

CASTLE CARY CHAMBER OF COMMERCE

REVIEW OF PROGRESS 2018-19



ACTION	PROGRESS	GOING FORWARD
1. To formally set up the Chamber with a committee of a chair, treasurer, vice-chair and secretary	✓ Current configuration of Chamber formally established Sept-18. Meetings held monthly with all businesses invited and sent minutes.	
2. To draft, approve and adopt a constitution for the Chamber	✓ Constitution agreed Oct-18.	
3. To draft, approve and adopt a vision for the Chamber	✓ Vision agreed Oct-18.	
4. To nominate named contact people for the Chamber	✓ All committee members have formal chamber email addresses. There is a generic email also.	
5. To collate an up-to-date and usable database of local businesses	✓ Database transferred to MailChimp Nov-18. A total of 129 names from 120 businesses are currently on the database. Trades are poorly represented.	Use trade members to help strengthen this aspect of the database.
6. To set a range of membership fees for the Chamber depending on the size of business	✓ Agreed fees should stay the same in Oct-18. £38 for 5 or fewer employees; £60 for 6-50 employees; £250 for over 50 employees	Consider reviewing next year.
7. To achieve a membership of 100	✗ Current membership stands at 46 = 38% of businesses. Original target rather over-ambitious, given the number on the database.	Consider amending target to "at least 50% of known businesses".
8. To work to get a range of types and sizes of businesses to join	✓ We have small, medium and large businesses represented as well as high street, wider town and surrounding villages. All businesses on the website are sent	
9. To set up a Chamber Facebook Group	✗ #visitcastle Cary has been set up on Instagram and is being used by some businesses.	FB group key to disseminating information. Consider taking forward as a priority.

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10. To set up a Chamber Website	✓ castlecarychamber.org.uk was set up in Nov-18 to provide an online presence and share useful information for local businesses.	
11. To set out a brief “information pack” on the Chamber so that there is something that tells local business, local people, the local Councils and neighbouring Chambers what we are about, we aim to do, who to contact and how to join the Castle Cary Chamber	✓ A postcard detailing the Chamber’s vision, objectives and contact details was designed and printed Nov-18.	
12. For this “information pack” to be distributed and publicised via the Town’s newsletter, the Cary Crier, on the Chamber’s Facebook page & website and via email to local businesses	✓ Vision and objectives appear on both Town and Chamber websites and the postcard has been distributed to both new and existing businesses.	Consider branding as a priority for going forward.
13. To draft, approve and then distribute an information pack on local services and businesses to give to developers and estate agents	Ongoing Discussions began in Oct-18 with proposals brought Dec-18. Current thinking is to produce a high-spec A6 publication, The Cary Independent, twice a year. Pulling together content and listings has proved problematic so now looking to outsource.	Consider as ongoing priority, if additional funding for outsourcing can be found / raised.
14. To contribute to existing initiatives such as the Big Christmas	✓ Chamber represented on Council forum. Businesses encouraged to participate in Big Christmas and display Christmas trees. Funding requested.	Consider as ongoing priority but reviewing input.
15. To discuss and explore options for creating and / or supporting new events and activities in Castle Cary to bring people in to the town	✓ Chamber supported EAT 2018, providing opportunities for local businesses to find out more, raise concerns and give feedback. Chamber to act as key liaison in future. Chamber also instigated a joint meeting with and visits to The Newt and continue to push for ongoing engagement.	Consider as ongoing priority.

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16. To organise at least one networking event for local businesses.	✓	Networking events held in Feb-19 and Jun-18.	Consider as ongoing priority but combining with development opportunities.
17. To find out about and share funding opportunities for local businesses	✓ in part	Four newsletters were distributed to all businesses on the database. The newsletter was used to share some opportunities but goes out insufficiently frequently to be an efficient channel. A FB group would be more responsive and effective.	Consider as ongoing priority but using FB group to distribute opportunities as they arise.
18. To find out about and share training and learning opportunities for local businesses			