

HASLEMERE & DISTRICT CHAMBER OF TRADE & COMMERCE

www.haslemere.com/chamber

Newsletter April 2006



Message from our President, Arya Ingvorsen.

Dear Chamber Members,

Wey Hill

Following last month's newsletter we have received press coverage about Wey Hill. Whilst the High Street is more or less free of empty shops, there are a number of empty shops in Wey Hill and we would like to know members feelings about Wey Hill. So please, if you have any suggestions about how we can support Wey Hill, please email me at arya@marketingforge.com or chat to any of the committee members. We have a number of initiatives in mind such as a Wey Hill Week, with events focusing on the area, the placement of attractive screens of artwork over the empty shops (a schools competition would be good in this case), plant tubs (which would need to be watered by traders) and so on.. Some traders have already made their suggestions known, but all ideas and interested parties are welcome. So please contact me to let me know how you feel that we can support you.

Haslemere Independents' Day - 4th July

On another matter, please put Tuesday 4th July into your diaries. Haslemere and its surrounding villages is unique in that we have so many interesting independent businesses, unlike the typical clone towns up and down the country. To celebrate this uniqueness we are planning a day of activities in order to celebrate our unique heritage and to get raise the profile of Haslemere once more. We are urging all you independent businesses to take part and join us in the celebrations. Plans include:

- * a double decker bus bedecked with red, white and blue balloons, with a band playing to tour the area.
- * independent business owners (red, white and blue dress please) to be on bus with balloons, banners, sashes and flags with their business name on
- * a fete at Lion Green with tea and cakes, children's entertainment, punch and judy, jugglers, etc.
- * a celebratory Haslemere Independents' Day garden party at the Museum, with local wine, hog roast, schools' competition and dixie band
- * special activities in the shops, all shops to have red, white and blue balloons and staff in same coloured outfits
- * red, white and blue window displays
- * double Haslemere Rewards points on that day

All this activity should achieve significant press coverage. So please join in. A Chamber committee member will be contacting all shops in the near future and other independent businesses are welcome to take part too, as are schools. Please think about what you can do to make this a great day for independent businesses, local shoppers and interesting to the media.

Best Wishes,

Arya

The Chamber Diary

Contact Amanda Baker
01428 645757

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MONTHLY SOCIAL

We look forward to seeing you on **Thursday 27th April** at the Georgian House Hotel from 5.30 pm to around 7.30 pm – An informal opportunity to meet and chat to other Chamber members over a drink or two!

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AGM

Friday 21st April at the Georgian House Hotel at **6pm**. Members are welcome to attend.

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DINNER DANCE & CASINO

Friday 21st April at the Georgian House Hotel from **7.30 pm** – An opportunity to dress to impress and bring along friends & clients.

£25 per person

**Includes welcome drink,
3 course meal and fun casino.**

**ONLY A FEW TICKETS LEFT!
PLEASE CALL MELISSA KING TO
CHECK AVAILABILITY
01428 656588**

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MAY EVENT

Speed Networking

Wednesday 17th May at **Branksome, Hindhead Road, Haslemere 12.00 for 12.30 to 2.00 pm - £5 per head** to include sandwich lunch, unlimited coffee and pay bar.

An informal opportunity to meet with other members in a light hearted environment.

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JUNE EVENT

**Farm Walk & BBQ
Roundhurst Organic Farm
Friday 16th June**

6 for 6.30 pm

£5 per head

**Bring your own booze,
wellies and umbrella!**

**To book any of the above please
complete the booking form at the
end of this newsletter.**

*The next committee meeting is on Tuesday 2nd May at 6.00 pm at the Georgian House Hotel
ALL MEMBERS WELCOME*

Business Nouse, by Mark Keohane

Missing the message: why advertising doesn't work

People often tell me they tried advertising but it didn't work. There's a simple reason: most advertising is just not very good.



There's one thing to remember when advertising: you're trying to tell potential customers, in a very short space of time, that you have something they need.

