

## **Sherborne Chamber of Trade and Commerce October 2011 Newsletter**

Welcome to the October newsletter. We have had a great month with the launch of our first Business Breakfast at the Eastbury Hotel. We have had fantastic feedback and are all looking forward to the next one...

### **Sherborne Business Breakfast Thursday 20<sup>th</sup> October 7.30 – 9.00, The Arch, Cheap Street, Sherborne**

Hunts Accountants are the proud sponsors of the Sherborne Chamber of Trade and Commerce Business Breakfasts.

The October breakfast will be held at The Arch, Thursday 20 October, 7.30 – 9.00am. We are delighted that Mike Burks, Managing Director, The Gardens Group, will speak to us on 'Growing Your Business in a Tough Climate'. Cost to members £8 and non-members £10.00. Bookings are open through [nick@huntsaccountants.co.uk](mailto:nick@huntsaccountants.co.uk).

The following breakfast will take place on 17 November, at The Butterfly House, Castle Gardens, speaker Richard Mack of RT Promotions. Bookings for this event are not yet open.

There will be no December breakfast, but plenty more in 2012. Venues will vary, but you will always learn something useful and interesting, as well as having the chance to catch up, in an informal and unstructured setting, with great food!

### **Open 4 Business Events, 3rd - 20th October**

All events in the South & West Dorset region. Direct link to the full list of dates, venues and supporting information - <http://www.o4business.co.uk/events-calendar/>

All events are **FREE** to attend, book early to avoid disappointment via the [www.o4business.co.uk](http://www.o4business.co.uk)

### **Dorset Business October Networking Lunch, Wednesday 19<sup>th</sup> October, 12pm, Riverside Restaurant, West Bay, Bridport**

Do come along to network, Sherborne Chamber of Trade members can benefit from a special Sherborne Chamber rate of £30 for the lunch if they book through Sylvie Wilson, Dorset Chamber of Commerce & Industry, tel. 01202 714800. Details on <http://www.dcci.co.uk/events/October-Networking-Lunch>

### **Sherborne Chamber Marketing Club, Wednesday 26<sup>th</sup> October, 5.30 – 7.30pm, The Eastbury Hotel, Sherborne**

Do you wish you had the chance to learn more about marketing and have a mutual support network at the same time? This is the answer.

This quarterly, hands-on workshop, starts by focusing specifically on retailers. This launch event will also give you the chance to give ideas and feedback.

Cost to members £29 and non-members £39. Includes coffee, tea and biscuits. Numbers are limited at 12.

Click on link to view flyer  
<http://www.sherbornetown.com/sites/SherborneChamber/1113.aspx>

### **Sherborne Shopping Guide**

Dominic Drabik, with the support of Sherborne Chamber of Trade and Commerce, will be producing the 2012 Edition of the Sherborne Shopping Guide. Secure your

place in this highly successful and popular guide, by contacting Dominic on [dominic@designjunction.biz](mailto:dominic@designjunction.biz) or telephone 07812 663934. There is a discount for Chamber of Trade members who advertise.

### **Poppy Appeal in Sherborne – 29th October 2011 to 12th November 2011**

Last year Sherborne and its surrounding villages raised £22,723 for the Poppy Appeal, an all-time record. This year the Poppy Appeal runs from Saturday 29th October to Saturday 12th November. The Poppy Appeal is the main fund raising event of The Royal British Legion.

The Royal British Legion supports ex-members of our Armed Forces and their dependants, and is the leading ex-Service charity. Last year the Poppy Appeal raised over £36 million, and double that amount was spent by The Royal British Legion in providing assistance to over 160,000 serving and ex-serving Armed Forces personnel and their families, as well as campaigning on their behalf.

The local branch of The Royal British Legion are expected to run their annual window display competition again this year, and a representative will be visiting all the shops in the main shopping area with a small free supply of poppies, wooden crosses, and posters in the week beginning 24th October. A large cardboard cenotaph can be supplied on loan, and there are various poppy wreaths etc which are also available for a donation (typically £11 to £25, depending on the item).

Collecting boxes and trays of poppies for shops etc will be distributed on Friday 28th October, for display from Saturday 29th October. They will be collected on Monday 14th November or Tuesday 15th November.

Armistice Day is Friday 11th November, when it is hoped everyone will observe the national 2 minutes silence at 11 o'clock in memory of the final sacrifice that so many people have made for their country, when they fell in armed conflicts and wars since the beginning of the 1914-18 Great War. This year the date is particularly poignant as the year number is also an 11 (11/11/11) and it is expected that, as a result, the national press and TV will publicise Armistice Day more than usual.

David Haynes, Honorary Poppy Appeal Organiser for Sherborne Tel. 01935 814418

### **Executive Committee Meeting, Wednesday 9<sup>th</sup> November, 6pm, Eastbury Hotel**

Please speak to Cordelia if you have any issues that you would like raised at the meeting. Minutes will be distributed to members.

### **The Sherborne Seminars, Wednesday 30<sup>th</sup> November, 8.30 – 11.00am, The Arch, Swan Yard, Sherborne**

Please click on link below to see opportunity for speakers and stall holders to promote their businesses to others. Four speakers are already confirmed, so contact Emma or Nick without delay! Subsequent Sherborne Seminars are planned for Tuesday 28<sup>th</sup> February and Wednesday 25<sup>th</sup> April 2012.

<http://www.sherbornetown.com/sites/SherborneChamber/1114.aspx>

### **New Members**

#### **EMU Technologies (Europe)**

EMU Technologies manufacture its own range of wafer handling equipment for the

production of semiconductor devices across Europe. From the Head Office in Sherborne, EMU is also the sole distributor of the equipment and provides a support network to a number of silicone fabrication plants across the continent. Welcome David Hyland and Claire Cheshire.

### **The Cultural Experience**

The Cultural Experience offer expert led historical and battlefield escorted tours. A familiar face to many already, welcome to Alan Rooney.

### **The Rose and Crown Trent**

The Rose and Crown Trent is a rural country pub with traditional aspects, log fires, thatched roof, flagstones and memories. They offer high quality food in a relaxed pub atmosphere. We are delighted that Heather Kirk has joined, welcome.

### **Sherborne Businesses on Facebook**

Liz Burt has started up a group called Sherborne B2B see <https://www.facebook.com/#!/groups/218731141513384/>, so if you have access to facebook why not sign up to the group and start using it and spreading the word. It's not a substitute for the COT newsletters or indeed any other COT activity but a more immediate-response mechanism for getting out news and special offers to other businesses, as well as being a bit of a forum place where people can interact with each other.

It's a closed group, meaning only members can see the content. This means businesses can offer each other exclusive offers if they want, without all others being able to see the details.

### **Chamber Meetings and Events 2011**

Up until recently, we have had monthly meetings at which 'everything' is done, plus a few open meetings a year. We have agreed that as we do more and more, and now we have a committee of 12, we need to structure things differently. A list of executive committee meetings, and other events is on [www.sherbornetown.com](http://www.sherbornetown.com)

We are planning 2012 meetings – Do you have any suggestions? - It is your chamber, and your opinions will be taken into account.

Please contact Cordelia with any ideas.

### **Next Newsletter**

The next newsletter is due to go out at the start of November. Any contributions to Cordelia before the end of October 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)