



Watton Town Council Report April 2021

Purpose and Use of Town Council £5,000 Donation

The Wayland Chamber of Commerce applied for a £5,000 donation in 2020 to underwrite and ensure the production of the 39th consecutive edition of the Annual Wayland Chamber of Commerce Information, Trade and Services Directory (20/21), that includes the 12 community information pages as well as listings of local business services. Without this support the Chamber had insufficient reserves to cover commissioning of the Directory.

The Directory normally generates funds retrospectively through advertising. This year anticipated returns from advertising were anticipated to be lower than normal, as businesses are mindful of COVID and cashflow, and this proved to be the case. As predicted we have had a reduced number of advertisements including the back cover, and we have also had 11 members who have not renewed their membership, although we have also had four new members and new enquiries based on receipt of the Directory. The Directory has now been published and is being distributed.

The funding enabled commissioning of the Directory but also has allowed the Chamber to order an additional 500 copies for distribution, (a total of 9,500 printed for distribution in the Watton and Wayland), inclusion of additional community service information to the normal 12 community information pages, in particular the centre-fold pullout on 'Flooding Risk' and the back cover advertisement for the Watton Good Neighbour Scheme. The support of the Town Council in enabling the production of the Directory was acknowledged in the opening message from the Chamber Chair.

The £5,000 donation has been crucial to enabling the publication of this years Directory and to setting the Chambers finances on a more sound footing and providing a basis on which we can build during the year. The Chamber is planing a range of profile-raising activities and services for local businesses (both members and non-members) including a series of digital workshops for covering financial management, social media and contractual agreements. In addition, the Chambers profile will be raised by reporting and information releases about the proposed Digital and Creative Media Centre.

This report is not only an opportunity to thank the Watton Town Council for their £5,000 donation in support of the 2021 Directory but also to register our appreciation for having engaged with us so positively in the last year or so, involving the Chamber in the Neighbour Planning Group and actively backing the joint proposal of the Wayland Partnership and the Chamber, for the Digital and Creative Media Centre. A special thanks also to Cllr Pat Warwick for her continued very welcome contribution as a member of the Chambers' Management Committee.

On behalf of our all our members and other businesses in Watton a resounding thank you to Watton Town Council for all of your financial and tacit support for the Chambers' activities. Very much appreciated!