Why then start an ad with the company name? (look in the paper and see how many ads do this). No-one actually cares what your business is called – they'd much rather hear about what you have to offer. If all someone sees at the top of an ad is a company name it's not likely to get their interest, even if that company thinks it's come up with a witty play on words - like a hairdresser called Fringe Benefits, or a gardening business called Lawn Order.

Nor do people care that you were established in 1974, or that you do free quotes.

The key to grabbing attention is to use a great headline. Look again at the paper, but this time at the news articles. Are they headed up with the name of the journalist that wrote them? Funnily enough, no; they have eye-catching headlines intended to encourage you to read on.

Advertising should be the same.

So get creative. Define clearly who you are trying to appeal to and write a headline that will grab their attention. If you can, build in an offer, but keep it simple rather than trying to be clever. Here are a couple of examples using our hairdressing and gardening friends from above.

Imagine that Fringe Benefits wants to promote half-price kids' haircuts during Easter holidays. An ad headline could be:

"Kids' 'back to school' haircuts half price all next week!"

Simple, to the point, and sure to get the attention of anyone with school-age children.

And imagine that Lawn Order wants to build up summer trade – and, of course, find new customers - by offering a garden 'overhaul' with no charge for mowing. An ad headline might be:

"Let us give your garden an overhaul – and we'll mow the lawn for free!"

Aimed at grabbing the attention of anyone thinking about how untidy their post-winter garden is while they are also contemplating spending more time in it.

Don't be afraid to use as much as a third of your advertising space on the headline – it's important to get it right!

Mark is speaking on this topic on 25 April at the County Club in Guildford. For details call him on 656656 or email mark@markkeohane.com.

Chamber Golf Day....Advance Notice

Here's your opportunity to play at a great golf course, without having a handicap!

The Chamber Golf Day will take place at Hankley Common Golf Course on Thursday 29th June. Open to all members of Haslemere & District Chamber of Trade & Commerce able to hold a golf club... you don't have to be an expert player in order to join in, for a fun afternoon. Although the course can be a bit challenging in places, those who wish may play only 14 holes.....and it's a tremendous experience.

Further details to follow in the May newsletter, but I'd appreciate an email from you if you think you'd like to join in so that I can gauge approximate potential numbers.

Also.....if your company would like to sponsor a hole for a £25 contribution, please do let me know, or you may wish to make a general tournament contribution for the Presidents nominated charity.

Please contact Keith Clayton at keith@claytonfinejewellery.co.uk or on **01428 656138**

The Art of Insurance
By Sheona Gosney, Partner
McGowan Corporate Solutions

House insurance is seen by many as simply a necessary part of life, because either the building society with whom your mortgage is arranged requires you to have it in place to protect their interest in the event of an insurable disaster, or you have certain items within the home which are of real value to you, the cost of which you wish to be reimbursed to you following fire, theft or damage.

It is only when you are unfortunate enough to suffer an event giving rise to a claim that you sometimes find that your insurance arrangements are not quite what you thought they were and this can be what colours peoples' judgement towards insurance companies.

This is where the art of insurance fails to be viewed as a craft in it's own right. People are still unaware that there are products in the market that are tailored specifically to an individual's needs, ensuring that they have the best possible cover available to suit them. Just like shoes, one size cannot possibly fit all, which all too often in today's world of call centres and standardisation is the view from certain quarters in most industries. The general motto seems to be, if the cap doesn't fit, squeeze into it.

Fortunately there are companies around, who seem to be making greater gains in real terms through specialisation. Having a clear focus on their market and hence on their strategy enables them to gain wider knowledge in their field and greater understanding of their customers' needs, resulting in more relevant benefits to their clients.

Examples of this can be seen in what is called the High Net Worth market, that is to say, those individuals and families with House Contents sum insured of £75,000 and above. Not everyone thinks about the cost of replacing expensive shrubs and lawns in the event that they are damaged by emergency services attending to an insured occurrence or the cost of restoring art and antiques if an item is damaged and the associated depreciation in it's value following that restoration; or the cost of damage to a marquee for which you are responsible under the hiring agreement, hired for a special event being held in the grounds of the house. Maybe these are not essential covers in their own right, but they do add value. These are just a few of the aspects of house insurance that can be arranged, without additional cost, on the basis that you have the insurance contract that is right for you in place in the first instance.

