



MINUTES

**Dorset Chamber of Commerce & Industry Council Meeting at 4.30pm
Thursday 11th May 2017 at Barclays County Gates House, Bournemouth BH1 2BW**

Present:

Chris Slocock (CS), (Chair), Ian Girling (IG), Ben Arnold (BA), Caron Khan (KC), Helen Stacey (HS), Steve Bendell (SB), Nicola Newman (NN), Ian Cambrook (IC), James Robinson (JR), Steve Bendell (SB), Simon West (SW), Board member Steve Mills (SM), Vicki Hailes (VH), (minutes) and Anne Warner, DCCI Head of Membership and Steve Bulley, DCCI Business Development Manager.

ACTION

➤ Dorset Chamber of Commerce & Industry will be shown as (DCCI) throughout the Minutes.

1. **Welcome & Resignations**

(CS) Chair of Council welcomed everyone to the meeting with a special welcome extended to Anne Warner and Steve Bulley with apologies received from James Lattimer (JL), Chris Palmer (CP), Alex Picot (AP), Jason Gault (JG), David Walsh (DW), Paul Collins (PC), James Stelfox (JS), and Board members Liz Willingham (LW) and Paul Tansey (PT).

(CS) reiterated the importance of the Ambassadors role in finding solutions to issues with the success of the recent QES survey results being cited as an example of this.

(CS) then invited Anne Warner and Steve Bulley to present their update on the DCCI membership and account management with a particular focus on how DCCI seek to retain members.

2. **Membership update & exploring retention solutions**

Anne began the presentation by introducing Steve, DCCI new Business Development Manager and explained how the role had been developed from that of his predecessor. She explained that Steve was working with a new strategy in identifying businesses individual needs at sign-up and that targeting larger businesses should also help improve retention. She also explained that the BCC retention benchmark level was focused on actual membership number and not sales value based but a focus on the numerical value of renewals was essential.

Anne then described the membership yearly journey and the periodic points at which contact is made. She said any non-engaged member was flagged and her team doubled their efforts though contact was sometimes still difficult to establish and often led to emails following unanswered phone calls.

Anne then handed over to Steve who highlighted his “5 deadly sins” of new member non-engagement signs. These included not submitting the 40 word profile for the Dorset Business Magazine and a press release both of which are benefits to new members. Steve said, recognising that not all businesses had the time, or in some cases the resources, he was now writing these for the businesses and sending a ‘How to submit a press release’ info sheet to all new members. This had yielded a positive response with a 100% 40 word profile now taken up by my new members.

A discussion ensued and it was agreed around the table that it was important not to oversell at sign-up and the new strategy in identifying business needs could help with retention. (IC) said it would be helpful if Ambassadors were provided with a list of those businesses DCCI hoped to engage with in the future and Steve agreed.

- Action (SB) to email Ambassadors list of potential new members (SB)

(HS) said that Ambassadors could help with meeting new members if they were “buddied up” prior to an event. This would enable new members to be met by Ambassadors who could facilitate introductions with other members attending the event as well as providing further information on Chamber membership. Anne agreed this would be really helpful and would look at implementing this.

- Action (AW) to liaise with Events Manager, Vikki Southern, to link Ambassadors with new Members at events. (AW)

(IG) said that generally Ambassador attendance at events could be improved and whilst (JS) had suggested an event matrix it was felt that this could exacerbate the problem of Ambassadors not attending events. It was agreed that (VH) would email Ambassadors with a noticeable strapline calling for help with the event calendar readily accessible so attendance could be confirmed with DCCI Events Manager, Vikki Southern.

- Action (VH) to email Ambassadors updated event calendar (VH)

(CS) then thanked Anne and Steve for attending the meeting and providing a very informative update on membership strategy.

3. **Minutes of the Ambassador Meeting held on 9th March 2017**

(CS) proposed the minutes, these were seconded by (IG) and agreed unanimously by the Council. The Minutes were signed as a true and accurate record of that meeting.

4. **Actions and Matters Arising from the Council meeting held on 9th March 2017**

(IG) updated on the two completed actions and matters arising with the third being addressed - reference ambassador event attendance, agenda item 2.

5. **Dorset Chamber Policy Watch**

(IC) presented his policy report May 2017 (*a copy of which is attached to and forms part of these Minutes*) and sent to Council prior to the meeting. He said he had highlighted the top 10 policies so others had been relegated from the list but pointed out that they may well be raised in the future.

