

HASLEMERE & DISTRICT CHAMBER OF TRADE & COMMERCE

www.haslemere.com/chamber

Newsletter May 2005



TOUGH AT THE TOP!

Our President for the last year, Paul Gardner, has resigned from his post, explaining that he wishes to “spend more time with his family” although the reality is that he probably wants to spend more time with his clients!

Paul says “it will be a wrench stepping down as President and taking more of a back seat on the committee. However, my business has recently taken on a second office (in Petworth) and as a result it is “all hands to the pump” at work, let alone play! Something had to give, and as I feel that the role requires 110% commitment I’m afraid it had to be the Chamber Presidency.

I would like to thank the Committee for their support over the past year, which has been invaluable. I will support the Chamber as a committee member wherever possible as it continues to fight to protect the interests of its members.

Happily, the Chamber has a great new President, Arya Invergsen, who deserves and I hope will get your support. Arya lives and works in Haslemere running a successful business called The Marketing Forge. She helps businesses find a competitive edge by creating a good brand that everyone can associate with. This marketing expertise will no doubt be of enormous assistance to the Chamber, in everything that it does.

Arya will be assisted as Vice President by Melissa King who many of you will know through their dealings with Marley Flowers.

If that’s not enough, Melanie Odell has passed over the reigns of Treasurer to Mark Keohane with grateful thanks!

It has been a pleasure to serve the Chamber as President and I wish Arya our new President all the very best for the future.”

CHAMBER GOLF DAY

This years Chamber Gold Day is to be held on Friday 1st July at Hurtmore Golf Club, Hurtmore, Nr Godalming on the A3.

At a cost of £13 per player starting at 2pm onwards golfers will be playing in 4 balls.

The event is always great fun and a social affair. It is an excellent opportunity to meet with fellow Chamber members. To book please complete and return the form on page 4 ASAP as we are limited in umbers.

There may be opportunities to promote your business at the event, please contact Andrew Brownrigg on 01428 658777

The Chamber Diary

Contact **Amanda Baker** 01428 645757

MONTHLY SOCIAL

We now meet on the **last Thursday** of every month at the **Georgian House Hotel** for informal drinks from **5.30pm**

Our next meeting is on
Thursday 30th June

A great opportunity to meet new business contacts – No booking required!

Future Dates:

CHAMBER GOLF DAY
1st July-See feature on left

Farm Walk & BBQ

Chamber members, families & friends welcome! Starting with a walk across the farm set in beautiful countryside on the edge of Blackdown followed by a BBQ using organic beef from the farm.

Roundhurst Organic Farm

Thursday 14th July.

6 for 6.30 pm - 9pm

Burgers and Sausages

Bring Your Own Booze

Boots and umbrella required!

£5 per head-

Book with Amanda 645757

Annual Chamber Race Night

Saturday 22nd October

Wispers School

NOW ON A SATURDAY

This year with a WILD WEST THEME INCLUDING BUCKING BRONCO!

Contact **Michael Wingham** 656644 for sponsorship and ticket information

Fashion Show

Monday 14th November

Georgian House Hotel

Contact **Arya Ingvorsen** if you would like your business to be included
01428 658455

Christmas Carols

Wednesday 14th December 2005

7.00 pm, Haslemere High Street

**The next committee meeting is on Tuesday 14th June at 6.00pm at the Georgian House Hotel.
All members welcome.**

Visitors are warmly welcomed in Haslemere!

One of Surrey's prettiest market towns opened its doors to visitors for a weekend in May, with more than a just a flourish. Over the last 2 months Haslemere has been conducting its business in the normal way but behind the scenes a number of retailers, hotels and businesses have been quietly meeting with a group, called the Haslemere Initiative, to create a pilot plan to attract visitors into the town.



Photographs by Hugh Pearce show Shoebox entering into the spirit of the weekend

'Haslemere has much potential for the visitor, said Melanie Odell, Haslemere Initiative's Chairman, ' It has fabulous countryside and its enviable position on major roads and routes makes it easy to travel to. The fact that the area has been home to our Hilltop writers for well over a hundred years is one of its selling points and this project was an attempt to confirm that this could be an interesting visitor attraction'.

The Literary weekend was a unique event for Haslemere because of the scope and the number of businesses involved. Many participating business marketed the event to their customers and the Haslemere Initiative and Museum distributed leaflets further a-field and press releases to local and national press. In addition the Museum, businesses and retailers, created promotions, competitions and events of their own on the High Street. The Weekend that comprised of an array of activities from talks and walks to themed lunches and dinners were all based around one of Haslemere's famous local writers, Sir Arthur Conan Doyle, who lived at Hindhead at the turn of the 19th Century.

The fact that Sir Arthur's life spanned the Victorian/Edwardian era meant that there was plenty of scope as far as dressing up was concerned and local company, Haslemere Wardrobe, with their vast stocks of costumes, were able to kit out shops and businesses out with ease. So the retailers took to the street in a flurry of colour and spectacle causing traffic to slow and the car parks to fill.

'At one point, said Janet McWilliam, Project Co-ordinator, 'a party heading to Brighton decided to come and see what we were doing and then after taking lots of photos and eating cream teas, decided to stay for a while. I think that the weekend achieved success with that alone!'

Julianne Evans from Nobbs Newsagents added that 'There was certainly a buzz in Haslemere on Saturday and a feeling of camaraderie amongst the shoppers and businesses.' We had a really positive reaction from our customers regarding the Literary weekend and our costumes gave everyone who came in, plenty to talk about.! We really enjoyed the day and would like to do it again.'

