

Trading News

Edition 20

The newsletter of Tadley and District Chamber of Trade 2018

The end of an era

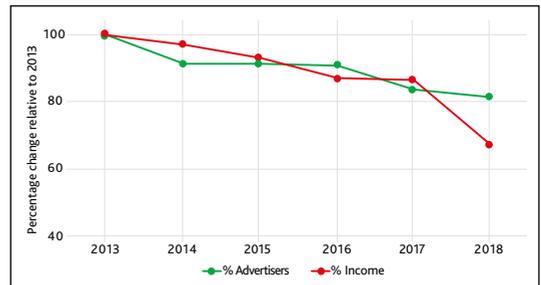
Tadley and District Chamber of Trade (TCT) members will be aware that we produce and distribute the Roundabout Book to local residents and businesses each year as a directory of local businesses organisations and information. We have charged advertisers and used proceeds to benefit worthy local causes. These have included donations to local community groups, business and voluntary events, schools, fetes and charities.

Following the publication and distribution of the current 2018 Roundabout Book the TCT committee met in May to discuss the future of the Roundabout Book. Over the last few years we have noticed a consistent and significant downward trend in the number of advertisers. This has affected revenue to the point that, after production costs were met, the last publication only just broke even.

In reviewing we came to the conclusion that this is a 'sign of the times', with traders and businesses choosing 'online' marketing and other media rather than printed directories. By way of example on a much bigger scale Thomson Directories ceased physical copies in 2016 and Yellow Pages has printed its last directories in 2018. They will both be online only from 2019.

This is a visual representation of those falling revenues

We considered and dismissed the idea of spreading our coverage. A key feature that has made the Roundabout book popular is the criteria of businesses needing to be local to advertise (unless there is no local alternative). We also considered increasing prices but decided that this would make us less competitive and therefore even less attractive to advertisers. **With heavy hearts we have taken the decision that the existing 2018 Roundabout Book will be our last. With this being the source of Chamber income this also means the Chamber itself will close.**



We will of course fulfil our outstanding commitments and hence the online directory of existing advertisers on our website will remain in place and maintained for the full year of the current book until the end of February 2019 which is when the Chamber itself will officially close.

We would like to thank everyone who has been involved with the Chamber over the years, especially our advertisers who have supported the book and in turn our ability to support others, and we wish you all the best of luck in the future.

Autumn 2017 Puzzle Winners



Goodwood Tree Surgery

Paul Needham founded Goodwood Tree Surgery Ltd in 2007. Prior to this, Paul had gained vital qualifications, experience and knowledge working in both the public and commercial tree surgery sectors.

Paul has always been keen to further his education in tree surgery, and so gained his certificate level 2 in arboriculture at Merrist

Wood in Guildford. He continues to further his knowledge and encourages his staff to develop their skills further, from which clients see the benefit. Goodwood Tree Surgery only employs fully qualified staff and always works with safety in mind.

Over time, through being diligent and being able to understand the needs of different clients, Goodwood Tree Surgery Ltd have founded a regular network of contracts in Hampshire, Berkshire, West London and beyond. The company prides itself on working to a very high standard, and works closely with clients to bring their vision of their grounds or garden to life.

www.goodwoodtreesurgery.co.uk Tel 0781 659 8372 or 0118 981 1991

Intec Recruitment

Based on Calleva Park and established in 1984, Intec are a specialist provider of Technical Engineers. Their team of specialist Consultants are experienced in providing contract and permanent Engineers to the following industries: Electronic, Engineering, Aerospace, Military, Manufacturing, Communications.

Intec Recruitment predominantly use their expertise to service Berkshire, Hampshire, Surrey, Oxfordshire, Buckinghamshire and Middlesex but have also been involved in a number of worldwide and UK based projects.

Intec are a recognised leading provider of Engineers and through their excellent reputation and expertise in their specialist fields have developed long term relationships with candidates and clients.

www.intec-recruitment.co.uk
Tel 0118 981 1110



Roundabout Book delivery

We are very grateful to the local Air Cadets for their delivery service in the Tadley area over many years. We have contributed to their funds each year in return for their hard work.

We are also grateful to Bramley Scout Group for taking on the delivery of the 2018 Roundabout Book in their area. We went to see the Cubs hard at work and presented the group with a cheque to help them with activities and equipment.



Good Citizen Award

Congratulations to our Membership Secretary, Mary Hancock who has received a Good Citizen Award. Nominated by the committee and members, the award was presented by Tadley Town Council Chairman Jo Page in recognition of all Mary's work for Tadley and District Chamber of Trade.

We celebrated our 50th anniversary last year and Mary has been involved with the Chamber all of that time. First as a founding Chamber member with her shop Hanby's and then for the last 20 years as a committee member responsible for the membership and the administration of the Roundabout Book.

From September onwards, until we go to print each January, Mary worked tirelessly to sell enough advertising space to make the project viable. This involved sending out the applications, documenting the returned forms and banking the money. It also involved polite reminder phone calls to advertisers who forget to return the form! This year, via the local Air Cadets and Bramley Scouts, we distributed 10,000 books which will encourage Tadley & District residents to support local businesses. Any money left after production costs are met has been used to support local voluntary organisations.

Mary was also a Trustee of the Helping Hands charity shop, an Age Concern committee member and more recently a volunteer in the Citizens Advice office.

The Chamber committee are pleased that Mary's efforts have been recognised because without her the Chamber of Trade and the Roundabout Book would not have been so successful.



General Data Protection Regulation

Data protection law changed on 25 May 2018 and organisations must comply with the General Data Protection Regulation (GDPR). The GDPR applies to 'personal data' meaning any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier.

How Tadley & District Chamber of Trade will look after personal information until 28.2.2019

The data that the Chamber of Trade keeps is limited to advertisers in the Roundabout Book and those who have requested to become members of the Chamber of Trade but do not advertise. It includes the individual's name, business name, address, telephone number and email address. It is kept in an Excel spreadsheet, updated annually after the publication of that year's Tadley Roundabout Book.

Only one electronic copy of the spreadsheet is kept and it is password protected.

How we will use the information

Contact by post: This newsletter and the accompanying letter will be the last items mailed by the Chamber.

Contact by email: If you request it, the 2018 version of your advert will be emailed to you as a pdf.

Website: A directory listing is published for every member. Information published is limited to business description, company name, contact details and postcode. Roundabout Book advertiser entries include a copy of their approved advert which may contain additional information. The online directory of existing advertisers on our website will remain in place and maintained for the full year of the current book until the end of February 2019 which is when the Chamber itself will officially close.

Tadley and District Chamber of Trade Committee 2017 – 2018

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Julian Sunley of Sunley Financial can be contacted on 0118 981 2701 or by email: info@sunleyfinancial.co.uk
www.sunleyfinancial.co.uk

Contact **Mary Hancock** for Chamber membership and Roundabout advertising enquiries on 0118 981 0609 or by email: info@tadleychamberoftrade.co.uk