That is the benefit from speaking to an insurance broker, who works in conjunction with a specialist insurer to make sure you have the most appropriate cover for your needs. Advice on valuations for fine art and antiques, for example, can be sought from your chosen insurer, who is able to visit and agree a value with you for each item to be specifically insured so that if a claim occurs there is no subsequent argument over the replacement cost. This provides further peace of mind in that you know there will be no misunderstanding over a claim payment after the event.

Further information in relation to High Net Worth House Insurance as well as Commercial Insurance is available from:

McGowan Corporate Solutions
Longdene House
Hedgehog Lane
Haslemere
Surrey GU27 29H

Telephone: 01428 661950.

Email: craig@mcgowancorp.co.uk

McGowan Corporate Solutions are authorised and regulated by the Financial Services Authority.

THE EAGLE LANDED IN BURNS AND WEBBER

Early one Thursday in March saw 96.4 The Eagle radio breakfast show being broadcast from the Haslemere offices of Burns and Webber.

It was all part of "The Love Bus Tour" which saw Peter Gordon (PG) broadcasting from different locations in the area. Burns and Webber were only too happy to offer a desk in their offices albeit a very early opening time of 05.15a.m!

Interviews were held on air with many local business people including Martin Blogg & Adrian Hardwick of Burns and Webber, Michael Wingham, Georgian House Hotel General Manager and President of the Haslemere Chamber of Trade, Arya Ingvorsen who talked about the Haslemere reward scheme and handed PG a Burns and Webber Rewards card.

There was a constant stream of people dropping in during the show including several children wanting badges and autographs - one even being interviewed having brought in a drawing for PG and even one gentleman who had forgotten it was his wedding anniversary! The Georgian House Hotel helped stave off the hunger pangs of all involved by providing bacon butties!

The photographs show the love bus outside Burns and Webber Offices and PG with the Burns and Webber Haslemere Reward card.



Haslemere gets Extreme Makeover!

The Haslemere hotel has been completely gutted and dramatically refitted as the 'Inn on the Hill'. The elegant Victorian building was stripped back to bare brick in the vast project costing in excess of half a million pounds.

Ted Docherty, managing director of the small, but growing Tailor Made Pub Company, which runs The Percy Arms in Chilworth and The Sun Inn in Rake, commented 'We're very excited to have opened a new restaurant in Haslemere, I believe the town needs more quality food establishments. We plan to make the Inn on the Hill a huge success and look forwarding to serving the community for many years to come.'

The building, directly opposite the railway station, has been neglected for years, until the new management team instigated their radical new concept for the location; a luxurious restaurant serving international dishes in a contemporary environment, additionally there is a chic, modern bar area. The new, open plan, enlarged layout features slate floors, leather upholstery, a 'chill out' sofa area, wireless broadband and chunky oak furniture. The overall effect is light airy and relaxed.

Additionally eight beautiful en suite rooms grace the first floor, each themed in a different type of wood. Each bedroom is well proportioned and luxuriously equipped with dark wood furniture, flat screen televisions, high speed broadband internet and luxury, en suite bathrooms.

The extensive lunch and dinner menu boasts a wide range of dishes from international cuisine, from succulent tailor made steaks, to lamb shank, Cajun prawns, Mediterranean pasta and espetadas. This new development heralds a new dining experience for Haslemere.

The Inn on the Hill opens every morning at 7am to serve full English breakfast and remains open, serving food, all day until 11pm.



NEWS ROUND-UP

Haslemere Charter Fair - Monday 1st May 2006 The Haslemere Charter Fair will come alive again on the Monday Bank Holiday, 1st May 2006. The Charter Fair committee has been working away to ensure that the next fair is as good as any in the past.

More details will appear in the local news and press in the coming months. The Haslemere Charter Fair is open from 1pm to 5pm on Monday 1st May 2006 and there is no entrance fee for visitors.

WANTED: We are currently looking for new people to join the organising team. Currently our greatest need is for someone who can offer practical support, perhaps a handyman, builder, carpenter, decorator. Email chair@charterfair.com if you can help.

