



Windermere & Bowness Chamber of Trade

The minutes of a General Members Meeting held on the 4th November 2008 at the Burnside Hotel, Kendal Road, Bowness-on-Windermere, commencing at 6:30pm.

Present:

Eve Blatchley	Honorary Member	Robert Fowler	Robert Fowler Associates
Barry Butler (Chair).	Butler Thompson Assoc.	D & G Howarth	Renoirs
Naomi Darbishire	W McClures Ltd	Jo Harris	Windermere Wine Stores
Simon Everett	Simon Everett Opticians	Mike Nicholson	Seafarers
Adrian Faulkner (Sec)	AGF Business Services	Penny Seeds	Manuka

Guest:

Brenda Watson Lakes Hospitality Assoc.

Apologies:

Liz & Tony Blaney	The Fairfield Guest House	B & C Johnson	Honorary Member
Tim Farron MP		Steve Holcroft	Steve Holcroft Photography
Richard Freeman	Freemans	Steve Marston	The Cook House

Opening Remarks:

Barry Butler (Chair) welcomed the assembled members and introduced Brenda Watson from the Lakes Hospitality Association (LHA).

Rob Fowler Presentation:

Before the business part of the meeting, Rob Fowler (Rob Fowler Associates) gave a presentation on possible ways of alleviating the 'pain' of the current Credit Crunch as applicable to businesses.

Increasing the business Cash Flow by,

1. Debt Structuring,
2. Tighten belt on how long it takes customers to pay,
3. If possible, round payments of purchases,
4. Try to turn obsolete stock into cash, if only at cost.

DO NOT;

1. Cash In the pension,
2. Pay business bills by private credit card.

Things that may help to ease the situation:

1. Produce timely and regular Management Accounts.
2. Cash Flow Statements.
3. Update the Business Plan.
4. Debit management - produce timely reports on how long it takes your debtors to pay and how long you take to pay your creditors.
5. Always put your credit terms on your invoice and adhere to them! Try and reduce your overheads where ever possible.
6. Look into the possibility of changing the way you pay your staff – weekly to monthly! Make sure you make the necessary amendments to the staff's Contract of Employment.
7. Up-Sell your products.
8. Shop around for better banking terms
9. Ask your staff what the customers want – they are the first line of your business!
10. SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) A useful **free** guide can be found at www.is4profit.com

11. Reduce the reliance on a small number of customers ie the 20/80 rule. 20% of your customers contributing to 80% of the turnover.

There then followed a Q&A session with Rob answering a variety of questions. At then end Barry thanked Rob for an informative presentation.

Minutes:

The Minutes of the meeting on the 7th October 2008 were accepted as being correct.

Matters Arising not covered by the Agenda:

There was nothing to report.

Correspondence:

The Secretary reported that any correspondence received was on the website and had been notified to members via the e-News.

Reports:

1. **Town Twinning Association:**

Eve Blatchley reported that the Diessen am Ammersee Town Twinning Association had new officers:

- James Orum had been re-instated as Chair,
- Dieter Hrdt – Vice Chair,
- Hans-Peter Sander – Press Officer.

Eve also reported that the Casino night had been cancelled due to the floods.

2. **Windermere Catchment Restoration Programme:**

The Secretary reported on a meeting he attended on the Chambers behalf, regarding the 'Windermere Catchment Restoration Programme and introduced Brenda Watson. He hoped that there could be a 'working together' with both organisations on trying to encourage their members to adopt an 'eco-friendly' approach to the use of detergents, wash up liquid etc. He went onto point out that the programme leaders were preparing a bid, to be forwarded later this month, for £100k to take the project forward. The result of this bid would be known in March 2009. Brenda Watson said she would certainly report back to the LHA on this initiative. The Secretary pointed out that the Chamber of Trade had been invited to send a representative to the inaugural meeting and asked for a volunteer to attend. Simon Everett said he would be willing to go.

3. **Windermere Enhancement Scheme – Breakfast Meeting with Tim Farron MP**

Barry gave a resume of the meeting and stated that he had asked Nick Raymond (CCC) to include the Chamber of Trade when the 6 plans became available. The Secretary was asked to include them on the Chambers website and notify the membership accordingly.

Rayrigg Road Lighting:

The Secretary read out a reply from CCC he had received regarding the above that stated that the Windermere Town Council where responsible for this stretch of road and that they were looking into the matter.

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Dates of Future Meetings:

2009

February 3rd

March 3rd

April 7th

Adrian G Faulkner - Secretary, Windermere & Bowness Chamber of Trade.
DMS. FCMI., CLP.