



Wickham Chamber of Trade

MINUTES of the meeting held on Wednesday 27th May 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
Helen (HF) – The Square Yard
Jack (JM) - MacFarlane Business Advice
Jenny (JW) - Creative Sparks Studio
John - Byrne & Co Estate Agents
Leah(LG) - Wickham & Knowle Parish Council
Nigel (NP) - Police Liaison
Pam - South Downs Funeral Service
Trish - The Square Cow

Apologies:

Jonathan - Wickham Dental
Keith - Red Frog Trading
Lorraine - A Good Yarn
Lorraine - Stream Salon
Shika - Andrew & Andrew Solicitors
Steve (SM) - Wickham Coffeehouse / Wickham & Knowle Parish Council

FD thanked Creative Spark Studio for hosting the meeting.

1. Welcome and New Members

LH officially welcomed newest members, Chesapeake Mill, to the Wickham Chamber of Trade.

2. Update/s on progress since last meeting

Membership

Chamber membership now stands at 22. Several more businesses have indicated they will be joining imminently.

Financial update

ST confirmed that WCT currently has funds of £3010.38. In addition WCT holds £160 as petty cash.

There are currently no outstanding debts.

CCTV/Crime

We now have fairly good camera coverage of The Square which should be beneficial in the event of an incident.

NP to visit Josie's to find out whether they have any CCTV/cameras in operation that might be of assistance in the event of a crime/event.

NP to visit Byrne & Co to confirm arrangements for installation of cameras.

WCT (courtesy of Warwick Lane) has distributed radios (walkie talkies) for use by some of the traders should they need to request assistance, particularly for those traders who may be working alone.

LH will circulate a list of all those who have radios and their opening hours and will also schedule a regular day/time for a radio test. For information, Les, (CSO) also has one of the radios when he is on duty.

Strategic 'membership'

The question continues to be raised as to whether some alternative level of membership can be offered to subsidiaries of large organisations such as Co-Op and One Stop who have reported that their parent company is not interested in paying for WCT membership. It is agreed that it would be beneficial for them to be involved in security initiatives and the like and, therefore, we should further consider how their membership could be funded.

LH to speak again to One Stop.

ST to speak to Co-Op (It was noted that Southern Co-Op were currently going through a potential take over and may not be able to confirm anything for a few months).

Wickham map

LH will liaise with LG regarding whether the draft map (or a version of) can be recreated for use as a Wickham Square information map for positioning on the bus stop and/or at parking machines, in the telephone box when it is acting as an 'Information' point, as well as for use in other events/promotions. It is hoped that the Parish Council might be able to provide funding towards this initiative, particularly as the existing map located by the bus stop is not very helpful/informative for visitors and Winchester CC are no longer going to be producing a printed information leaflet for the village. It was agreed it would be beneficial to ensure all car parking options are clearly identified on the map. LH & LG to investigate further and liaise.

3. Promotion and Events

Horse Fair Feedback

FD reported that The Square Cow had traded via a 'serving hatch' for a 6 hour period during this year's Horse Fair and it had been a great success.

FD encouraged anyone who was able to consider trading (via a similar method) during future Horse Fairs.

It was noted that Wickham & Knowle Parish Council did an absolutely fantastic job with the post event clear up for which we are all incredibly grateful.

Wickham Festival

Good news! The Parish Council have confirmed that they are funding the Festival Bus again this year.

LH confirmed that WCT has agreed to organise a Treasure Trail, at our own cost, to run during the days of the Festival that will take visitors around Wickham village, encouraging them to visit WCT members' businesses.

Trail sheets would be available at bus stops (The Square and, hopefully, the Festival site (tbc)), Warwick Lane etc.

Logistics will be worked out but Sue Ryder has kindly donated a Pimms Hamper that could be filled with goodies from members to award as the main prize for the adult trail.

Prizes will be found for the children's trail so all children receive a small prize.

FD suggested laying on some kind of busker or interactive entertainer/performer to physically promote the event here in the village when Festival goers arrive off the bus. FD will investigate. ST will also investigate some performers that she worked with last year and report back. HF suggested the new record/guitar shop in Warwick Lane, 'Now Playing', may also be able to assist.

Unfortunately, WCT is not permitted to advertise its members in the Festival Programme. Members wishing to advertise should contact the Festival organisers directly (SM will have contact details if you do not have them).

Taste of Wickham

Taste of Wickham takes place on Sunday 13th September, 11am until 3pm. WCT to look at having a presence in the Community Tent on the day. Volunteers would be required to set up/man the stand. LG kindly offered to oversee the WCT stand as she would be attending the Community Tent anyway.

Colour Run

Wickham & Knowle Parish Council are organising a Colour Run on Sunday 12th July at McCarthys in aid of Hampshire & IoW Air Ambulance. If you are

able to put up a poster, please contact EB. Any help with promotion would be gratefully received.

Parish Assembly

WCT has a stall at the recent Parish Assembly. For those not already aware, the Parish Assembly is an annual event at which the Parish Council gives an annual update, businesses and organisations can promote what they do and there is an awards ceremony for both individuals and for businesses.

