

# HASLEMERE & DISTRICT CHAMBER OF TRADE & COMMERCE

www.haslemere.com/chamber

Newsletter February 2006



## Marketing Haslemere By Keith Clayton of Clayton Fine Jewellery

I'm sure that most will agree that Melanie, Aria & Janet have done a tremendous job with the Haslemere Rewards Card, really putting Haslemere on the map. But I wonder what we the traders can do as a group to market the town further.

As a new retailer in the town, although a long term resident, I'm really impressed how visitors come here and spend money. There is no doubt that the overall impression of the shops in the town is that we've all moved up a notch. The town looks good, the shops look good, the shopping experience is great. Those of us who interrogate our customers will know that many locals do not wish to travel to Guildford where they perceive that the shops are all the same, the staff know little and care even less and the parking is difficult and expensive. They don't cross the A3 to Farnham, they do go to Chichester & Petersfield....but in the main they will shop locally if they can. We can build on that.

I collect the names and addresses of all of my customers so I can see where they have come from, and often why they are here. For example I had a great sale to a young London couple staying at the Lythe Hill Hotel for a celebration and they later returned to buy an engagement ring! Other sales include to parents visiting their adult children who have moved here, because shopping in Haslemere is a much better experience than where they live. A recent very worthwhile sale was to a couple from Farnham who had got rid of the kids for the day and had come to have a look around the town for the first time. Lots of people come in from Headley, Petersfield, Petworth and all around because they enjoy shopping in Haslemere.

Haslemere offers a somewhat unique shopping experience, peaceful, friendly, knowledgeable, stock not found elsewhere, no gimmicks, very slightly old-fashioned, enjoyable.

But there are thousands of people out there who don't know all this. How can we build on what we have and draw more of these people in? I don't have any magical ideas, only the basics, but I do reckon we need to shout about ourselves, and it's so much cheaper if we do it as a group.

For example, we could club together and have a two page spread in Compass magazine, which apparently has a 30,000 circulation covering a large area. We could produce a leaflet and have it distributed in say a ten mile radius, by specific Postcode Sectors, by Royal Mail. We could even aspire to have a page in the Sunday Times!  
We could tie in free parking, or coffee in Costa and a visit to the museum or suggest a walk on Blackdown for the view.

*Continued on page 2*

## The Chamber Diary

Contact Amanda Baker  
01428 645757  
\* \* \* \*

### MONTHLY SOCIAL

We look forward to seeing you on **Thursday 30<sup>th</sup> March** 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!  
\* \* \* \*

### MARCH EVENTS

#### *Taking responsibility for your response-ability*

Following the success of his talk last March for the Chamber local Business Coach Mark Keohane returns this time to discuss communication skills and how they can affect your business.

#### **Friday 17<sup>th</sup> March**

**12.45 to 2pm – Haslemere Museum**  
**£10 per person to include light buffet lunch & wine**

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

### BACK BY POPULAR DEMAND

#### *Celebrity Chef Curry Night*

#### **Friday 31<sup>st</sup> March**

**6.30pm Grayswood Village Hall**

Thai cookery demonstration and meal with celebrity chef Pat Chapman of The Curry Club.  
Tickets in advance only £15 each

You are welcome to bring colleagues, family & friends. Limited availability so book now!  
\* \* \* \*

### AGM

**Friday 21<sup>st</sup> April** at the Georgian House Hotel at **6pm**. Members are welcome to attend.  
\* \* \* \*

### DINNER DANCE & CASINO

**Friday 21<sup>st</sup> 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.**

*The next committee meeting is on **Wednesday 14<sup>th</sup> March** at 6.00 pm at the Georgian House Hotel*  
**ALL MEMBERS WELCOME**

## ***Business Nouse!***

### **Taking responsibility for your response-ability**

**By Mark Keohane, Business Coach**



#### **Avoiding mixed messages**

Once, I was in a meeting with a business I was coaching. There were two directors there – let's call them Andy and Bill - and a manager – let's call him Mike. Andy was giving instructions to Mike, the manager. At the end of this - and aware that they had been having some problems with 'jobs not getting done properly' – I conducted a small experiment. I asked Bill, the director who *hadn't* been giving the instructions, to go and sit in his office. I then asked Andy to go in and tell Bill what he had just asked Mike the manager to do. Then I asked Mike to go in to see Bill and tell him what he had been asked to do. Do you think they were the same? Well, obviously not, or I wouldn't be telling you the story.

