



What has the Chamber of Commerce achieved in 2011 & what's planned for the future?

Issues we've worked on include:

- **Buy Bassett Facebook page - www.facebook.com/BuyBassett**
Designed to encourage local trading and promote the variety of businesses which Wootton Bassett has to offer, this is proving to be a success with over 160 followers already and more than 80 notices posted.
- **Twitter - www.twitter.com/wbchamber**
We post regular business news and keep up-to-date with all the latest from following other local groups. We've posted 562 Tweets since opening our account, and currently have over 160 followers ranging from small to large businesses, and interested individuals.
- **Press Releases/Media Coverage**
We've sent 17 news releases, some of which we have written on behalf of our members. These have resulted in over 25 mentions in the local newspapers. We also recently negotiated discounted advertising rates in the Link magazine for a page promoting Wootton Bassett businesses.
- **Events**

<i>Already organised in 2011:</i>	<i>Still to come this year:</i>
6 lunches with speakers	2 social evenings
1 Italian evening	Lunch with speaker
New Business Competition	Bank of England breakfast
7 homeworkers meetings	3 homeworkers meetings
	Christmas lunch
- **And Also..**
We email a monthly newsletter and regularly update our website with business news from around the area.

Plans for the coming months:

The Chamber recognises the importance, significance, and challenges of the year ahead for Wootton Bassett businesses. Our committee, which is made up of enthusiastic volunteers from various local businesses, has agreed to concentrate on the following focus and activities over the next 12 months:

- **The Royal Title:** On Sunday 16th October Wootton Bassett is to be the first town in more than 100 years to receive the title of 'Royal'. The Chamber is working closely with the Town Council by facilitating the purchase of new Royal Wootton Bassett memorabilia which will be available for sale on the day.

- **RAF Lyneham:** The announcement that RAF Lyneham will become a Defence Training Centre does not conclude the work we have already put into this subject. We will continue to engage with and represent local businesses at the Lyneham Steering Group to ensure our business community is well placed to take advantage of opportunities which may arise.
- **The High Street:** Mary Portas is carrying out a government-backed review aimed at halting the 'decline of the High Street'. The Chamber believe that 'Customers are King' and are keen to ensure residents and businesses in our town are given the chance to have their say on what they want from their High Street. We are planning a series of face to face and electronic surveys asking customers what they want in order to provide feedback to local businesses.
- **The Olympics:** The torch will travel through Wiltshire and we will be organising events in celebration of the games.
- **Member Services:** Bringing services to members using skills within our membership, such as free training and surgeries which help each other to grow and improve our businesses.
- **Liaison with Local Groups:** Continuing to work closely with the Town Council and other local groups, and representing the membership at the Community Forum, Area Boards, Community Council, Christmas Lights Meetings, Diamond Jubilee Events Meetings, Council Meetings and so on.
- **Wessex:** We will continue to raise issues and benefit from our membership of the Wessex Association of Chambers of Commerce, which gives us a stronger voice at Wiltshire Council level. Wessex also enables us to obtain an insight into challenges and news from other towns in North and West Wiltshire.

For those of you that are members, Thank You for your support.

For those interested in becoming a member, getting involved with any of these topics, or with ideas you think we should hear, please feel free to contact us.

Tel: 01793 323103 or email secretary@woottonbassett.biz