

Meeting of the Business and Enterprise Delivery Group.
Monday 5th February 2007

Attending:

Ray Tovey
Phil Sanger
Dave Hallibert
Jackie Head
Chris Head
Graham Bobbin
John Nunn
John Daniel
Gareth Crichley
John Endean
John Pollard

David Clough PDC
Andy Davies PDC

Ray Tovey facilitated the start of the meeting:

1. Everyone introduced themselves.
2. Ray invited the election of a Chairman – it was decided to leave this to the end of the meeting
3. Ray took the group through the plan and chaired a wide ranging discussion:
 - A water sports centre is one idea which will promote B & E
 - How do you draw people into the town?
 - Will water sports attract people?
 - Hayle needs a focus, a draw.
 - Hayle has a marketing problem – how do we market it better?
 - Use commercial enterprises to bring people into the town.
 - Do we advertise our Skate park around the world?
 - Is there a web site which publicises Hayle?
 - How do we get people off the A30?
 - Do we need a mobile TIC as the present provision is not adequate?
 - A Town Manager – Andy Davies is looking into this.
 - A 'Hayle Van' or 'road show to go around the area/country and events advertising Hayle.
 - More publicity in Magazines – there is an article in Coast soon – we need more of this.
 - Extol the Heritage of the Town – trails, heritage centre etc.
 - Can we support a Penwith Extreme Sports Centre of excellence idea (Graham Bobbin) to bring activity providers together.

- We need to prepare publicity material.
- Some of us have heard all this before – can it be different this time?
- Why is the Chamber of Commerce not represented at the meeting?
- We need projects which are not just tourism based.
- Some form of 'sustainable energy' developments could be based in Hayle linked into the wave hub project.
- Can we get someone from such a centre to talk to the group?

It was agreed that the group needed to explore:

The possibility of an alternative/sustainable energy project
 An 'extreme sports' booking centre and focus based in Hayle
 Encouraging events to base some of their activity within the town.
 Create a mobile road show to advertise the Town.
 Create a Hayle Web site - branding.

It was decided to invite the following to the next meeting:

Jeremy Joslin to represent the Hayle Chamber of Commerce.

Guy Botterill – PDC Sports Officer.

David Rutherford – PDC Head of Tourism

It was pointed out that the Tourism and Sustainability Group will meet on the 15th February. We either need to be clear of the remit of each group or amalgamate. It was understood that there would be some cross over between groups.

John Nunn was elected as Chairman of this group.

Next Meeting – Monday 5th March at 7.30 – venue to be announced!