

CHRISTCHURCH CHAMBER OF TRADE AND COMMERCE

PROJECTS

ONGOING	COMPLETE	ON HOLD	RELEASED
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OBJECTIVE	STATUS
1. To improve communications with businesses by the generation of an email database	98 out of 120 members have emails - only 47% read them! 173 businesses on email list (out of 700)
2. To press the Council to complete the Bypass subway, and to sell advertising space to local businesses and shops	History of delays, primarily due to lack of dedicated Project Manager. Latest estimate is Easter 2011 (but this cannot be met due to leadtimes)
3. To press the Council for early implementation of signs and maps for pedestrians	Little progress. But funding still said to be in the Council Budget
4. To continue to press for more CCTV in Highcliffe and at other risk areas	On hold. Spate of burglaries/anti-social behaviour has waned
5. To make representations to the Council regarding improvements to the Christmas lights	Awaiting opportunity. Probably not viable in the current climate
6. To support the Community Action day	Took a stall in Saxon Square for an exhibition of the Chamber and local businesses. Poor attendance due to weather. Will not repeat in 2011

<p>7. To make a contribution to the Food Festival</p>	<p>Donation of £500 proposed</p>
<p>8. To ask the Council for extended free parking at Christmas</p>	<p>Plea for two weeks rejected in 2010 - loss of revenue stated to be £7000. Will press for the maximum in 2011</p>
<p>9. To be involved in the re-development of 'Barrack Road' agenda - coordinate vision of retail offering there</p>	<p>Slow progress - negotiations may now have stagnated</p>
<p>10. To continue to press the Council for improvements to street cleaning, and to encourage businesses to play their part in the reduction of litter</p>	<p>Much talk; Council 'invited' traders to help with cleaning but with little noticeable improvement. Seems little incentive to improve on the reasonable level of tidiness at present</p>
<p>11. To continue to attempt to resolve the issue of the loading bay in Wick Lane</p>	<p>Resolved. Restriction on types of vehicle amended to include small goods carriers</p>
<p>12. To seek alternatives to the Shopping Guide and Yearbook publications</p>	<p>Produced and distributed 500 copies of new Essential Guide to Shops & Businesses in Christchurch & Highcliffe. Insufficient advertising interest to cover cost.</p> <p>Shopping and Services Guide will make a return April 2011</p>
<p>13. To press for a freeze in shoppers car parking charges for 2011</p>	<p>Plea to reduce parking charges in line with neighbouring towns ignored. Now one of the Council's main sources of revenue</p>

<p>14. To support Waitrose in their efforts to secure an improved parking regime, particularly a 1hour free parking zone in a town car park</p>	<p>Still supporting Waitrose to improve attractiveness of ByPass Car park but Council reject any notion of barrier control, free parking or transfer of management</p>
<p>15. To start to build a portfolio of projects applicable to a Christchurch BID for when improved economic conditions return</p>	<p>Minimal activity. Ideas so far include 'Picturesque' Christchurch - stepping up a gear with tidiness and upkeep, Improved Christmas Lights, Weekly adverts in newspapers and radio, Signage and Heritage Trails, Flexible opening hours, Private car parks to compete with Council</p>
<p>16. Improved Promotion of Local Businesses</p>	<p>'A Better Deal' offers from local businesses to customers by email set up and ran for several months, reaching about 1000 customers. Problems with circumventing anti-spam measures had an impact but offers from businesses eventually dried up. Scheme suspended.</p>
<p>17. South East Dorset Transport Plan</p>	<p>This £2M study intended to propose improvements to road/rail/public transport up to year 2026. Many schemes proposed but Government cuts meant little was affordable. In this area, main scheme is Twin Sails Bridge in Poole, Canford Bottom Roundabout, more Bus Lanes on the route between Christchurch and Bournemouth, More cycle lanes and Better Education of the public!</p> <p>Christchurch cannot get a bypass before 2031.</p>

<p>18. Christchurch Town Centre Vision</p>	<p>Borough Council issued consultation on future which included building more homes up Roeshot Hill (which could generate new demands for retail and businesses) and changes to the definition of the town centre for planning purposes. Chamber objected to 'town centre' being expanded to include Stony Lane</p>
<p>19. School Retail Group</p>	<p>Established by Twynham School but growing rapidly, this initiative gives 14 to 16 year olds a taste of retail life, including setting up their own shop for a week. Chamber is supporting and will sponsor awards</p>
<p>20. To better promote the Car Park Refund Scheme</p>	<p>Increased charges and therefore refunds means the scheme is now met with less than positive reception. Viability in question</p>