

## **Sherborne Chamber of Trade and Commerce November 2010 Newsletter**

Welcome to the November newsletter. Such a lot going on this month – EGM, Christmas Drinks.....Christmas preparation.....

### **Notice of Sherborne Chamber of Trade and Commerce Extraordinary General Meeting, The Eastbury Hotel, Monday 8th November, 6pm.**

The Chamber EGM is on Monday, when we will pass the constitution documents, and vote in committee members. Potential committee members have been contacted this week. If you are interested in standing, please get in touch with Cordelia as soon as possible. Potential committee members are basically the Action Group Leaders plus some who always help either officially or unofficially.

Anthony will start off the process, and once our new Chair Kate Heal is voted in, she will take over as chair and run the meeting!

The meeting will be short, and will have a slot for AOB, which I am still organising. Items to me please asap! I don't think it should run to a long session as people can talk the following week at the Christmas drinks. We would like to raise membership fees, so this will be up for discussion!

We are looking for a committee of between 6 and 12 (7 have already volunteered their services), which should spread the work. Please let me know if you are willing to stand, and if you are planning to come along.

### **Sherborne Chamber of Trade Pre-Christmas Drinks, Monday 15<sup>th</sup> November, 6pm, The White Hart**

A glass of something and nibbles to go alongside a short and informal meeting. Please let Cordelia know if you are planning to come along.

### **Business Link/WDDC/Sherborne Chamber Event – Creating a Marketing Campaign with Little or No Budget, Wednesday 17<sup>th</sup> November, The Gryphon School, 9.30 – 2pm This event will also be the official launch of the new Shopping Guide.**

This fantastic, free of charge event is fully booked. We look forward to the launch of the new Sherborne Shopping and Business Guide.

### **Report on Sherborne Chamber of Trade Open Meeting, 4<sup>th</sup> October, The Eastbury Hotel**

Thanks to Nick Taylor of HR Dept. and Karen Homer of Dorset Business. We enjoyed an evening at the lovely Eastbury Hotel, thanks to Nicky and Paul King.

### **Report by Thelma Drabik on Chamber Links Launch Event (organized by Dorset Business), 6<sup>th</sup> October, Blandford**

The Dorset Business meeting in Blandford was well - attended especially by many of the Chambers of the smaller towns in Dorset. Peter Scott from DB gave an introduction about how they wanted feedback from us all. We were given a speech about what the government and their interpretation of how they should proceed, with businesses joining DB individually, for a minimum sum of £175, for access to courses networking legal etc. We then had time to discuss around tables about how we felt

about what we had heard and for brief feedback. Peter Scott came and sat with Nick myself and another chap on our table. I expressed my and the chamber's view that DB should be a body which we, the chamber, could join collectively and it be more of a consultative body. Also that it would be great to have more contact with other chambers. The best thing about the meeting was that, he had created Chambers Together and could we have more opportunities to get together. It was interesting to listen to other chambers views and the result was that we all felt the same! So they have now gone back to the 'think tank' to see what they can do! Watch this space.

### **Report on Wolfgang Grulke Talk 'Lessons from the Future: How to understand a changing world.'**

Renowned Business guru Wolfgang Grulke gave a thought – provoking lecture that opened the eyes of the audience to how we might approach business and work in the future. In business we often need to give more thought to planning and future direction as change is happening very fast. We were fortunate to have this available to the business community in Sherborne.

Drinks and nibbles were sponsored by member Dyne Drewett Solicitors.

### **Constitution/Rules Action Group Report**

Anthony Elliott-Square has managed his project with great efficiency and the EGM is on Monday evening.

### **Member Benefit Scheme Action Group Report**

A page will shortly be added to our website which details current member benefits. So far we have discounts and free consultations as benefits. If you have not added your offer please contact Liz Burt at Home Sweet Home as soon as possible.

### **Links Action Group Report**

Our links to Yeovil Chamber, Dorset Business, Towns Chamber Network, Business Link, Rotary and Sherborne Town Council are working well thanks to the hard work of you, the members.

### **Shopping and Business Guide Action Group Report**

The guide will be officially launched at the Business Link Joint Event on Wednesday 17<sup>th</sup> November, at The Gryphon School.

### **Christmas Action Group Report**

The final order date for Christmas trees has passed. Order numbers are substantially down on previous years. If you still wish to order, contact Superplants asap. Order forms on [www.sherbornetown.com](http://www.sherbornetown.com) The Christmas Social Event will take place on Monday 15<sup>th</sup> November at The White Hart. The Festive Shopping Day will take place on Sunday 5<sup>th</sup> December, with lighting up at 4.15 by the Conduit with the Chamber Choir. We are fortunate to have the steam engine and organ again, Cat in a Hat to entertain, The Treacle Clog Eaters and Belladonna to perform. Please contact Cordelia if you would like a small Christmas Cake to be displayed in your shop or business window for the children's competition.

### **Parking Action Group**

Christmas parking with WDDC. Chamber have decided to take advantage of the offer of free Christmas parking in the town during the month of December. The free parking is in the short stay car parks in the town December afternoons after 1pm for 2 hours. Publicity information will appear on the Festive Shopping Event flyers and

advertisements, as well as notices in the car parks. Please tell your customers.

