

# Christchurch Alive!



The Newsletter of  
Christchurch Chamber of Trade and Commerce

May 2010

## Christchurch - a Better Deal

**An increasing number of local consumers are 'on-line' and email is fast becoming the preferred way to keep in touch. The Chamber has therefore launched a new scheme aimed at promoting special offers and discounts from local shops and businesses.**

'Christchurch - a better deal' involves sending out weekly emails to all those households, individuals and businesses in Christchurch that we already hold details of, and to those that sign up to receive them, showing all the offers available locally. Businesses just have to email or post their offers to the Chamber by midnight Friday each week - offers can include regular discounts as well as 'special offers'. It may well be worth making sure you always have a special deal to offer!

You can receive a weekly list of special offers and discounts by sending your name and e-mail address to [deals@christchurchbusiness.co.uk](mailto:deals@christchurchbusiness.co.uk) with the subject 'deals'.

A promotional graphic for the 'Christchurch - a better deal' scheme. It features a yellow background with a circular inset showing a cityscape. The text 'Christchurch - a better deal' is written in a blue, cursive font. Below this, it says 'Get offers and discounts from Christchurch shops and businesses sent directly to you by email each week'. At the bottom, it says 'Send your name and email address to: deals@christchurchbusiness.co.uk'. A small logo of the Christchurch Chamber of Trade & Commerce is in the top right corner.

*Christchurch*  
*- a better deal*

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**Send your name and email address to:**  
**[deals@christchurchbusiness.co.uk](mailto:deals@christchurchbusiness.co.uk)**

Christchurch Chamber of Trade and Commerce Ltd is a registered, not-for-profit company. Any data you provide us will be treated securely, used only for the purpose of sending you selected information about business in Christchurch and will not be divulged to any third party for any reason. All offers and discounts are the responsibility of the business owner - Christchurch Chamber of Trade accepts no liability for offers being changed or withdrawn.

## Bogus Business Rates Scam

**Christchurch Council is warning businesses that it does not employ third party companies to issue business rate refunds.**

This follows a phone call to a Christchurch motor mechanic from a company claiming to work on behalf of Christchurch Council and asking for the company's bank account details in order to pay in the refund.

However, the bogus callers had not counted on the business owner having a daughter who worked in the Revenues Department

at the Council! When he said he would check with his daughter, the phone was immediately put down.

Paul Bliss, Revenues Manager at Christchurch Council, said: "If a business is entitled to a rebate on its business rates then we would pay that directly to the business ourselves. We would never employ third parties to do this work for us and business owners should make sure they never give out their bank details to anyone phoning up to ask for them."

## **A Load off our mind**

For years the Chamber has been pressing the Council for special permits to allow light goods vehicles such as estate cars to use the Wick Lane loading bay without fear of prosecution.

We are pleased to report that from 1 April 2010 the formal definition of goods vehicle in the traffic 'order' is being changed to "a motor vehicle or trailer constructed or adapted for use for the carriage or haulage of goods or burden of any description".

There is now no definition of a minimum weight. This means that any vehicle which is clearly intended to carry goods (such as a small van) or is obviously carrying samples or deliveries (estate car equipped to carry goods) should be able to use the bay. Obviously, an ordinary car with goods on the back seat will still be (rightly) prohibited, so this is a real step forward for common sense.

## **On Police Business**

Inspector Pete Meteau, Section Commander for Weymouth & Portland, has been given the responsibility to lead an initiative to improve the relationship between the business community and Dorset Police.

As a starting point, Inspector Meteau has contacted representatives of the Chambers of Commerce from the major towns across the County and the Federation of Small Businesses. The inaugural meeting of this group that will interact with, and better inform, the police of the policing needs of the business community in Dorset is anticipated in the next month or so.

If you have any issues regarding policing, positive or negative, please let the Chamber secretary know so that they may be passed on to this group.

## **Underpass Update**

Tenders for the redevelopment of the underpass are anticipated by the end of May, with work to start in late June and completion by the end of July.

## **R.I.B.S Marine Helps to Float MVS**

The National Maritime Volunteer Service have just opened a new unit based in Christchurch Harbour. MVS Christchurch and Bmth are a registered charity that provides routine maritime support and assistance including radio communication, boat support at local events - including the 2012 Olympics. MVS is open to anyone between the ages of 18 to 80 and provides an opportunity to 'Get out on the Water' and be safe.

At a recent presentation to MVS Christchurch of a new 4 stroke outboard motor donated by R.I.B.S Marine, Dave Mitchell, Head of Unit, thanked R.I.B.S and went on to comment, "Any involvement with us would provide a sponsorship opportunity for a business or association... I believe we have a great potential to provide a very strong and mutually beneficial association for our partner sponsors through our web site, word of mouth, media coverage and our presence associated at large local events with our sponsors support"

If you would like to know more, visit the MVS website [www.mvschristchurch.org.uk](http://www.mvschristchurch.org.uk) or call their membership secretary, Marlene on 01425 628090 or email [membershipsec@mvschristchurch.org.uk](mailto:membershipsec@mvschristchurch.org.uk)

## **Ringwood Loyalty Scheme Folds**

The Ringwood Loyalty discount scheme ended in January. It was obviously an interesting experiment but ultimately cannot have been that successful - or traders would have kept it going until the replacement comes in July. The new scheme is nothing like the old one; it is being run completely by New Forest District Council and will involve a 'Nectar' type card on which shoppers collect points when spending in participating stores. It is not clear how the points earned will be spent - the website says they can be spent in any participating store but that implies that all shops will have to have access to the technology and databases to accept such card payments. Costs of the new scheme have not been published - but it obviously takes the resources of NFDC to do it!

