



Sherborne Chamber of Trade & Commerce

Minutes of the Meeting: 1800hrs Wednesday 13th October 2021

Oliver's - (open meeting)

Attendees: Jane Wood – President, Carl Hankey - Vice Chair, Lynda Martin – Secretary, Taff Martin, Louise Shewry – Coordinator, Tina Kerr, Ian Crighton, Mo Gherras & Liz Murray.

Apologies: Keith Bawden – Chair, Nick Hunt – Treasurer, Jeremy Board, Matt Follas, Andrew Maddock & Philippa Tarling.

1. Matter arising from previous minutes: – covered below.

2. Chairman's report: (KB) - Keith was unable to attend the meeting, so Jane chaired the meeting on his behalf. Nothing to report.

3. Treasurer's report: (NH) – Nick was unable to attend, Lynda will email for updated balances.

4. Membership: (LS) – The lists need to be updated. There are four non-payers; Art links, they are no longer running, Bradford's, no longer want to be involved Taff spoke to Paul and he thinks they've struggled more than people think with covid etc. Colten Care and Rebecca Bevans, they have had three reminders. Rebecca did want to be part of the executive committee at one point. Philippa from ECCO has also joined.

Louise will put together a creative brief for the website redesign. We are paying Lolly a monthly fee, but not sure of what is included. Louise will contact Lolly and discuss tweaks and amendments to the 'New Member' button as an interim change.

Taff suggested speaking to Hi-Top design for advice on the website etc. to try and get it sorted. His name is Robin Dibben. Tina said he did all her menu changes. Taff will send Robin an email, copying Louise in. For a website redesign, we will go out to tender.

5. Marketing:

a. Quarterly Newsletter: –Still need more stories/news, anything positive please send to Keith or Louise. There are several events and Christmas deals coming up, so please send them.

b. Communications for membership fees - draft needed – KB/JW/LS -To help bring new businesses to the chamber, or back to the chamber, it was decided to offer half price membership for newcomers, for the first year only. All present agreed – pending Keith's approval too. This will be due to take place from January.

6. Action groups:

a. Tourism Forum: – IC/LH - Ian had a virtual meeting; the focus is on the new micro-site – it's part of the visit to Dorset site. They have £20,000 to go towards the website etc. Rachel Sykes from Dorset council is organizing this, Steve Shields is heading it at the moment, but they are looking for a new chair. There are Dorset ambassador's going around the town helping visitors. They are looking at a possible kiosk to hold brochures near Tamburino's or maybe the phone box by the plume. The town council are possibly moving from where they are, to Digby Hall.

There will be four free parking days, Pack Monday, Fiver Fest and Festive shopping day but no others for December. The Museum will open again at the end of October. The next meeting will be 27th January 2022.

The Tourist information shop is still empty, which is quite ironic given £20,000 has been given to promote social media. Thoughts about the radio station or someone taking it over, to run it with volunteers. Taff will have a chat with Digby.

b. Market: - **CH** – the next one is this Sunday. There will be two people coming from Dorset County Council, they are looking at possibly doing one in Dorchester etc. There is another next month. There is also someone doing another one in Digby Hall, which is going to carry on and another random one on 27th November, in the Digby Hall, someone from Wells. Indies have had discounts for stalls this year but will not next year. There will be a market every month next year. There were some discussions/concerns, with regards to there being one next year, the day before Pack Monday!

c. Festive Shopping Day: - **TM** – we have 68 stalls and 5 Charity stalls. There are 10 on the reserve list. They have all paid. Postcards have been handed out and left in various places, Posters have been delivered and they are up, the big posters are in Midwest and the Pear Tree. It was suggested that maybe next year we could get another big one for the train station. Otherwise, it is all in hand.

d. Indies: - JW/TK - Their meeting wasn't very productive due to lack of attendance. Will continue to encourage them to join the Chamber.

7. Chamber Events:

a. 20th October –Marketing West, awards launch at Lewiston School, 7.30 breakfast meeting. We support them, but we do not run this.

b. 17th November: - Laura, social media master class, at Oliver's, 6pm.

c. Christmas drinks – Wednesday 8th December at the cross keys, 6 – 8pm. With nibbles etc. Carl will make cocktails! Mo will give us a quote for nibbles and an entry drink.

d. 10th November – Business crime round table - if anyone from the Chamber would like to go. A virtual meeting 10-1pm.

8. AOB:

a, Christmas trees – forms have gone out, 12 people have ordered but only 6 have paid, Louise to chase them. Tina mentioned that she went in to see Beth in Tenovus today and she said she didn't know anything about it, only the poster dropped through the door. She was unaware she could book a stall outside her shop, or even anything about the Christmas trees - she has had no email or any info. Louise will check the emails. Lynda handed a list to Louise, of those who attended the AGM and put their email address on the sheet.

b. Fiver Fest update – there are about 30-35 taking part. Spent about £200 on advertising so far. Hoping to do it again but will need more people to help with this. It helps the town and helps us to link up with other towns.

c. Defibs – Girling's have offered £500 towards one. Liz has been looking into this, possibly to have two, one on the Waitrose wall, already decided by the Chamber, with the money raised by Midwest and another either in Swan Yard or a telephone box. Liz has spoken to several people, including the postmaster at the post office, and we could

use the phone box to the right. Community heartbeat helps with the refurbishing and helps you to choose the right defib. We got as far as Waitrose agreeing to have one on their wall, it was just the maintenance side. As a chamber we agreed to fund the maintenance side of it on Waitrose. Louise will speak to Jeremy at Waitrose for an update. All agreed for Liz to run with this on our behalf and to look at the cost of getting two.

d. Sponsorship for the Duke of Edinburgh award – The Gryphon have contacted Jane to ask whether we could sponsor them, by buying some equipment needed. Jane asked how this would benefit us as a Chamber/town and they said the children will be volunteering in the community and the town would benefit from more interaction with the youngsters, also acknowledgement in their newsletters etc.

Jane read through the list, and it was decided to buy the leaders tops for £500, Jane will ask for the Chamber logo to be put on these and we will need to remember to ask them to volunteer, even if handing out posters etc.

Meeting closed at 8pm

Date of next meeting: 8th Nov