



FEBRUARY 2011

WELCOME TO ALL NEW MEMBERS

We are pleased to report that following the sterling work by the Membership Secretary Neil De Myne (From the Post Office), we now have over 80 members and are the largest Traders Association in Bournemouth.

That's wonderful for Charminster as it gives us a greater voice at the monthly Bournemouth Chamber of Trade LGA meetings attended by the head of the council and heads of council departments, as well as local councillors, other trading associations and representatives from both local bus companies. Maggie and Lesley attend every month to report on what is happening in Charminster and to push for improvements such as the lamp post painting.

It is a powerful meeting often attended by a Daily Echo reporter and a great platform for us to express concerns and highlight issues affecting traders in the area and to announce good news and achievements of businesses in Charminster.

Welcome to all the new members and we look forward to seeing many of you at the monthly meeting.

EXPERIENCE CHARMINSTER WEB SITE

Don't forget to check out the Charminster Traders Web site. If you already have your page set up, maybe have a look to make sure that all the details are correct. It may be that you have changed your opening hours or you want to amend details about what you sell.

For those of you who have yet to set your up, it is so easy, just contact premier 32 and give them a guide of what you want and supply them with some photos and then they can create your page. If you have your own web site you can have a link to your site as well.

www.experiencecharminster.co.uk

What are you waiting for? It's free and very easy to do.....

Just e-mail Phil and Debbie at Premier 32 – **premier32@btinternet.com**

EXPERIENCE CHARMINSTER LEAFLET

We are in the process of producing a new Experience Charminster leaflet. We are only going to have members on this leaflet as last time we had funding from the council towards it as it was for the whole Charminster Community.

The leaflet should be ready for our big launch planned for when the road works are over in April.

VALENTINES WINDOW DISPLAY COMPETITION

Charminster Traders have several 3 entries in the Bournemouth Chambers Valentines Day Window Display Competition. The winners are going to be announced at the BH Banter monthly launch of the BH Business Magazine which is on 7th March at the Mirmimar Hotel from 6pm till 8pm.

Anyone can pop along. It is a great way to network and socialise with other business owners and it's very informal.

I hope to see some of you there to cheer on the Charminster contenders in the Valentines Day Window Display Competition

CTA MEMBERS DISCOUNT CARD

We are still looking to introduce a Membership Discount Card. Lauren Day - Vice Char of CTA is going to be contacting you all to see if you wish to offer a discount to other CTA members.

RE LAUNCHING EXPERIENCE CHARMINSTER

We are planning to have a launch for the New Experience Charminster leaflet to coincide with the end of the road works in April. The media are quick to tell everyone when road works start but rarely tell the when they have finished!!

So we will tell everyone for them by having a special feature double spread on Charminster and businesses in the area can choose to advertise on this page if they want. We will also use the Local Eye magazine again as it has proved to be so successful in the past.

We will be looking for as much media exposure as we can get so make sure your web page is organised as we will be promoting the web site.

THE ROYAL WEDDING

Bournemouth Chamber has announced that they are going to have a Royal Wedding Window Display competition. So get your thinking caps on and your red, white and blue flags out and join in the fun. As the Royal Wedding is at the end of April we can also use this celebration to coincide with the re launch of Experience Charminster and make a real impact. More information will follow as soon as we receive it.

Anthony from Wonderful Kitchen has the fabulous red Chinese lanterns that many of us displayed last year when we launched the start of the traders association and it may be good to use them again this year. Anthony can supply the lanterns at a cost of £2 per lantern of which £1 will be refunded if it gets returned to him after the event. If anyone wants to see what they look like, check out Wonderful Kitchen as they have them on display for the Chinese New Year. Any ideas / suggestions for the re launch are greatly appreciated.

NEXT TRADERS MEETING:

Tuesday 1st MARCH 2011

12.00 Noon - 1.30pm at Wonderful Kitchen, 257 Charminster Road.

Come along, even if you can only stay for a short while, it will be great to see you.

For more information about Charminster Traders please contact:

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