

# Project Sunrise - Mere



## VISION

To bring businesses and other local organizations together to revitalize the area through commerce, trade, and tourism

### Project Area:

Centred on Mere Town and covering Zeals, Kilmington, Semley, East and West Knoyle, and Maiden Bradley.

**Mere & District Chamber of Trade**

*Contributing to the Life of the Local Business Community*

**Funding Proposal for 2013 - 2014**

*Cost Summary on Final Page.*

*Compiled and submitted 10/01/2013 - Rev2 11/01/2013*

# Situation

The village of Mere has 18 retail businesses in its main street in various stages of prosperity. They include four pubs and a tea room to cater for all tastes. There are two major industrial employers. However there are many scores of isolated micro-businesses which if supported could make a useful impact on the local economy.

The signage on the A303 by-pass gives no encouragement to the westward traveller to stop and enjoy the local facilities or the AONB through which it passes

In the village there is a very out-of-date map and services directory in a poor state. The surrounding villages are even less well placed regarding facilities.

## Objectives of Mere Chamber

To provide support to local businesses and the business community generally and build a sustainable organization.

To implement initiatives to represent the business community and support revitalisation of the Town.

To promote awareness of Chamber and membership benefits to attract new members.

To continue provision of networking opportunities and events and to promote communications between members and other local businesses.

To facilitate the provision of training days to meet statutory health, safety, and hygiene requirements.

## Project Objectives

To provide the conditions to attract companies and jobs into the area, to identify and assist micro-businesses to grow, to improve employment for the young, to promote and encourage tourism and the arts.

To involve non-business groups in the Project

To develop a sustainable future for the Chamber to continue this work.

## **Current & Planned Activities using existing resources**

Main activities in 2011/12 have been as follows

*(Free or costs offset by small charge; small profit of ~£20 each)*

- Pitfalls of a New Business (Breakfast meeting)
- Presentation on Marketing
- Open Evening Networking
- Lunch meeting – New Pension Regulations
- Bank of England Review (no charge & no cost to us)

## **Activities already planned for 2013**

- Membership Open Networking Evening
- Presentation by Wessex on benefits of membership
- Other Breakfast Meeting (Subject tbd)
- Visit to local company
- New Member Presentation Evening
- Business Regulations Discussion

## **Further Possible Activities (if viable)**

- Health & Hygiene Course
- Customer Service Training
- Marketing for Micro-businesses

## **Mere Chamber - Current Financial Status**

Number of members 21 Retail form 35% of members

Historical Membership fee structure

6 @ local rate £45, 6@Wessex rate £65, 9 @ historic low rate

We propose to move to £75 and £55 for 2013 losing some historic low rate members but gaining new members by new activities and benefits.

Membership income ~ £1000pa Currently the only funding.  
(‘Sowing Seeds’ ended March 2012)

At AGM 26/11/12 Current balance £1268 loss on yr £300

Expected support costs in 2013 on current funding @£250 per qtr will be circa £1000

*This will not be sustainable unless we can interest more members. The Chamber would have to close.*

# **Project Sunrise - Mere Actions, Timing & Estimated Costs**

## **1. Local Business Directory**

There are many micro businesses in the area which need encouragement. Identify, list, and publicize them.  
Cost yr1 £1500, yr2 £1500

## **2. Local Business Website**

Dedicated business portal website. Local designers will be used. Also assistance to small businesses to build individual websites which will link to the Portal and Mere Chamber  
Cost yr1 - £1200, yr2 £1000

## **3. A303 Signage**

With AONB, present proposal to Highways Authority  
Cost yr1 £1200, yr2 £800

## **4. Link-up with Stourhead**

Stourhead has 300,000 visitors a year. Negotiate to provide information about Mere through signs and leaflets.  
Cost yr1 £600, yr2 £600

## **5. Community Signboard Facility**

Design and replace present local signage using local craftspeople. Provide for updating annually.  
Cost yr1 £800 , yr2 £500

## **6. Encouragement of Tourism**

In conjunction with the AONB, promote historical and natural attributes of the area and jointly implement.  
Cost yr1, £700, yr2 £1000

## **7. Encouragement of Local Artists**

Investigate local artists to initiate an annual Arts Project.  
Cost yr1 £300, yr2 £500

## **8. Utilization of business and industrial estates -**

Review existing and investigate upgrading to attract new firms to the area.  
Cost yr1 £300, yr2 £500

# COST SUMMARY

Item No:	Sub-project	Year 1	Year 2
1	Directory	£1,500	£1,500
2	Website	£1,200	£1,000
3	A303 Signage	£1,200	£800
4	Stourhead	£600	£600
5	Community Signboard	£800	£500
6	Tourism	£700	£1,000
7	Local Artists	£300	£500
8	Estates Review	£300	£500
TOTALS		£6,600	£6,400

The above form sub-projects within **Project Sunrise-Mere**. The overall project will be promoted within the area under this title and its beneficial outcomes publicized. Full acknowledgment will be made of the SWWAB as the source of funding in all literature and discussions.

Sub-project details will be defined with individual aims and measurable outcomes. Cost points will be clearly indicated and realistic assessments made of any risks involved in future spending or commitments. Alterations may be made to the allocation of funds to sub-projects but significant deviations will be confirmed with SWWAB if required.

Detailed plans and related costings will be prepared before sub-projects are actioned. Reporting will be six-monthly against these plans.