It's often the case that people don't do 'what they've been told to do' simply because they haven't been told clearly enough what was needed, nor has there been any attempt to make sure that the instructions were understood.

So here are a couple of tips to try to avoid this:

Firstly, if you are not getting what you asked for, take a good look at how you communicate. Do you *really* provide enough information? Do you assume more skill or knowledge on the part of the person receiving instructions than they actually have? Do you explain everything clearly, or just *think* you do? (and why not ask someone for a second opinion on that last one?) Very often any frustration with jobs 'not getting done properly' is self-inflicted.

Secondly, take time to check that the instructions are clear, and the person you are talking to has exactly the same view of what's needed as you do. Ask them to explain back to you what they will do. A few minutes spent here can save you several hours and a lot of frustration later on.

Mark is speaking at two events in March. For details call him on 656656 or email [mark@markkeohane.com](mailto:mark@markkeohane.com). **To book the Chamber event complete the attached booking form.**

### **Marketing Haslemere Continued from page 1**

What next? If anyone is interested in pursuing something as a group would they in the first instance email me with comments, [keith@claytonfinejewellery.co.uk](mailto:keith@claytonfinejewellery.co.uk). We'll then put together some ideas and costings and then organise a meeting together to see how far we can go.

We already have the support of Haslemere Initiative and the Chamber of Commerce. It will cost us money, it might not work, we'll never all agree upon an action.....I know all that, but I still reckon we're all worth shouting about!

### **Like a nice sausage? Read page 4 for more!**



### **NEWS ROUND-UP**

**Haslemere Charter Fair - Monday 1<sup>st</sup> May 2006** Once again the High Street will be filled with street entertainers, charitable and commercial stalls with crafts, plants, natural and unusual foods. Also an old fashioned fair ground and other attractions.

If you would like a stall at the event contact: Victoria Odell at [vicky@vickyandgarth.co.uk](mailto:vicky@vickyandgarth.co.uk).

**Richmond Systems Support Chase Challenge** Local businessman Laurence Coady of Richmond Systems in Haslemere is supporting Chase Hospice Care For Children.

He is bravely participating in the Mekong Delta Challenge, a 300 mile cycle ride from Saigon in Vietnam to Angkor Wat in Cambodia - in 11 days! They are going up the Mekong Delta in 40 degree heat.

CHASE offers a diversity of needs based care and support for life-limited children and their families through its community care team and at the CHASE children's hospice - Christopher's - near Guildford. CHASE currently cares for 240 families throughout Surrey, SW London and Sussex.

Please sponsor Laurence by email [coadylj@aol.com](mailto:coadylj@aol.com) or telephoning 01428 645074. You can also use the fundraising website [www.justgiving.com/bikerchris](http://www.justgiving.com/bikerchris).

**Spa Day Offer** – The Georgian House Hotel are offering Chamber members and their families a special offer package at £29.00 per person, including 2 course lunch, full use of Aqua Roma, Soft Drinks throughout the day. Treatments are an extra charge.

Call 01428 656644 to make reservations or for further information.

## Lower Roundhurst Farm Events

Farm Open Day  
Saturday 18<sup>th</sup> March  
10.00am-2.00pm

Chamber members, families and friends welcome!  
Starting with a Farm Trail and a chance to meet the new alpaca  
and visit the baby pigs!

Refreshments and hot meat dishes using organic beef from the farm available  
Arts and Crafts will also be on sale in the Old Sussex Barn  
FREE Entrance

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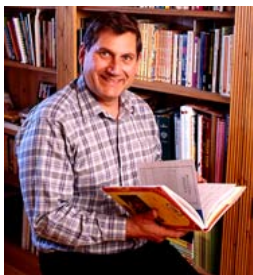
Easter Egg Hunt  
Wednesday 12<sup>th</sup> April  
2.00pm

Easter Egg Hunt – hunt the farm for chocolate treats!  
Organic eggs for sale  
See the newborn lambs  
Tea and Homemade Cakes available

For further details, please contact Ceri Drewett tel: 01428 656455



### ***Back by popular demand – Pat & Dominique Chapman of the Curry Club***



Last September celebrity chef Pat Chapman, founder of The Curry Club, author of the Cobra Good Curry Guide and top celebrity TV chef, kindly agreed to give a demonstration of authentic Indian cookery. This event proved incredibly popular with more than 60 people enjoying a fascinating demonstration followed by a delicious buffet.

