

SEPTEMBER & OCTOBER 2020

CHAMBER CHATTER

by local business. for local business

Offering support to help your business recover and grow

IN THIS EDITION:

- Sign up for the wide variety of Taunton Chamber events taking place across the Autumn – many of which are FREE of charge
- Hear about our 'Restructuring and Resources' support as we work with Somerset County Council to reduce the loss to Somerset of key expertise to outside of the area
- Welcome our newest Taunton Chamber businesses in our 'Spotlight on New Members' section
- Catch up with news from our members about exclusive offers, competitions and their work in the community

PHOTOGRAPHY BY

360 | SOUTH
- WEST -

FOLLOW US ON SOCIAL MEDIA FOR LATEST NEWS & EVENTS.

You can now connect with us on LinkedIn @Chamber of Commerce Taunton



Welcome to our September and October Events...



“ Over the Summer I have been delighted to once again be able to get out and about visiting members. The following events schedule has been put together based on the business topics that have been at the forefront of our discussions, particularly as following the pandemic, member businesses are focussing on recovery and growth. We are thrilled to be offering many events FREE of charge, or at significant discount, and many of our Autumn events offer additional value with opportunities for complimentary, bespoke follow up sessions at no cost. Alongside the Taunton Chamber Executive Committee, I look forward to welcoming you to our Autumn events.

Bethan Turner, Membership & Events Manager

All events are bookable via our EventBrite page unless otherwise stated:
www.eventbrite.co.uk/o/taunton-chamber-of-commerce-15354648391

'THAT FRIDAY FEELING AT FIVE' 11th & 25th September, 9th & 23rd October

Join us online in our 'virtual pub' every fortnight for the opportunity to raise a glass to the weekend with business friends - no pitches, no formal introductions just a great chance to catch up what's new in the local business community and to meet some of the people behind our wonderful local businesses - have your glass of something chilled at the ready!



WORDPRESS WEBSITES WITH DPN TRAINING

Have you started a new business and think it's about time you sorted out a website? Do you already have a website but need to learn how to manage it more effectively?

DPN's 4-day WordPress webinar will introduce you to the basics of web design and show you how to build your own accessible website using templates.

You will learn how to use the tools in WordPress and how to embed graphics. It's a great way to learn the basics without too much jargon and with support from a highly experienced tutor. You will also have the opportunity to network and connect with other local businesses.



Where possible DPN will use funding to cover the costs of the training. Contact DPN to find out whether your business is eligible training@digitalpeninsula.com or 01736 333700.

XERO WITH ALBERT GOODMAN LLP

Cloud based accounting is a topic members have asked us to cover, and so we are delighted to be working with **Albert Goodman LLP** to help bring Xero to life this Autumn. There are two free introductory online demo sessions taking place on 10th September and 8th October, and we are delighted to share that Taunton Chamber members can benefit from a £25 price reduction (*VAT applicable*) on the four hour group training sessions taking place on 16th September and 14th October. Please use the promo code *Tauntonchamber70* when you book.



More details and booking links here: <https://albertgoodman.co.uk/events/>

'GETTING THE MOST FROM YOUR BUSINESS BRAND' Webinar with Q&A: 15th September 10am - 11am

Your brand is far more than just your logo - join us to learn from design expert Paul Smith from **Word Gets Around** about all things branding!

Paul will cover the following topics in a relaxed, interactive way to ensure attendees are able to get the most out of the session: What is branding, brand theory, thinking about your business and brand, branding - print vs pixel, ways to maximise your brand on a budget. All attendees will also have the opportunity of a FREE one to one follow up hour with Paul to discuss specific branding questions and advice.



'HOW TO ATTRACT TOP TALENT'

Webinar with Q&A: 30th September 10am - 11.30am

When finding your next team member is just part of your busy job, how can you set yourself up to succeed in a competitive jobs market? Join talent expert Laura O'Driscoll from **OD Talent Solutions** to get set for recruitment success! The webinar will explain the areas you need to give your attention to, and how to get your employer branding working hard for you: Workforce Planning and Your Offering, Attracting Talent and Selling Your Business Brand, Securing Talent through a Supportive Candidate Journey. All attendees will also have the opportunity of a FREE one to one follow up hour with Laura to discuss specific recruitment questions and advice.



WINE TASTING SOCIAL EVENT WITH THE LITTLE WINE SHOP & SOCIAL WINE BAR: 5th October 6pm - 8.30pm

Join us for this exciting social event hosted by **The Little Wine Shop & Social Wine Bar**. Max and Philippe, the owners, are Taunton's wine and charcuterie experts and will be giving us a warm welcome to a great evening of socialising in their exclusive premises at the heart of Taunton's Independent Quarter. You will have the opportunity to sample 5 different quality wines, accompanied by either cheese, bread or charcuterie expertly selected as perfect pairing partners by Max and Philippe.



