



Brentwood Chamber of Commerce *Newsletter*

January 2014

www.brentwoodchambers.co.uk

Dear Member

A happy and prosperous New Year to you. If the optimistic economic forecasts signalled by the press and national politicians translate to local level, this could at last be the turning point we have been waiting for. Let us cautiously welcome it.

In Chamber we are aware that there is an important role for us in supporting our members to take advantage of the upturn.

One of our priorities this year will be investing in the future i.e. future potential members of Chamber – young entrepreneurs.



Our Christmas lunch in December at the Marygreen Manor Hotel was an enjoyable occasion and made more so by our guest speaker – probably the youngest we have had. It was 16 year old **Jordon Cox**, who hit the national

press headlines and the television networks in recent months, as the king of vouchers ('voucher vulture' as he has been dubbed).

A local boy who went to St Martins School (proud Headteacher Mike O'Sullivan was also at the Chamber lunch), Jordon is now studying at Havering College's Peter Jones Enterprise Academy in Brentwood High Street. Jordon famously helped out his cash-strapped family by paying just 10 pence for the family's Christmas lunch in 2012, through trading-in his collected discount vouchers.

Since then he has specialised in collecting discount vouchers from all sources and was recently featured in the national press buying several £100's worth of food at a well-known supermarket in exchange for vouchers – he donated the food to the homeless.

He now has a business which is essentially a clearing house for shopping vouchers. That is real enterprise. Good luck to him and to the other youngsters studying at the Academy.

Chamber will be sponsoring some young entrepreneurs, working in partnership with Havering College in our **Incubator Business project**. We will shortly be announcing our competition to identify suitable candidates, and speaking to the Brentwood Gazette to see if they will become involved in the project to find our candidates.

The other main initiative we will be taking in the near future is to re-launch our **Chamber Member Discount card**, in a semi on-line version.



The physical card will still be required (if you cannot find yours let us know and we will replace it). But discounts and other offers from Acceptors will be

featured prominently on our website. Special offers, particularly those available on an urgent/flash basis (e.g. come to our shop/pub today and you will enjoy a 25% cash discount) will be tweeted out. Keep a look-out for it.

The **Brentwood Renaissance Group**, which I have sat on for some while as Chamber's representative, exists to promote Brentwood and help it become a preferred destination for shoppers, residents businesses and visitors alike. Its new Charman is Clive Othen, Chamber's Chairman, and I am sure we will be looking for opportunities to promote the interests of Chamber members.

May I wish you good trading for the year ahead.

Mike Hawkins
Chief Executive

This space could be yours!

We are looking for member sponsors for our 2014 Newsletters.

For the price of only £100, you could have sponsorship recognition right here on the front page and the whole of page 2 for an advertorial or article.

Please contact the office if you are interested in sponsoring an edition.



■ The items stolen included alcohol, trainers and clothes

Woman arrested over £1,000 shoplifting haul

A woman has been arrested on suspicion of attempting to steal items worth more than £1,000 in a shoplifting haul believed to be the biggest in Brentwood in the past 12 months.

She was stopped after Brentwood Council's CCTV operators were alerted by staff in the Baytree Centre on December 19.

The woman was apprehended by police community support officers in High Street just minutes after the operators were notified.

The haul included alco-

hol, trainers and clothes.

Cllr Chris Hossack, vice-chairman for the community services committee, said: "This was a great result and I am glad to see our CCTV is protecting our retailers from those who are trying to steal. The message is clear – if you come to Brentwood to steal you will get caught."

Police, centre staff and the operators communicated through a Town Link radio network, which is monitored by the council.

More than 40 shops in Brentwood have access to it.

Town Link Radio Security System



Brentwood
communications ltd



Keeping Brentwood Safe

What Price Security? For as little as £5.50 per week!

Brentwood Chamber of Commerce are working in conjunction with Brentwood Borough Council and Brentwood Police to keep Brentwood safe.

Brentwood Chamber of Commerce Manages the Town Link Radio scheme in conjunction with Brentwood Borough Council, Brentwood Police and Brentwood Communications.

The scheme links retailers with each other, Brentwood Communications, Brentwood Police and CCTV operators via handheld radios, so they can exchange information and prevent crime.

For example, if retailers experience shoplifting or anti-social behavior they can alert all other members of the scheme instantly.

Retailers hire their radios direct from Brentwood Communications. They also pay a membership/administration fee to Brentwood Chamber of Commerce, who manages the scheme and Ofcom radio Licence.

For more information please contact:

Paula Clark 01277 214814
or email info@brentwoodchambers.co.uk

Now is the time to take action against crime.

BRIGHT & BEAUTIFUL

TAKING CARE OF YOUR HOME
SO YOU CAN TAKE CARE OF YOURSELF

WHY SECURITY NEEDN'T BE SACRIFICED WHEN CHOOSING A CLEANING SERVICE

The saying goes 'many hands make light work', but what if one of the hands you have entrusted with your family home has light fingers? We all need help now and then, but how do you know that the very people you turn to can be trusted with your hard earned possessions? You wouldn't give just anybody the keys to your home!

