



Minutes of Todmorden Business Association Meeting  
Held Wednesday 2<sup>nd</sup> September, 6pm at seventyTWO

**Attending** Lynne Midwinter, Hazel Stobbs (Todmorden Development Officer), Louise Castro (Todmorden Together), Allan Boocock (Acorn Centre), Nicki Hewson Betts, Michael Uren and Beth Ward (guest speaker from Totally Locally)

**Apologies** N. Littlewood. M. Caddick, Jenny from The Pulse Bar

- **Minutes of Last Meeting**

Only Lynne was present. She agreed that they were accurate

- **Totally Locally Update**

Beth Ward has now been seconded to work exclusively on Totally Locally until 31/3/10. She gave out a lot of information which will be made available to all members who want to see it. The logo has had to change slightly to fit in with Calderdale corporate image, the knock-on of which has caused the launch date to be put back by a few weeks. However, it is worth noting that Beth does not work for Calderdale and this was never a council initiative. It came completely from Beth in her role as Town Centre Manager for Halifax, and her asking for some help for retailers in this difficult economic time.

There is a website that is being put together currently, which will be content-managed by Beth. She is going to make sure that things like free car-parking are going to be highlighted on it. There will also be links on the website to retailers websites etc. This is all free to retailers and will be on a “what you put in, you get out” basis. So if they only want a one-line listing and that is all the information they provide, then that is all they will get. If they provide an in-depth account of their business and links to their own website etc., then that will be published. There will also be a “hidden gems” section for each of the towns taking part in Totally Locally. This will be a little write-up about a business, with a picture etc., to give a human face to it. Beth is suggesting 6 from each town. There was some discussion around the table as to which these would be, and Lynne agreed to email them to Beth.

There will also be bill-board advertising, car stickers, newspaper adverts, hessian bags, posters and flyers produced. Some of these will be generic, i.e. “Totally Locally Calderdale”, some will be town specific. There may even be competitions etc. incentivising the car-stickers. At the moment, Beth is waiting for a confirmation of the amount of budget available for this.

There was some discussion about the Todmorden launch. NHB and HS had made some plans for the original launch date, but it was thought that it may be better to do it on a Thursday as the flea market is generally the best attended of the week. Although it may prove to be more difficult to get a stall for that day. NHB and HS will arrange and feedback to next meeting for approval.

It was thought that “Totally Locally” brand should appear in the Christmas brochure. This was



thought by all to be a good idea. Payment for this could come from the launch fund.

- **Pre-Christmas Events Including Dickensian Evening**

LC has got the banners sorted for the lampposts – although she needs to know who installs the Christmas lights, so can get them hung at the same time. The Christmas brochure is under way and there are already some adverts booked and paid for.

The calendar of events looks like this

7 <sup>th</sup> and 14 <sup>th</sup> Nov	workshops to make lanterns for light turn on
21 <sup>st</sup> Nov	workshops on Patmos and in Pulse for lanterns Dickensian fair in Church Lights turn on Father Christmas arrives at the town hall steps – not to go through crowds as too busy last year Road closure of Water Street and by Althams for activities
28 <sup>th</sup> Nov	Kids Fest
5 <sup>th</sup> Dec	Craft Fair at Central Methodist Father Christmas gazebo/grotto by Althams
9 <sup>th</sup> Dec	Dickensian Evening
12 <sup>th</sup> Dec	Father Christmas gazebo/grotto
19 <sup>th</sup> Dec	Father Christmas walking around town

Still to be sorted is

1. PAT testing on snow machines so that they can be allocated to shops for them to sort out
2. Marshalls for road closure days. LC is asking the Lions and Rotary. HS is going to ask councillors
3. Map for craft day. For those not exhibiting in central Methodist works will be put around town in shops and cafés; need some way of getting people to find them
4. Meeting to make final arrangements for Dickensian Evening. LC is going to book the Masonic Hall for Wed 23<sup>rd</sup> September at 7.30pm.
- 5.

- **Christmas Dinner**

The Fielden Centre has been booked for 28<sup>th</sup> November. Caeldhli band and hog roast are booked. MU is waiting for the Hippodrome to come back to him re bar. If they can't do it, it was suggested that Jack's House would be able to. Tickets need to be costed, which can't be done until the bar is sorted. They will be approximately £20 each.

- **Christmas Awards**



LM suggested that, in light of Totally Locally, these should have a different thrust this year and should include some kind of “best local producer” type category. Nominations and voting will run from the launch weekend of Totally Locally until the Christmas Party where presentations will be made. Any ideas should be emailed to LM

- **Nicki Update**

NHB told about article in MYCCI magazine, space that had been committed by train station and TIC, boards that could be made by Rochdale Metal Units, and cheap price quoted for billboard hoardings under the viaduct (which could tie in with Totally Locally). It was suggested that she approach Steeltech as well for the manufacture of poster cases.

- **Calender of Events**

It was thought that if one was drawn up and advertised that attendance of meetings etc. might improve. Also think about breakfast meetings etc. NHB will ask people when going around what sort of things they would like the TBA to be doing, what they want from their membership and what would make them attend meetings.

- **Fees**

It was agreed that this year is a right-off and that we should re-launch properly for the new year. NHB committed to start chasing up properly soon – will need standing order forms to try to get people to sign up for direct debit. It was also suggested that it might be worth having information available at the Christmas Party.

- **IET**

Have been short-listed for a market towns award and are the candidate for Yorkshire.

- **AOB**

1. Have had a letter of thanks from the Rotary for the donation
2. Calderdale Council now have a Business Support Team and are able to provide a range of assistance to small businesses. Information will be attached to minute.
3. MIT. It was suggested that we have a tent at the agricultural show to promote Tod businesses. This lead on to a discussion about the Made In Tod event. It was agreed that it should be an annual event – but that we should concentrate on the Town Hall solely, and not have a craft function. Suggested dates are 12<sup>th</sup> and 13<sup>th</sup> or 19<sup>th</sup> and 20<sup>th</sup> March 2010.
4. Map. Need a new one. NHB will try to sort out and it could be launched at the MIT event. LM will ask Hazel Bregazzi re quote. It is worth asking HS if there would be any money available to assist with it.

- **Next Meeting**

**Wednesday 30<sup>th</sup> September**  
**6pm at seventyTWO**