## App'y Future

**If you've got one, you'd never be without it. If you haven't, you probably soon will have.**

We're talking about the iPhone or next-generation smartphones. More than a phone, these technological marvels are the next big thing in information access. With their 'apps', their use is seemingly endless. Now they are taking over from newspapers and the Internet as the advertising medium of choice, and you can be part of this revolution.

The Chamber is in discussions with the developers of a 'my-town' app to port it to Christchurch (those with an iPhone can download the iThame app to see what it does). iChristchurch would provide information from local businesses, directions, places of interest etc, direct to users' mobile phones. This is the way of attracting the younger target audience.

Do you want to take that leap into the future now? Well you can - for the price of one newspaper advert, your business can beam adverts to thousands of smartphone users for a whole year.

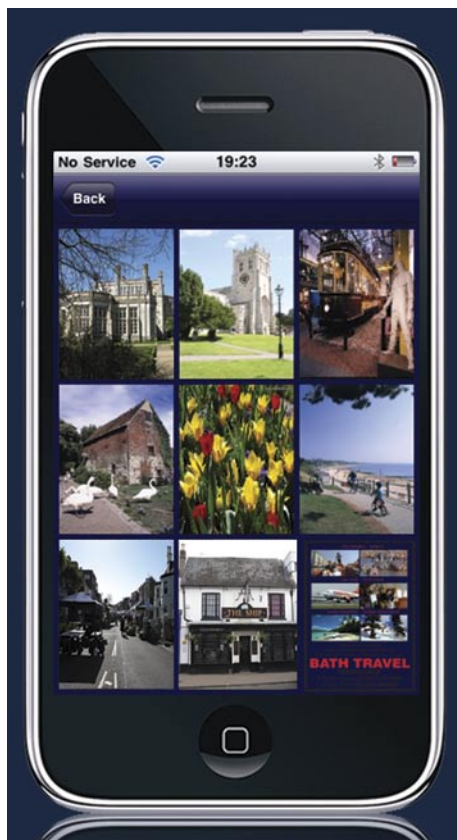
If you are interested, let us know and we will send you further details.

## Cutting Your Costs

Jas Hair at Bargates have just joined the Chamber, and owner Neil would like to make members an offer...

*"Hi, we would like to offer all Chamber members a VIP Discount Card to save money all year round on cuts, colours and treatments at our Salons in Christchurch (22a Bargates) Salisbury and Wilton - if you would be interested please e-mail [neil@jashair.co.uk](mailto:neil@jashair.co.uk) or pop into our Salon to pick one up.*

*We can also provide a number of VIP Discount Cards for you to use at your discretion. You may want to use it as a staff prize, a client prize, for a Charity raffle or auction, a reward for someone, or just give it to someone deserving. Whatever you use it for you will be sure of a great haircut !"*



## Christchurch Community Celebration Update

The **2010 Christchurch Community Celebration** will be held on Saturday the 29th May, from 10am to 4pm, mainly around Saxon Square and Druiitt Gardens.

As this is a real opportunity to make the public aware of the vast range of business activity which takes place in the Borough, the Chamber is taking a 'stall' at the event.

**If you have any promotional goodies (remember many of the audience will be young people) or any flyers that you would like us to hand out, please get them to us at Pauntley Road by 27th May or let the secretary know where to collect them.**

## Keeping in Touch

In the last newsletter, we said we would be contacting as many businesses as possible to gather a database of email addresses so that we could keep in touch.

As a first step, a flyer was delivered to all shops and customer accessible businesses - over 700 businesses.

We knew that collecting this information would be a challenge, as indeed has proven to be the case - one month after the postings and we have received just twenty responses, half of them from existing Chamber members who had already supplied their email address.

What are we to conclude? Either the majority did not see the letters, threw them away unopened, do not use email, or feel they have no need to know what is going on!

We would welcome help from members just to visit the businesses around them to encourage as many as possible to respond. It won't cost them anything and they might just benefit from being part of a community.

We'll let you know how we get on in the next newsletter.

## Talking Shop

Over the last month we have lost...

**Nailtec** in Wick Lane, **Christopher Gadd** in Bargates, **Vee Young Florist**, **Arcade Florist**, **Priory Financial** and **Barwicks** are selling up.

The ex **Jazz Communications** shop in the High Street opened as an outlet shop for **UKIP**.

Also opened are **PerfectPIZZA** in Barrack Road and **Wickes** has opened a brand-new store in the old MFI position at Bailey Bridge. **Belvoir!** will be opening an agency in Highcliffe.

Watch out also for a new **Tattoo Studio** near the railway bridge in Bargates, opening soon.

## On the Horizon



The site of the ex-petrol station in Purewell is to be redeveloped as a multi-storey Finance and Services building.

Fairmile is to have a new Coop store and flats built on the site of the New Inn.

The planning application for a new cafe and wine bar in Bridge Street has been re-submitted.

## A Flying Start

The new Airport terminal and facilities will be officially opened on the 9th June - some 300 guests have been invited to celebrate the success of this multi-million pound investment at our local airport, which could see passenger numbers approach three million over the next few years. Pressure is being put on the highway authorities to improve the access road infrastructure as soon as possible.

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## Contact Us

If you would like contribute to or receive this **Christchurch Alive!** newsletter - or if you have any comments on the contents, please feel free to contact us:

Phone: **01202 475626**

E-mail: **news@christchurchbusiness.co.uk**

Website: **www.christchurchbusiness.co.uk**

If you would like to join the Chamber, please phone or email for an Information Pack.