Happily, there is a local eco-friendly domestic cleaning company that can help not only keep your loved ones (and the environment) safe from

the allergies and pollutants associated with mainstream cleaning products, but which is also guaranteed to be trustworthy around your home and family.

Bright & Beautiful was set up to provide ethical, professional and eco-friendly homecare for busy people, and now you can take advantage of their expertise in domestic cleaning locally. Bright & Beautiful, Brentwood & Surrounds is owned by Amanda Kinghorn. At Bright & Beautiful confidentiality and security are paramount, with tried and tested security procedures in place for holding your keys and storing alarm codes. All team members are also provided with thorough training and guidance.

NEED A HELPING HAND?

Bright & Beautiful is here to help you make light work of your household chores.

Our team can provide a consistent, high-quality service that includes:

- Strict security
- A trustworthy team
- Lovely laundry
- Sparkling steel
- Flawless floors
- Gorgeous glass
- Wonderful wood
- Planet protecting products

For a no obligation quote
call Amanda on:

0845 200 2410

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amanda@brightandbeautifulhome.com
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IS MEDIA THE MOST COST EFFECTIVE WAY OF GETTING YOUR MESSAGE OUT?

Over the past years at the Brentwood Chamber of Commerce members have seen the rise in costs of product and service advertising. We feel that a media review is a worthwhile study that could provide cost savings and increased business.

Let me be the first to say that technology is overtaking where sales people used to appear at one's office or home. My experience of being dragged to a Twitter meeting turned my thoughts completely around and changed my business marketing forever. I found that I could get my message out to all my contacts just by asking them to follow my Twitter address. To my amazement this service is free and only takes up a little administration time to effect and update. I proved this at the beginning by helping a local landlord out when his pub had no customers during a 3pm to 4pm timeslot but he still had a wages and other overhead spend. The bet was that if I could get into the pub four paying customers for the time slot just mentioned I would get a free pint. The landlord's job was to cut the price of beer by £1.00 a pint for just one hour. Reluctantly he agreed to the bet. I Twittered out a message advertising the time slot reduction. To the amazement of both the landlord and I 15 people turned up asking about the offer in case it was a wind-up. I won my pint.

This example proves the point about one-to-one marketing via a Twitter message. Here at the Chamber we are encouraging trader footfall increase by using low cost media services as they seem to rank equal or better than written advertising at a much lower cost. This of course is dependent on having a good band of followers etc. but we all have customer lists to work from.

I recommend to Chamber members that they take a close look at how effective their current marketing and advertising campaigns really are.

At the Chamber we have a media expert who can help and advise businesses on media services as there are more available than just Twitter. Once a business has the comfort over computer safety issues an interesting time is in front of the business in targeting for specific business. If you are interested in a media review please contact the Chamber Office and we will arrange for our Executive Committee media person to get in contact.

Chairman Clive Othen



DATES FOR YOUR DIARY

Executive Committee Meeting Dates - 2014

16th January, 20th February, 20th March, 17th April, 15th May, 19th June,
17th July, 18th September, 16th October and 20th November

If you have any issues you want to be raised at an Executive Committee meeting, please contact the Chamber office a week or so before the relevant meeting and we will put it on the agenda
Email: info@brentwoodchambers.co.uk

★ ★ ★ ★ ★ NETWORKING EVENTS 2014 ★ ★ ★ ★ ★

★ Business Breakfast, 7.45am to 9.15am, Wednesday 5th February ★

Marygreen Manor Hotel, London Road, Brentwood, Essex CM14 4NR

Complimentary event, to book a place please email lrussell@wortleybyers.co.uk

The next following breakfast will be on Wednesday 6th March 2014

Future events to look out for include Pint & a Chat, AGM, Summer BBQ & Christmas Lunch

Sign Off

We will shortly be sending out the subscription invoices for renewal of Chamber Membership. I do hope you will agree that Chamber offers good value for money and that we can look forward to enjoying your company in the year ahead again. Here are some of the benefits on offer:

- Regular networking events – lunches, 'Pint & a Chat' as well as other evening events and VIP receptions
- A monthly Business Breakfast Club focused entirely on business promotion
- Monthly newsletters with updates on important issues and features on members
- Annual Business Focus magazine
- Opportunity to profile your business in the Newsletters and on the Chamber website
- A modern website, full of useful information which could help your business
- Lobbying and representing members' interests at local, regional and national level
- Network of business contacts
- Access to business information services
- Use of Chamber logo on letterheads as a kind of 'kite mark'
- Professional advice and additional benefits through our membership of Essex Chambers
- Crime & disorder reduction through the Town link Radio scheme

There is also the 'hidden' benefit that members of Chamber support each other and, for example, Executive Committee members make a point of purchasing from Chamber members wherever possible – carpets, cars, food, legal & financial services etc. These benefits all add up to a compelling case to continue Chamber membership.

We look forward to your continued membership.

Mike Hawkins

Brentwood Chamber of Commerce, Pepperell House, 44 High Street, Brentwood, Essex CM14 4AJ
info@brentwoodchambers.co.uk | www.brentwoodchambers.co.uk | 01277 214814



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