MINUTES of the meeting held on Wednesday 7th October 2026 at 5.30pm

Attendees:
CHAIR - Frank (FD) - The Square Cow
SECRETARY - Louise (LH) – Hygge Home
TREASURER - Sandy (ST) – Sue Ryder
Becky - Bookkeeping
Belinda - Belinda Wright Properties
Eliza – Warwick Lane / Baytree Walk
Emma - Josie's
Helen (HF) - The Square Yard
Jack - MacFarlane Business Advice
Julie (JC) - Wickham Fisheries
Karen - Crumbs
Kate - Crumbs
Les - Premium Flooring
Nicki - Rowans Charity Shop
Nigel (NP) - Police Liaison
Pam - South Downs Funeral Service
Steve (SM) - Wickham Coffeehouse / Wickham & Knowle Parish Council
Trish - The Square Cow

Apologies:
Jenny - Creative Sparks Studio
John - Byrne & Co Estate Agents
Jonathan - Wickham Dental Practice
Laura - Salt & Paper Digital
Lorraine - Stream Salon
Rachel - Flowers by Rachel

1. **Welcome and Apologies**
   LH officially welcomed newest members, Crumbs at Chesapeake, to the Wickham Chamber of Trade.

2. **WCT Update/s**
   Financial update
   ST confirmed that WCT currently has funds of £2974.29. In addition, WCT holds £15 as petty cash.
   There are currently no outstanding debts.

Membership
Chamber membership now stands at 26.

LH explained that we had, unfortunately, lost 2 members since our last meeting:-
Keith from Red Frog Trading has been forced to close his shop due to lack of footfall in the arcade.
Lorraine from A Good Yarn has been forced to close her tea room due to lack of trade.
(Update. Flowers By Rachel has now relocated outside of the village)

3. **Lone Working in Retail**
Jack MacFarlane from MacFarlane Business Advice gave an informative presentation on Lone Working in Retail, including assessing risks and actions that can be taken to minimise risk in the workplace.

Jack explained that the HSE website has lots of useful videos and information that we can access (https://www.hse.gov.uk/simple-health-safety/risk/index.htm).
Jack is also offering discounted rates for his consultancy services to WCT members.For more information, Jack's website is https://www.macfarlanebusinessadvice.co.uk/

4. **Progress Updates**
Wickham map
LH and the Parish Council met with WCC and are working together to firm up an action plan for production of the large map in The Square, an updated online version and a printed option so as to avoid any duplication. Further details to follow.

Free Business Listings
LH reminded the group about the various free business listing opportunities that are available and encouraged all members to complete their listings asap. The more members that sign up to the free listings, the more exposure we can get for the village as a whole.

Free business listing on Visit Hampshire:
https://www.visit-hampshire.co.uk/ideas-and-inspiration/business-listing-on-visit-hampshire

Complete the Booking Form for a free or paid listing on Visit Winchester:
https://www.visitwinchester.co.uk/industry-and-trade/visit-winchester-partnership-and-marketing-programme

Information Point
The red telephone box is now being used as an information point although it does perhaps require some further attention. LH raised the fact that the box still states 'TELEPHONE' on the exterior and reported she has seen in other towns/villages that they are displaying 'INFORMATION' on the exterior in the same style/font to make people aware of the box's function. SM volunteered to look into this further.

Pumpkin Hunt

LH reported that the Wicked Wickham Pumpkin Hunt started on 1st October. Apologies to members for the late notice on this promo. Every day throughout October a unique and numbered pumpkin (3D printed by The Square Yard) is being hidden around the village with only a hint of a clue posted on social media. The finder gets to keep the pumpkin and if they post on social media (using #ilovewickham) they may be a lucky winner of one of our spot prizes. LH will drop some posters around to members.
(Update. The Pumpkin Hunt was a great success with lots of positive feedback from participants/members of the public.)

Elf on a Shelf

LH explained plans were underway for an Elf on a Shelf trail during December (possible being launched at the Christmas Lights Switch On). Details to be circulated soon.

5. **Crime**

NP, JC and FD reported on the series of break-ins/burglaries that have occurred recently around the village.
(Update. Hampshire Constabulary have made some arrests in connection with these incidents)

FD announced that the WCT would supply 8 x cameras to member businesses located at strategic locations around the village. FD and JC will liaise (in conjunction with NP) re the purchase/installation of these cameras. It may be beneficial to establish a specific 'CCTV' WhatsApp group once these are up and running.