ENSURING YOUR ONLINE PRESENCE IS SET FOR ENGAGEMENT

Webinar with Q&A: 7th October 10am - 11am

Ensuring your online business presence is set for customer engagement is now more important than ever before. Join our industry experts **Simply SIG** and **360 South West** for advice and ideas on how to make sure your business shines online! The webinar will cover: what makes a good website and why a good online presence is important now more than ever, how to align your online presence to customer needs and desires, importance of a marketing strategy and having consistency across your platforms, tips on how to make your website and social media work harder for you, importance of good online visuals, tips on using photography on your website and social media, benefits of using video and 360 photography to increase customer engagement. All attendees will also have the opportunity of a FREE one to one follow up session with Simply SIG and 360 South West to discuss specific questions and advice.



REMOTE WORKING - BEING SAFE AND EFFICIENT

Webinar with Q&A: 13th October 10am - 11am

Remote working and managing your teams flexibly are becoming part of the 'new normal'. Join industry experts **Pro Cloud Solutions** for advice and support to ensure your business information is safe and your teams are working effectively. The webinar will cover: Remote Working, Cyber Security, Cloud Technology. All attendees will also have the opportunity of a FREE one to one follow up hour with Pro Cloud Solutions to discuss specific online security and remote working questions and advice.



LEADERSHIP IN THE FACE OF ADVERSITY

Online Panel Discussion with Industry Experts: 21st October 10am - 11.30am

Join Taunton Chamber and our local industry experts as we discuss the importance and characteristics of inspired leadership - particularly in the light of the current challenging times for business. We are delighted to be joined by the following local industry leaders for this exclusive online event: Ros Kirk - Head of People Strategy & Development, **Cooper Associates Group**, Matt Tudor - Director of Business Development & Marketing, **Bridgwater & Taunton College**, Robert Zelazik - Managing Partner, **AC Mole & Sons**. The event will take the format of a panel discussion, with ample opportunity for attendees to ask questions of the panel - either in advance via the 'contact the organiser' button or during the event itself.

WATCH BACK OUR RECENT WEBINARS: If you missed any of our recent webinars, or would like to watch back again, the viewing links are available via our website www.taunton-chamber.co.uk

COMING SOON FOR NOVEMBER & DECEMBER: We are already planning our November and December schedule and will soon be releasing details of events on the following topics: Managing Business Finance; Cashflow, Debtors and Supply Chain Efficiencies, Website SEO - Making your site as visible as possible, Mental Health in the Workplace, Advertising with FaceBook, Cyber Security for Teams with Avon & Somerset Police.

RESTRUCTURING & RESOURCES SUPPORT SERVICES

At Taunton Chamber this Autumn we are launching 'Restructuring and Resources' Support Services. These will be opportunities where we can signpost expert advice for those businesses seeking to recruit and for those needing to reallocate staffing resources. Furthermore, this will cover the offering of routes and opportunities for those becoming out of work, with the aim of supporting the Somerset County Council key objective of *enabling swifter redeployment of skilled individuals within the local economy, thus helping to reduce the loss to Somerset of key expertise to outside of the area.*

As well as our 'Securing Top Talent' event on 30th September we are delighted to initially be offering the following support:



Advertising your vacancies at no cost with member business Somerset Jobs

Taunton Chamber of Commerce members are now able to advertise their vacancies

FREE of charge with our member business Somerset Jobs, using the Standard Package which would normally attract a value for money fee of £19.99. For members wishing to use the Upgraded Package, there will be an exclusive Taunton Chamber discount of £10.

More details on the packages available can be found at <https://somersetjobs.co.uk/pricing/>

To discuss your needs further, and initiate the discount, please contact Stuart Wright 07771 731495 stu@somersetjobs.co.uk



FREE of charge Candidate 'Glow Up' Sessions

Alongside Taunton Chamber member business OD Talent Solutions we will be offering **FREE of charge** Candidate 'Glow Up' Sessions aimed at supporting those needing to look for their next job opportunity. The sessions will look at helping job seekers to smarten their approach and are an opportunity to get some recruiter insight and advice around what happens on the employer side during recruitment and tips and advice on all stages of the application/interview process.

