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**Beaminster and District Chamber of Trade and Commerce**

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**Minutes of the meeting of The Executive Committee  
held at  
The Red Lion Hotel, Beaminster  
on  
Monday, 10th, March, 2009**

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**Those present :**

Carole Annetts, Debbie Boyer, Frank Keenan, Jo Bugler, John Bugler, Di Keenan, Simon Berry, Colin Larcombe, Lu Jones, Darren & Sandra (Beaminster Papershop), Ian & Christone Smith, Angie Denman, Robin Samways, Charlie Gregson, Frank Britten, Mike Hewitson, Gerry Berry, Claire Feasey

**Apologies for absence :**

Jackie Chick, Roger Priddle, Lisa Hill  
(Please accept my apologies for anyone not listed as we forgot to organise an attendance list).

Carole Annetts welcomed everyone to the meeting and discussed the reasons behind the Shop Local campaign. She reminded everyone that all committee members were as busy as themselves and that to move ideas forward the chamber would need their support and commitment. All present introduced themselves for the benefit of new members and new Traders.

All present split into small groups to discuss the ways in which trading in Beaminster could be improved and the following is a resume of the ideas put forward from each group at the end of the evening:

**Loyalty Scheme**

This was a topical item as a scheme in Gloucestershire had just been announced on the news. Most present were unsure whether it was suitable for Beaminster. However, people were keen to explore an alternative scheme which would possibly entail customers having a loyalty card stamped and when the cards were full they would be entered into a prize draw at Christmas for instance.

**Promote the uniqueness of Beaminster**

i.e. The Beaminster guarantee..... Quality goods, excellent service, competitive prices, honesty, free advice. Also green element.....less time & money spent travelling, less packaging etc. etc.

**Information Board**

To install an information board in the town centre identifying where all businesses are situated

**Change the peoples perception of the town**

Make locals aware that it is a town for everyone rather than an elitist one – many items cheaper in Beaminster than in Bridport

**Chamber of Trade Leaflet**

Change the format – perhaps a simpler leaflet which is published annually with a central calendar highlighting the towns events for the coming year

**Co-op closure**

It was suggested that the chamber pays for a leaflet drop to all houses reminding people that they can get all they need in the other shops in Beaminster whilst the Co-op is closed.

**Beaminster Market**

To organise a regular market in Beaminster with perhaps a theme i.e. French Market

**Chamber supported event**

Re-instate an event supported by the Chamber i.e. pram race

**Parking**

Discuss with the council options for parking charges

**Website**

Upgrade and keep up to date

**Cash point**

Often not in use which restricts the amount of cash flow into the town especially when the shops are closed

**Business Rates**

Arrange meeting to discuss business rates with WDDC

**Greater Co-operation between businesses**

**Date of next meeting: 6th April 2009 7.30pm\*\* Red Lion Hotel, Beaminster**

*\*\* Many people thought that a 5.30 meeting was a good time, so the chamber has decided to alternate the times between 5.30 & 7.30 starts.*