Some discussion was had around whether stickers stating 'No cash kept on premises' may or may not be a useful deterrent.

ST raised the question around the radios and whether they were still in use. LH explained that the majority of members/people who had been given radios were either not turning them on or were not keen to use them. It was agreed that SM would collect all radios other than the one in Sue Ryder and the one in Warwick Lane office. It may be possible for The Square Cow to have a radio so that they could assist Sue Ryder (next door) if needed. SM to liaise with FD re this.
(Update. A 'Pub Watch' style e-poster that can be shared with fellow traders around the village may be useful to help more easily identify repeat offenders)

6. **Parking Update**

SM gave a parking update on behalf of the Parish Council (copy attached).

7. **Any Other Business**

Task Leads

FD and LH explained that Task Leads need to be identified to take over responsibility for pushing various WCT projects forward and reporting back to the members at each meeting, updating on progress.

The following people kindly volunteered their assistance:-

Area	Task Lead
Parking	Steve Manning
Crime / Cameras	Frank Dixie & Julie Churchill
New Members / Membership	Helen Field
Event Listings	Helen Field
Social Media	TBC

Any queries should in future be directed to the respective Task Lead.

If you are able to assist with social media for the WCT (and are not already a Task Lead), please let LH know.

‘Song for Wickham’
Did you know that there is *A Song For Wickham* by Steve Knightley?

It was suggested that this song be more widely used in the promotion of our vibrant village.

Upcoming Events
HF, EB and LH gave information on upcoming events including:

- Christmas Lights Switch On on Sunday 29th November (3-6pm)
- Ladies Night ‘Aisle of Elegance Fashion Show’ on Friday 20th November (7-10pm at St Nicholas Church)
- Meon Valley Monthly networking social on Wednesday 11th November at The Square Cow (5-6.30pm) - free and open to all
- Tractor Run on Saturday 24th October (approx 10.45am in Wickham)
- Wickham Sunday Market on the last Sunday of each month

Please can all members promote these events wherever they can (posters, social media etc).

New members were also given info on the Boxing Day Car (and Bike) Meet on 26th December (7am - midday) which completely takes over The Square every year. A good opportunity for food and drink businesses to potentially pick up some extra trade.

8. **Date of next meeting**
The next WCT meeting will take place on **Wednesday 25th November 2026 at 5.30pm at Josie’s.**

Parking Update – 5/10/26

Parking continues to be one of the hot topics of interest for residents and businesses alike in Wickham.

- A presentation written by myself and several other councillors has been presented to the council for consideration.
- This included a number of **medium to long-term changes** which need careful consideration and approval.
- I have also been pushing for **short-term solutions** that require little to no budget or approval.
- The **safety of pedestrians and cyclists in the Square car park remains the top priority**.
- Near misses or obstructive parking should still be reported to **Hampshire Highways or 101** (or **999 if there is a threat to life or a crime in progress**).

Faded road signage

- I reported the faded road markings on the Square car park highway on **16th June**.
- District Councillor Angela Clear has since confirmed that the lines are due to be **repainted within the next few weeks**.
- We hope clearly defining these lines will discourage vehicles from being abandoned on the centre section of the highway.
- Cars that obstruct legally parked vehicles could potentially be considered as **obstructing the highway** and should be reported to the District Council.

Staff/residents parking in the Square

- The District and Local Councils have **no enforceable right to tell people where they can park**, provided they are parking legally.
- The Chamber of Trade has instead taken an educational approach, encouraging business owners to ask staff to park away from the Square.
- This helps leave the most convenient spaces available for **shoppers and visitors**.

Better parking signage

- I believe part of the problem is the **poor car park signage around Wickham**.
- I have presented my findings to other councillors and asked for their support in improving it.
- Signage should clearly identify **long-stay, short-stay, free and paid parking**.
- Ideally, this information should be visible **before drivers reach the Square**, allowing them to choose the most appropriate car park.

30-minute parking

- Another issue is the **free 30-minute parking with no option to extend the stay**.
- I believe this is the opposite of helping businesses in Wickham and can be frustrating for visitors.
- Someone may come to Wickham intending a quick visit, discover somewhere they would like to spend more time, but then be forced to leave within 30 minutes — **even if they are willing to pay to stay longer**.
- I have passed my comments on to **Winchester City Council** and will also discuss the issue with the District Councillor when I see them.