It was noted that many were still not aware of the Parish Assembly. WCT agreed to do more next year to work with the Parish Council in an attempt to better promote the awards/nominations/event itself.

4. Parking

It was agreed that parking in The Square has become increasingly difficult (especially since the opening of Josie's). We are delighted that Josie's is bringing in new visitors to the village and want visitors to Wickham to feel welcome and that they want to return.

Illegal parking in the centre reservation has become an issue and many visitors are parking illegally and dangerously. Concerns have been raised about the increased risk of accident/incident.

WCT reiterated its stance that business owners/workers should not park in The Square or in Station Road car park if possible and should seek alternative suitable parking at places around the village. For those that need guidance on potential suitable parking, please ask.

We need to speak with Josie's to ascertain whether the staff are currently taking parking bays in the main car park in The Square. NP to make contact and encourage Josie's staff to park elsewhere, as per above.

WCT has been informed that Hampshire County Councillor, Angela Clear, has contacted Hampshire Highways, requesting they come to look at the parking situation in The Square, particularly the illegal parking on the central chevrons. Angela will keep us informed.

LH reported back on behalf of SM and the Parish Council regarding potential solutions:

The Parish Council are looking into potential solutions for parking, but only really considering what is realistically possible. In particular:

- 1) The Square Parking
- 2) Bridge Street (West)
- 3) Alternative parking sites - Mill Lane, Station and Wickham Rec

1) The Square Parking - A safer one way system would allow for slower traffic movements in The Square, better maneuverability, a loading bay for HGVs and possibly additional parking in the centre of the highways. There may be a trade off of losing up to 4 bays for a parking re-entry point, with additional 9 bay parking on Bridge Street for resident only permits.

2) Bridge Street One way and Parking - It was suggested that Bridget Street (West) from Mill Lane should be a one-way towards The Square. Making this section one way, with a turn left to The Square or right into Station Road, would make this section of the road narrow enough for some 9 bays of street parking for residents. It was noted that HGVs would NOT have access to this road and would need to detour through Mill Lane to Station Road to reach The Square or access The Square from Winchester Road itself. It was noted that, currently, traffic heading east on Bridge Street is hidden from cars turning out of Mill Lane, which is a potential hazard. A one-way system would alleviate this instantly and is the same system that Hampshire Highways implements during the Horse Fair.

3) Alternative parking sites - Existing we have Station Road and Wickham recreation ground. Anticipated there is Mill Lane. All existing parking areas should have options fully exhausted before looking into additional places to park around Wickham. If the anticipated Mill Lane parking area could absorb some of the parking from Station Road, this allows for more parking in Station Road car park which may allow for more parking in The Square. Perhaps having Station Road car park as a paid long stay car park (up to 8 hours) might encourage businesses and staff to park away from The Square, as The Square is 3 hours maximum stay (no return with 1hr). The Station may have options for extending the car park further than existing. Wickham Recreation Ground has space for the parking be extended further than existing. This could allow for a free long stay parking option for businesses and shops?

Note - It was noted that Warwick Yard is to have a private car park for shops of up to 30 spaces.

This is what the PC are considering at the moment. If the Chamber has any other suggestions, we would be eager to hear them as the PC wants a proactive parking approach, that properly puts pay to the parking plight.

LH and NP informed the group that WCT is currently looking into potential parking options for WCT members (with a permit) at several possible locations on the edge of the village. It may be the WCT can make a small financial contribution in exchange for the use of car parking spaces when not in use by the occupier. We will report back on this at the earliest opportunity.

The question was raised as to why parking in The Square on a Sunday is not chargeable. As parking is very low cost in general it was suggested that charging for parking on a Sunday might help generate income as well as

detering people from 'dumping' their cars for the whole day when they are not spending money in the village.

5. Any Other Business

WCT Marquee

Members were advised that the WCT owns a marquee. New arrangements need to be made for storage so anyone who can offer suitable dry storage for the marquee is asked to speak to one of the Committee.

If suitable storage cannot be identified selling the marquee may have to be considered.

LG will investigate whether the Parish Council has any suitable storage available.

Wickham in Bloom

JW told the group about the community art board she has created for Wickham in Bloom. Children and adults are encouraged to draw/paint/make a flower to be added to the display board.

Art for Heart

JW told us about 'Art for Heart', a personal celebration and charity fundraising initiative. To support you can book a workshop, buy art (proceeds going straight to charity), donate a heart for the next community display board (£1 charity donation) and generally help spread the word.

Keep an eye on Creative Sparks Studio social media for more info and read Toby's story here: <https://share.google/V4RG1FYN8YNgXBUZa>

Lone Working

ST raised some concerns around lone working. JM kindly offered to meet with ST (or others) to advise on policies / procedures that could / should be implemented to ensure safety for lone workers.

6. Date of next meeting

The next WCT meeting will take place on a slightly earlier date than normal (due to the Wickham Festival) on **Wednesday 22th July 2026 at 5.30pm at The Square Cow.**