He started with the snap general election with party manifestos being published next week before suggesting that Ambassadors also take a look at the BCC network Business Brexit priorities.

(IC) mentioned the Spring Budget highlights, namely the U-turn on NI contributions for the self-employed and the proposed tax changes in dividend payments being postponed with a couple of proposals being dropped entirely.

He updated on the Growth Deal and the Launch of the Dorset Innovation Park which he said would deliver 2000 new jobs and new business space.

He spoke of the Dorset National Park proposal and confirmed that this may have impacted on Jurassica and (IG) confirmed that he hadn't heard from Alison Smith with no meetings pending for the SW Business Advisory Group. It was agreed that (IG) would contact Alison for an update.

- Action (IG) to contact Alison Smith, Project Coordinator, Jurassica, for an update. **(IG)**

(IC) updated on the progress in Reshaping Dorset's councils' which has been delayed by the election and said that following the local elections Robert Gould had lost his seat and the Dorset County Council leader was now Rebecca Knox.

He advised on a couple of issues not in the report, namely that the third runway at Heathrow would become a decision for the new government and advised that the company annual return would be replaced by the confirmation statement. He said that the main notable difference being businesses now needing to include information on employees with significant control in their business.

(IC) ended by mentioning the Tech Nation 2017 annual report and said within the Bournemouth and Poole region three start-ups were mentioned. He suggested it would be useful for the chamber to make contact and Anne agreed.

- Action (IC) to send link on start-up companies mentioned in the Tech Nation 2017 annual report. **(IC)**

(SM) thanked (IC) for taking the time to put the policy reports together and (IG) said that plans were in place to publish these in full shortly.

6. **Monthly DCCI Verbal Update and Summary**

(IG) delivered a verbal progress report and said that due to the car parking time constraints he would keep it brief. He updated that Chamber membership stood at just under 740 and was pleased to announce two new Business Partners, Ouch and Travel Counsellors, (franchise) which (IG) said offered a broader appeal to the Business Partner programme.

He said that DCCI was working hard to secure sponsorship for the Dorset Business Awards and continuing to explore the use of videos to promote the Chamber and help raise member profiles. He said new members, 4com, had invited him to participate in a video to talk about the Chamber and this boded well with the Chamber's new video strategy and the creation of a YouTube channel.

(IG) advised that the Dorset Business magazine was being improved with a new glossy edition to be launched shortly. He also updated on the new DCCI website which had been delayed with the launch now planned for the 1st June 2017.

7. **Careers Policy Update**

(NN) updated Council on the Government policy on Careers guidance provision for young people in schools. She said that eight bench marks have been set, one of which states that schools should build strong links with employers. She said that schools are expected to work in partnership with local employers and other education and training providers like colleges, universities and apprenticeship providers. She said this was timely with the Young Chamber offering a vital service to schools seeking to meet Ofsted's expectations.

She said that schools must also provide students with access to independent advice and guidance by providers such as Ansbury Guidance who already provide this service. Additionally schools should ensure that high attaining pupils are supported to make an informed choice, whether this be to aim for university, including the very best universities and courses, or an apprenticeship as an equally high calibre and demanding route into employment and higher education.

(NN) concluded with a key point from the policy stating that "Every child should leave school prepared for life in modern Britain" but she said that in summary whilst the document is clear the landscape is cluttered, confused and ineffective.

<https://www.gov.uk/government/publications/careers-guidance-provision-for-young-people-in-schools>

8. **Any Other Business**

(HS) asked if Jake Moore from Dorset Police who delivered a presentation on Cyber crime prevention at the last council meeting had been secured to present at a Signature Dinner. Anne said that Jake had presented various workshops etc. with Chamber members but with a new presentation this would be considered.

There being no further businesses the meeting concluded at 6.30.

9. **Dates of next meetings:**

2017 Council Meetings all commence at 4.30pm – venues noted below

Thursday 13 th July	Savills
Thursday 14 th September	PKF Francis Clark
Thursday 16 th November	Savills

Board Meetings all commence at 4.30 pm at Chamber House

Thursday 22 June 2017
Thursday 24 Aug 2017
Thursday 19 Oct 2017
Thursday 14 Dec 2017