IT IS NOT TOO LATE TO BOOK A STALL! Contact: Victoria Odell at vicky@vickyandgareth.co.uk or download a form from www.charterfair.com .

WELCOME TO OUR NEW MEMBERS

New Leaf Foods

4 Shepherds Hill. Haslemere.

Telephone **01428 648882** Email info@newleaffoods.co.uk Web www.newleaffoods.co.uk

A new food and lifestyle shop offering natural choice without compromise.

New leaf foods stock the best in healthy and organic foods, natural healthcare, body care and household products. Their range of locally sourced products includes honey, jam, chutney and handmade luxury body care.

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Idyllic Days

2 Underwood Road, Haslemere

Telephone **01428 656267** Email info@idyllicdays.com Web www.idyllicdays.com

Styling venues for wedding receptions, christening and corporate events. Specialists in staging traditional afternoon teas, English country garden parties and village summer fetes. They use original vintage china, tableware and accessories to create beautiful and original settings for you to entertain your guests.

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If you or a friend have a business in the Haslemere area and would like to join the Chamber of Trade & Commerce please contact: **Simon Labrow** of **Labrow Independent Financial Advisers** on **01428 651010** or email chamber@haslemere.com

If you would like to submit an article, information about a future event or simply generally comment about trade and commerce in Haslemere email chamber@haslemere.com or write to: Simon Labrow, Editor, Haslemere Chamber Newsletter c/o Labrow Independent Financial Advisers, 66a High Street, Haslemere, GU27 2LA. Please note we cannot guarantee your material will be included. The editor's decision is final.

COMMITTEE MEMBERS

PRESIDENT Arya Ingvorsen The Marketing Forge, Marketing & Research Consultancy~658455

VICE PRESIDENT Melissa King Marley Flowers~656588

TREASURER Mark Keohane Business Coach~656656

Amanda Baker Alan Baker Flooring Co~645757

Julie Brooker CoCo Boutique~661299

Keith Clayton Clayton Fine Jewellery~ 656138

Julianne Evans JL Nobbs, Stationers~643996

Paul Gardner Gardner Thorpe Solicitors~661151

Simon Labrow Labrow Independent Financial Advisers~651010

Melanie Odell Grayswood Computer Services~644858

Jerry Schooler Lurgashall Winery~707292

Michael Wingham Georgian House Hotel~656644

BOOKING & FAX BACK FORM

FAX TO 01428 643551

OR EMAIL chamber@haslemere.com

Please book with Amanda as early as possible to help catering arrangements

Dinner Dance & Casino

Friday 21st April

7.30pm Georgian House Hotel

£25 per person including 3 course meal & welcome drink

PLEASE NOTE NO TICKETS WILL BE AVAILABLE FOR SALE ON THE NIGHT

I wish to bookplaces
The above includes(number) vegetarian options
Name
Company
Telephone
I have sent a cheque for £..... to Amanda Baker (tick).....

* * * *

Speed Networking

An effective way to meet other Chamber members

Wednesday 17th May

Branksome, Hindhead Road, Haslemere 12.00 for 12.30 to 2.00 pm

£5 per head to include sandwich lunch, unlimited coffee and pay bar.

I wish to bookplaces
Name
Company
Telephone
I have sent a cheque for £..... to Amanda Baker (tick).....

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Farm Walk & BBQ

A fabulous event for all the family

Friday 16th June

Lower Roundhurst Farm, Roundhurst 6.00 pm for 6.30 pm to 9.00 pm

£5 per head to include BBQ. Please bring your own drinks and brolly and wellies if wet.

For more information about Lower Roundhurst Farm and directions visit

www.roundhurstfarm.com

I wish to bookplaces
Name
Company
Telephone
I have sent a cheque for £..... to Amanda Baker (tick).....

Please send a copy of the faxed form and your cheque for payment of the above events to:

Amanda Baker, Alan Baker Flooring Co., 83-85 Wey Hill, Haslemere, Surrey GU27 1HN.

Enquiries to Amanda on 01428 645757