

### Royal Wootton Bassett Chamber of Commerce Action Plan for 2015-2016 – Updated 13 June 2016

Item	Progress	Activity	Update on progress
<b>1. Focus on the Chamber and its Members:</b>	Completed	Develop local links with Town Council and Business Association for the benefit of our members.	Working with the Town Council and the Business Association to ensure a shared awareness of initiatives and priorities and a joined-up approach on issues where relevant and appropriate.
	Completed	Promote business amongst Members	Member's businesses featured in the monthly newsletter and business actively promoted and conducted at lunch networking events
	Completed	Provide Monthly Events	Monthly events provided both lunch and evening events
	Completed	Grow our Membership	Developed a "Member get Member" campaign and actively promoting it.
	Completed	Update our website with new Member information	Link to above - Promote business amongst Members
<b>2. Engage with MOD DTTC</b>	Pending	Participate in the business event to be held by the MOD	Awaiting news of what the MOD has planned.
	Completed	Launch our Logo for businesses to offer forces rates	Available for Members and non Members to download on our website
<b>3. Engage with new businesses to the Town</b>	Completed	Work to develop relationships with new businesses to the town / area	<ul style="list-style-type: none"> <li>• Link to above - Working with the Town Council and the Business Association</li> <li>• Advertise the Chamber in the Reception area of Bowman House and The Manor House asking new businesses to contact us</li> <li>• Advertise in Local Ads asking new businesses to contact us and be part of the business community.</li> </ul>
	Completed	Promote our Members businesses to the residents of the town	Using social media, face book and newsletter. Advertise using Local Advertiser. We now have over <b>1354</b> followers on Twitter and over <b>400</b> on Facebook.