



Sherborne Chamber of Trade & Commerce

Minutes of the Zoom Meeting: 1800hrs Monday 11th January 2021
(closed meeting)

Attendees: Keith Bawden – Chair, Jane Wood – President, Taff Martin – VC,
Lynda Martin – Secretary, Lauren Ottewill – Coordinator, Steve Lee,
Ian Crighton, Laura Hitchcock, Carl Hankey & Tina Kerr

Apologies: Nick Hunt – Treasurer, Barnaby Baker

1. Matters arising from previous minutes (AGM) – will be cover in items below.

2. Chairman's report (KB) –

a. Town Council Meeting. Meeting with Bill Taylor – has a meeting in Feb!

3. Treasurer's report (NH) - not present, so will update at next meeting.

4. Membership (LO) – membership is in hand, all the invoices have gone out.

At the moment, there are 38 outstanding. Some businesses might be closed. The bank is looking unhealthy, the Christmas trees took a big chunk of the money. Hopefully, there is still a grant to come yet. With no festive shopping day and we have made quite a few big donations too. We will need to chase up the grant and We need to push marketing and social media.

5. Marketing:

a. Quarterly Newsletter – Keith suggested we ask for stories, local news etc to put together to go on our quarterly newsletter and asked Laura if she could help with this too. All agreed to send to Lauren, then she can liaise with Laura to tie in with the Blackmore Vale. With new members and Ian working with discover Sherborne etc. It would be a great way of keeping in touch with our members, combining all the information in one place. All thought it was a great idea.

Lauren and Keith to co-ordinate this.

This would be the same with social media, Lauren and Keith will continue with this but with the help of Laura and Ian.

b. Website update – Keith asked Ian to look at the website to see what is needed, then Keith and Lauren can look at it.

6. Action groups:

a. Christmas – Taff agreed to continue, Jane and Lauren happy to still help. Lynda also happy to still be involved.

b. Police – Keith wishes to be the police rep.

c. Tourism Forum – Laura agreed to take this on and Ian to be her deputy, as he has been dealing with this.

d. Market – Carl is happy to do this. Jane will help and advise.

e. Indies – Tina agreed to this & Jane.

7. Chamber Events:

a. Business conference (KB)– still aiming to put an agenda together for that. Where or when we will have to wait to decide. Keith will speak to Taff, Ian and Laura about it in the background.

Also Keith will speak to Steve to see if someone from Waitrose in the marketing department/social media could come down to help. Steve happy to look at this maybe someone from the innovations team would be better.

b. Post-Christmas Spring Drinks with canapes – it was decided it might be too early at the moment, with everything going on. All agreed to look at it again with the view of trying to do something in the summer or autumn, with all businesses taking part, maybe Carl coming up with a new cocktail etc. All agreed, It will be something for our members to look forward too.

Taff offered PA systems, music etc.

c. Breakfasts – Marketing West: We need to ask if this is taking part online now? Not everyone can attend because of the timing. Keith will suggest doing alternate mornings and evenings, so everyone can take part. For the next 6 months. Also, better speakers to benefit and help everyone.

All agreed this would be a great idea.

Keith also said to remind members that Sherborne Business Awards is not run by the Chamber. We support it- but we do not run it ... they need to talk to Marketing West.

8. Member Benefits:

a. Pick up plan for benefits scheme Helper needed – Lauren and Barnaby to look at this but Keith will follow up with them.

9. Defibrillators:

a. Where did we get to? – We got as far as trying to produce a list, which we cannot do, we can only produce a link to an established NHS list, such as Yeatman Hospital. We will need to talk to them. Steve has permission from the planning agent to put one on the premises at Waitrose once the list has been put on the website.

Mid-West raised some money for one, so we need to get a quote.

10. Indies:

a. Update on current activities? – We will await until the next meeting, to give Tina chance to attend one of their meetings.

11. AOB:

a. ShopAppy – Keith, Taff & Ian attended the meeting.

It is a platform, online, for people to sign up to funded by Dorset.

Its basically like a virtual high street/virtual marketplace that people sign up to. Its free and still in the early stages. Anyone can join. You can search by town etc, so it is very good.

Keith, Taff, Ian and Lauren will have another meeting to discuss further.

b. FOTY– Fundraising 2021 70th Anniversary – as a chamber yes, but what ... we will discuss at our next meeting, they are going to let us know what they would like to do.

c. All agreed for the Chamber to pay for Zoom, for longer meetings!

d. There are some changes to the meeting dates. Keith will send the amended schedule out.

e. Taff suggested trying to get all the empty shops to put sticky back murals in them.

Taff and Keith will look into that.

Date of next meeting:

8th February 2021 – Public meeting