

HOW BURNHAM-ON-SEA'S BUSINESSES HAVE COME TOGETHER TO EFFECT POSITIVE CHANGE.



ALEX TURCO BA, Dip PFS.
Chairman 2007-2008

www.burnhamonseachamber.org

CHAMBER PAST EARLY 2005

- **Low membership**
- **No events**
- **No meetings**
- **No structure**
- **Few committee members**
- **No hope?**

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CHAMBER PRESENT

- **Membership more than doubled**
- **3 public events this year**
- **Quarterly meetings for members**
- **Constitution adopted and operational process put in place**
- **Committee of eight (maximum ten constitutionally)**
- **Prospects much better...**

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MAKING THE CHAMBER RELEVANT

- **Set Objectives**
- **Improve Communication**
- **Get involved locally - buy in from members / stakeholders**
- **Build Committee**
- **Deliver on promises (not just talk)**
- **Become the natural focal point for contact / consultation.**

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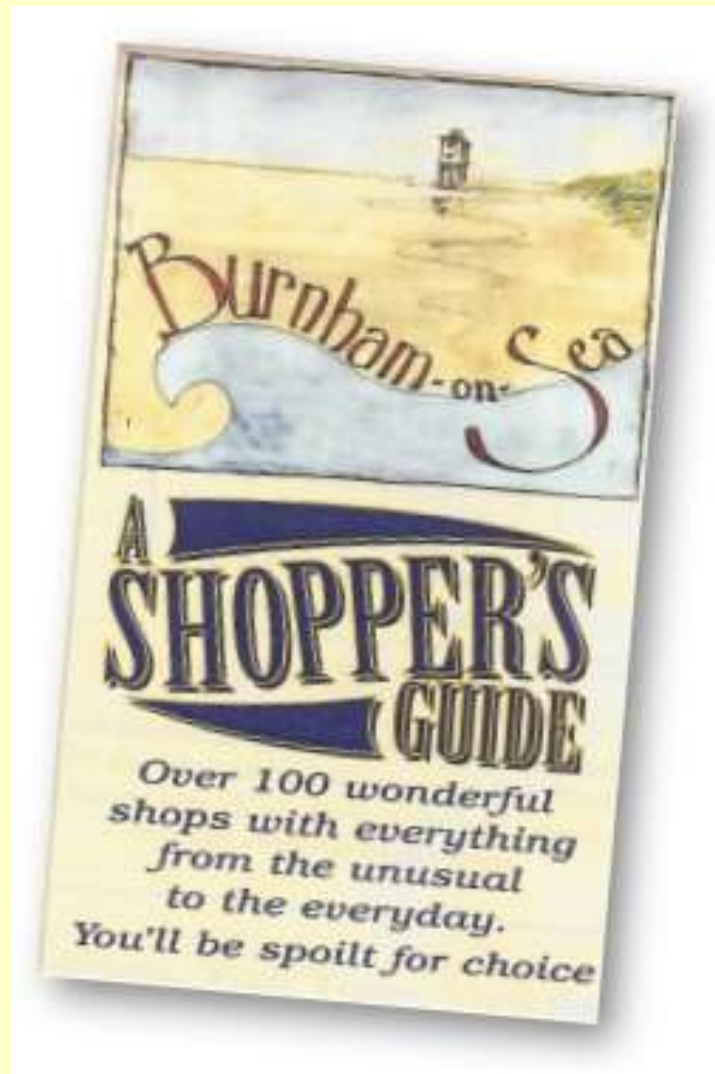


SHOPPER'S GUIDE

- **Promotion of the Retail Offer lacking**
- **Produced the Guide for Summer 2006**
- **Funded by businesses (and profitable)**
- **Key delivery to get buy in**
- **Reprint early 2008**

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Pictures courtesy of www.burnham-on-sea.com.

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LOBBYING

- **Take advantage of the opportunities to have a say – BOSH Regeneration Partnership**
- **Prove relevance – e.g. Local Transport Plan, Local Development Framework, Conservation Area.**
- **Networking.**
- **Low (or no? cost)**

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XMAS LIGHTS

- **Long standing Chamber commitment and reason for existence.**
- **Funded by Grants (various tiers of local government)**
- **Turn a negative into a positive**
- **Celebrate the switch on!**

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TIPS

- **Don't moan about it; do something**
- **Turn negatives into positives**
- **'Banging the drum' – wise use of the media**
- **Validate actions against objectives**
- **Under promise and over deliver**
- **Keep thinking ahead.**

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**THANK YOU FOR
LISTENING.**

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