Roger Budden from Tourism SE who sponsored the project and attended the lunch at Sir Arthur's home of Undershaw was pleased to add that, 'Events like this, that evoke a sense of local distinctiveness and character and show a new side to Haslemere, are a proven and effective way to attract new visitors. With the enthusiasm and drive of the Haslemere Initiative behind it, this weekend is a great first step in bringing more visitors to the town'.

In summing up the weekend Melanie Odell, Chairman of Haslemere Initiative confirmed the pilot project had been an overwhelming success for Haslemere but was concerned about the future of Undershaw, which is currently being sold. 'One of the most interesting events was our lunch at Undershaw which was Sir Arthur's home for many years', said Haslemere Initiative Chairman, Melanie Odell. 'We were keen to get this pilot project underway before Undershaw closed (next week) but are now more concerned than ever that Undershaw represents a chapter in Haslemere and Hindhead's history that may not soon be there. If Undershaw is to go then we will never be able to run an event like this again. Not only will the area will lose a very good restaurant and some lovely people but also part of its heritage!'

Tourism South East, Waverley Borough Council, Haslemere Chamber of Trade, Grayshott Pottery and many local businesses funded the Literary Weekend project.

COMMITTEE WELCOME TWO NEW MEMBERS

Arya Ingvorsen, our new President, has invited two new Chamber members to join the committee with the backing of Julianne Evans & Simon Labrow.

Keith Clayton of Clayton Fine Jewellery in Haslemere High Street & Julie Brooker of CoCo Boutique in West Street have both accepted the invitation and we are sure they will bring a wealth of business experience to the committee, particularly in respect of the retail sector.

Arya will be featured in our next newsletter where she will outline the challenges and her objectives for the Chamber.

Welcome to our new committee members!

CHRISTMAS MARKET RETURNS...HOPEFULLY!

Haslemere's Christmas market, a joint event between the Chamber, Haslemere Initiative and Waverley is due to return this year on Sunday 4th December.

Now in its 5th year, the market has grown into an event which last year attracted around 10,000 people to Haslemere's town centre.

Preparations are already well under way for this year's event but may be jeopardised by a lack of volunteers willing to help before and during the day.

If you are willing to put in anything from 1 hour plus to assist it could tip the balance in respect of the event going ahead.

Please contact Simon Labrow as below if you can help.

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

Andrew Brownrigg Haslemere Travel, Travel Agents ~658777

Keith Clayton Clayton Fine Jewellery~ 656138

Julianne Evans JL Nobbs, Stationers~643996

Paul Gardner Gardner Thorpe Solicitors~661151

Simon Labrow Keats Labrow Independent Financial Advisers~651010

Melanie Odell Grayswood Computer Services~644858

Jerry Schooler Lurgashall Winery~707292

Michael Wingham Georgian House Hotel~656644

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 Keats 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.

HASLEMERE TRAVEL are delighted to announce their recent approval as an "INVESTOR IN PEOPLE".

The only independent travel business in Haslemere, the Company was started by Andrew and Di Brownrigg in 1988, operating from a small shop in Weyhill, is now well established at its present site in Petworth Rd with 11 experienced staff, mostly living locally to the town and involved in local activities and organisations within the surrounding area.

As part of the introduction of a long term business plan, it was decided in March 2004 to embark on the Investors in People programme, entitled Build A Better Business, and to a commitment to improving all aspects of the Company's affairs.

The real focus was to involve all employees and management in agreeing a realistic and effective infrastructure, with the clear establishment and definition of responsibilities and duties that were fully understood throughout the Company.

A complete reappraisal of all aspects of administration, sales, marketing, operations and legal responsibilities has now taken place.

Throughout the last year, a series of Business Link 8 seminars were attended, additional consultation was provided, regular in house open discussions were held, and a continuous dialogue with staff and management has contributed to the creation of an open culture, that resulted in approval by the Quality South East Recognition Panel on 4th March 2005.

This is great honour for the Company, and confirms their total commitment to the highest standards of service, staff welfare, career development, and corporate responsibility.

The efforts and support of everyone involved in achieving this prestigious award has helped to create an even sounder office culture, and greater mutual respect within the Company, that augurs well for its ongoing success.

Haslemere Travel is also very pleased to be one of several local Companies that have achieved this accolade recently, and with others already under way, the town can look forward to the increase in customer service standards that the Investors in People Quality programme brings to the business community.

WELCOME TO OUR NEW MEMBERS

Mzuri Design-Graphic Design, Marketing & Communications

Must Have Knowledge-Online Publishing

GJR Sports Therapy & Personal Training

Safford Dixon-Estate Agents

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 Keats Labrow Independent Financial Advisers on 01428 651010. chamber@haslemere.com

BOOKING & FAX BACK FORM

FAX TO 01428 651415

OR EMAIL: andrew@haslemeretravel.co.uk

CHAMBER GOLF DAY

Friday 1st July at Hurtmore Golf Club

Enjoy a light hearted round of golf with fellow Chamber members and colleagues in a four ball.

The golf starts from 2pm at a cost of £13 per person.

Places MUST be booked in advance and will be allocated on a first come first serve basis due to limited spaces.

We are hoping to raise money for the Mayor's charity by asking Chamber members to sponsor a hole. If you are interested please contact Andrew Brownrigg.

A bar serving drinks and bar snacks is available before and after the golf for anyone interested.

For further information or if you prefer to book by telephone please call Andrew Brownrigg at Haslemere Travel on 01428 658777