**Penrith Chamber of Trade 2015**

**Purpose/Vision**

The chamber exists to provide businesses in Penrith with practical and relevant support,

a platform for businesses to engage, providing the opportunity for local businesses to network, and, give local businesses a strong voice in our community. In so doing, we will inspire the business community to work together with the other voices in the community to make the town a fantastic place to live work and play.

**Where we are now**

We have increased membership, developed a fairly healthy financial reserve, developed the Ambassador and Professional group and have forged a strong link with Totally Locally and are poised to do the same with BID. Other community groups such as the TIC, Eden Arts, the council, charities and education remain “work to do.” There are a number of bars, pubs and clubs which could be marketed better as part of a Penrith “offering.”

On the minus side, we have been too sidetracked on issues that we have not been successful in. The best way of failing over and over again is to keep on trying to do the same thing over and over again.

Discussing certain emotive topics just distracts us from our purpose and vision.

**In 2015, we intend to focus on the following**

Lead

* Well planned executive meetings
* Fully shared and focused tasks
* Increase membership and subscription income to strengthen our ability to support businesses.
* Promote the vision widely

Provide a forum for businesses to learn from each other (meetings)

* General business meetings-share successes and concerns
* Professional breakfasts
* Talent bank of speakers booked in advance
* B2B events
* Ambassadors

Get Chamber to identify projects that BID can support

* All to lead as “heads of” in their groups (Ambassadors, Professional etc. Heidi and Amyn to coordinate for BID support).
* Develop a clear route map of projects

Celebrate, market collaborate and export

* Celebrate good news (See In-Cumbria)
* Annual Stars of Business Awards-kudos, credibility and marketing
* Winter Festival
* Winter Droving
* Chamber Socials
* Work on the image
* Penrith Festival Calendar (Eden Arts?)-try and name them you will be amazed!

Stay in touch with major strategic “slow burners”-Richard

* Pedestrianisation
* Doing things with the beacon
* Reopening the Keswick to Penrith line

Influence

* Keep contacts with council (ASF/HM/RU)
* Develop links with the MP
* Develop contacts with the media (Herald, Social networks, Radio and TV).

Measure our Success

* Membership
* Subscription income
* Projects supported by BID
* Winter Festival numbers
* Winter Droving numbers
* Member social attendance
* Submission of good news stories
* Annual Awards Dinner sales and income
* Numbers of speakers who attend
* Numbers of general business attendees.