting WCT 'sponsorship'. Trail sheets would be available at bus stops (The Square and Festival site), Warwick Lane, on the Wickham stall at the Festival etc.

Lengthy discussions were had about the Festival and what level of funding WCT could afford to provide.

Further clarification was required before any decision could be agreed.

MD, LH and SM to reconvene next week to continue to discuss the matter further on members' behalf and see what can be identified/agreed upon.

MD to enquire with Jo what options might be available (and costs thereof) with regards members having a banner at the site entrance.

Christmas Lights / Late Night Shopping

LH has polled most shops/businesses around the village to find out their thoughts/preferences re holding one Late Night Shopping Evening or alternatively offering later opening hours on Thursdays through December.

There was marginally more interest in staying open slightly later on Thursdays in December. As several members would already be open across these times anyway, it was agreed that any later opening by shops/businesses would be decided on an individual basis.

The majority of members stated their eagerness for the Christmas Lights Switch On event to be held on a Saturday as this had, in the past, been much more successful and conducive to trade and later opening hours allowed the opportunity to combine with Christmas shopping.

It was agreed it was vital to ensure any event did not clash with any Christmas events taking place in neighbouring towns/villages.

By way of copying these minutes, this request is to be taken to the Parish Council meeting this coming Monday, 30th March.

4. Presentation

SM gave a presentation on '*How AI can benefit your small business*'.

SM kindly agreed to distribute a copy of the presentation to the members after the meeting.

5. Any Other Business

Parish Assembly

Members are encouraged to nominate anyone (individual and/or business) that they feel deserves an award at the Parish Assembly in May.

https://www.wickhamknowleparish.gov.uk/council_events/annual-parish-assembly-2026/

(Note. In February, LH arranged for the WCT to have a stall/stand at the Assembly and she will liaise with members re this)

Recycling

PB reminded members that South Downs Funeral Service collect aluminium cans in aid of the Air Ambulance if anyone has any they wish to drop off.

Parking Machines

It had been raised that, when visitors to Wickham park in The Square for a free 30 minutes (particularly first time visitors), they are then unable to opt to pay for parking to extend their stay when they realise how much Wickham has to offer. It was also felt that the restriction on returning first thing in the morning and paying for parking if you have parked at the end of the previous day was deterring visitors.

MD offered to contact the relevant department at WCC to enquire.

Perhaps the issue of reprogramming the parking machines could be taken to the Parish Council meeting on Monday 30th March.

Wickham in Bloom

EB told members about the Wickham in Bloom competitions in June, including the 'Business Frontage'. EB will visit you to give details.

Wickham Horse Fair

The question was raised regarding whether there is a possibility of opening during the Horse Fair.

It was agreed that any decision to open should be taken on a business by business basis and appropriate consideration should be given to security during this time.

6. Date of next meeting

The next WCT meeting will take place on **Wednesday 27th May 2026 at 5.30pm.**
Venue to be confirmed.