So many people have asked when we can stage a similar event and fortunately Pat & Dominique have managed to find a slot in their busy schedule on **Friday 31<sup>st</sup> March at 6.30pm at Grayswood Village Hall.**

This time Pat & Dominique will be demonstrating and cooking a Thai menu to include Prawn Crackers with Sweet Chilli Dipping Sauce, Satay Beef, Green Chicken Curry, Masaman Red Curry, Pad Thai Noodles, Mee Krob & Black & White Thai Rice.

Demand for this event will be massive so do book early as we only have a limited number of tickets available at £15 each (drinks not included – please bring your own) and they will be issued strictly on a first come first served basis. PLEASE NOTE NO TICKETS WILL BE AVAILABLE ON THE NIGHT.

This is an excellent opportunity to bring colleagues, clients, family and friends to see how to cook authentic Thai cuisine in an informal fun environment. A range of Pat's many cookery books will be available on the night and he is happy to sign them for you.

Complete the booking form at the end of this newsletter now to avoid disappointment!



## WELCOME TO OUR NEW MEMBERS

### McGowan Corporate Solutions

Specialists in all classes of corporate insurances and medium- to high-net worth house insurance.

Telephone 01428 661950 – Email [craig@mcgowancorp.co.uk](mailto:craig@mcgowancorp.co.uk)

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](mailto:chamber@haslemere.com)

### Time To Nominate – Business Awards

It's that time of year again, when we would like you to send in nominations for those people that you think have been most helpful to the Haslemere Business Community this year.

If you feel anybody has been particularly helpful, or has gone 'that extra mile' to help the community, please send us their names.

The Person Who has Most Helped the Haslemere Business Community will be presented with an award at the annual town centre sports award held in a few months time. Previous award winners include PC Ralph Swindell and Iain Lynch of Waverley Borough Council. Chamber committee members are excluded!

So, please can you send your nominations to [arya@marketingforge.com](mailto:arya@marketingforge.com), or call **01428 658455** by the 12th March 2005.

We will ask for your votes in next month's newsletter.

Arya

### Haslemere Food Fortnight

The first Haslemere Food Festival is a new event being planned from the 16<sup>th</sup> September to the 1<sup>st</sup> October.

The committee, which consists of representatives from local businesses, Waverley Borough Council, Haslemere Initiative and Haslemere Chamber of Trade, are currently compiling a series of events to celebrate local food and drink.

Producers and businesses linked to food such as butchers, delicatessens, farms, pubs and restaurants are invited to make suggestions for events and to confirm whether they wish to participate generally.

Events already planned include the "Haslemere Speciality Sausage Competition", a Farm Walk at Roundhurst Organic Beef Farm, various Foodie events at Haslemere Museum, a Beer Festival and a Farmer's Market.

If you are interested in participating please email [simon@labrowonline.co.uk](mailto:simon@labrowonline.co.uk) or telephone **01428 651010**.

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](mailto: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](mailto:chamber@haslemere.com)

## THERE ARE TWO MARCH EVENTS

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

Taking responsibility for your response-ability

By Mark Keohane, Business Coach

Friday 17<sup>th</sup> March

12.45 TO 2PM – Haslemere Museum

£10 per person to include light buffet lunch & wine

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

**Celebrity Chef Thai Curry Night**

**Pat Chapman of The Curry Club**

Friday 31<sup>st</sup> March

6.30pm Grayswood Village Hall

£15 per person to include demonstration, tasters and “Hot Thai Buffet”

Please bring your own drinks as they are not included in the ticket price

*Ticket numbers restricted and will be issued on a strictly first come first served basis*

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

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

**Dinner Dance & Casino**

Friday 21<sup>st</sup> 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 book .....places
The above includes .....(number) vegetarian options
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