West Dorset Council is offering free car parking in Sherborne on Sundays and from 6pm until 8am from 1 Nov 2010.

Dorset County Council have responded to Nicky King's letter, and it will shortly go up on the website.

### **Poppy Appeal in Sherborne – 30th October 2010 to 13th November**

This year's Poppy Appeal is running from Saturday 30th October to Saturday 13th November, along with the annual window display competition. Remembrance Sunday is 14th November, and Thelma Drabik will place the Chamber wreath on the Memorial. David Haynes, Honorary Poppy Appeal Organiser for Sherborne, Tel. 01935 814418 is our contact.

### **New Member Insight Management Accounting**

At Insight Management Accounting our aim is to help small and medium sized businesses increase turnover, improve profits and manage risks.

When you are busy running your business you don't always have the time to STOP and THINK about the direction your business is going in. Is the market still the same as when you first started out? Are your products, your pricing strategy and your marketing activity all still relevant to the current market and the current economic environment?

Do you have a PLAN? Are you thinking of your exit strategy, whether it is next year or in 10 years time you cannot work forever, what would you like your business to deliver now and for your retirement? If you have a formal plan you are more likely to stick to it and achieve it.

Tracking your performance throughout the financial year provides vital INSIGHT into your business long before year end and gives you the opportunity to adjust resources where necessary if your results are not matching your targets.

MANAGEMENT ACCOUNTS are simply facts and figures about YOUR business that are prepared in order to assist you in the running of your business, we use non technical terms that are EASY to understand and relevant to YOU.

I am very happy to give a FREE 1 hour consultation by telephone or in person to discuss your business requirements.

Have a look at Alison's great website <http://www.insightma.co.uk> or call 07810 647 230.

### **Olympic Bulletins**

I have a number of Olympic Tender Opportunity Documents which are being sent to me by WDDC. If you would like any to be forwarded to you please email Cordelia. Headings so far are - supplier of horse feed, hay, bedding and other equine products, stadium construction, temporary concession points, licensing opportunity: commemorative bricks, mobile stage and equipment hire - olympic and paralympic torch relays, post production services, entertainment production services, sports presentation production company, supply and installation of olympic halo mast

lighting, and sustainability and regeneration work in the Olympic Park. Opportunities come in daily.

### **BT Broadband Infinity**

To register an interest in BT Infinity (and thus in getting high speed broadband installed in the Sherborne area) go to:

[http://www.productsandservices.bt.com/consumerProducts/displayTopic.do?topicId=29017&s\\_cid=con\\_FURL\\_infinity](http://www.productsandservices.bt.com/consumerProducts/displayTopic.do?topicId=29017&s_cid=con_FURL_infinity)

### **New Member Representative**

Is there a member who would like to welcome newcomers to business in the town? I have contacts who are interested in joining and would like to speak to a member. Please contact Cordelia if you are interested in helping with this. It is a great way to get known in the town if you are a newcomer yourself!

### **Western Gazette Chamber Page**

In October we featured information about the Business Link/WDDC/Chamber Event and the launch of the new Sherborne Shopping and Business Guide. This month it will be the Festive Shopping Event and December The Toy Box. If you are interested in showcasing your business, or if you have some positive news to share, please contact Cordelia.

### **Police Link**

The police do a fantastic job, and member Philip Hastings of Onward Driver Training has agreed to be our representative.

### **Business Link**

We are strengthening our association with Business Link. For information on events, go to <http://www.businesseventsindorset.co.uk/>

Val Pothecary of Rural Business Clubs would be very happy for any Sherborne Chamber members to come along to the Abbey Club meetings. The purpose of the club is to provide a business learning opportunity in a friendly and relaxed environment but of course networking is also done informally over supper.

Meetings are held every other month from 6.15pm to around 9pm and there are no membership fee or supper cost. If you would like to attend a meeting, please could you complete an application form and either email it back to Val print it off and forward it to the Business Link office at Poole. This will ensure that you are on the mailing database and will receive all future meeting information.

Arena Business Centre, Holyrood Close, Poole, Dorset, BH17 7FJ  
Telephone 01747821761 Mobile 07715539389 Email [val.pothecary@businesslinkwsex.co.uk](mailto:val.pothecary@businesslinkwsex.co.uk) | Website [www.businesslink.gov.uk/southwest](http://www.businesslink.gov.uk/southwest)

### **Next Newsletter**

The next newsletter is due to go out towards the end of November to let members know details of the Festive Shopping Day. Any contributions to Cordelia please.

You are welcome to use the newsletter to tell fellow members and others who receive the newsletter about any offers or promotions you are running, achievements of your business or bring items of interest to the attention of others. You are also welcome to add interested parties to our distribution list.

If you are one of our new members, please send me some information about your business so that we can introduce you to our members via the newsletter.

If you read this and are not a member, please give me a call to discuss how the Chamber might be able to add benefit to your business.

**Cordelia McFarlane**  
**Sherborne Chamber of Trade and Commerce**  
**Tel. 07594 805013**

I am usually available for Chamber business Mondays and Tuesdays 9am - 1pm.  
[www.sherbornetown.com](http://www.sherbornetown.com)