The 2020 events will be taking place from 10am on the following dates: 21st September, 19th October, 27th November and will be bookable via: www.odtalentsolutions.co.uk

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WELCOME TO OUR New Members



Daffodil
PR & COMMUNICATIONS

Daffodil PR is a creative communications agency, based in Taunton and founded by mother and daughter, Sharon & Livvi Grant.

Breaking the pre-conceptions that PR agencies are stuffy and overly corporate, Daffodil PR blend big agency thinking and years of experience with a passionate, tenacious, and friendly approach for established brands, start-ups and everything in-between.

From traditional press releases to full digital PR, Daffodil is an agency who will work with you, as an extension of your team, to keep your brand fresh and consistent for the modern age.

Daffodil PR creates calls to action, working with clients to grow businesses and brands for the future, ensuring that the audience you want to reach is given ample opportunity to reach out and connect with you. They utilize a blend of social media and traditional media channels to enable your name to thrive in an ever-complicated landscape.

PR is not just about showing off what you can do. It is about transparency and building connections and trust. Modern audiences want to connect with business and brands who accurately represent their needs with home-grown, upfront, and honest content. Work with Daffodil and your brand will achieve genuine, long lasting results. Daffodil offers a free consultation, where you will have the chance to outline your vision, your business plan, and what your core demographics are looking for.

01823 461463 | www.daffodilpr.co.uk

SIG



If you want to move your business from surviving to thriving, then look no further.

Simply Sig are a local, full-service sales and marketing agency, specialising in hospitality and leisure businesses and we cover everything you could need to take your business to the next level.

Whether you require a one-off project such as a refreshed logo or a new website or you need a reliable, innovative company with whom to work on an ongoing basis, we're there. Our business is to drive your business.

Our free consultation provides you with the opportunity to talk us through your objectives and ambitions and enables us to understand how we can assist in making these a reality. It could be that you need to start from the beginning and formulate an annual marketing strategy, that you need someone to drive online campaigns that deliver return on investment, or that your team need some sales training.

We can stay in the background working remotely, or become active members of your business, either way we believe that whilst we're working with you, it's a partnership.

Since we formed earlier this year, we have worked with new start-up businesses to medium sized hotels, each requiring very different marketing assistance in this challenging time, but now is a time to thrive. Now is the perfect time to get in front of your potential customers. If you need some advice on how you could get in front of more of yours, please get in touch.

www.simplysig.com



Digital Marketing done Differently - Helping Business Owners thrive online!

At Purely Personal Marketing, we do things a little differently and our primary focus is to create a bespoke marketing plan that will attract new customers, engage with current ones and deliver results for our clients. So, whether we are hired to manage social platforms, run paid advertising or write blogs, we will do it with strategy, intention and pizzazz. (You read correctly, we said pizzazz)

Why work with us?

Our team is passionate about what we do, we are skilled, in the know and we are connected with other digital professionals around the UK. As individuals and even more so as a collective, we love independent businesses and we become our clients loudest cheerleaders.

When you become a client of Purely Personal Marketing, you will be connected with our team members whom you can reach outside of the normal 9 - 5. As a team, we devise a marketing strategy based on your objectives that is bespoke for your business and can be adjusted at any time.

Working in the ever-changing landscape of digital marketing means that we must stay up-to-date with platform changes, algorithms and emerging trends. We stay ahead of the game so that you don't have to!

www.purelypersonalmarketing.co.uk
07365 977139



The Wig and Hair Clinic Taunton is a unique specialist clinic situated on St. James Street in the heart of Taunton, Somerset. At The Wig and Hair Clinic Taunton you can be assured of a warm welcome and a relaxed environment.

Do you suffer from hair loss, thin hair or scalp conditions? We cater for all hair and scalp conditions and pride ourselves on making every client feel happy and confident.

Losing hair can be upsetting. For many people, hair is an important part of who they are. With 25 years' experience in the hair industry we are confident that we can make you feel and look great whatever your lifestyle and circumstances. We offer a bespoke wig fitting service and as well as offering a wide range of high quality products we also offer support and advice relating to wigs and wig services. The Clinic has a wide range of wigs in stock and is a certified stockist of Philip Kingsley products for sale and use in our Luxury Spa Treatments.

The Wig and Hair Clinic's specialist scalp treatments address all scalp issues and are exfoliating, stimulating and soothing to leave scalps calm and refreshed. Used regularly they encourage strong, lustrous hair. A healthy scalp is vital for hair.

**Our services are by appointment only,
to find out more visit our website
www.thewigandhairclinctaunton.com
or call the clinic today on 07484 073882 and start
your journey to 'Life Changing Hair'.**



33 High Street, TA1 3PN 07949 531670 www.stellacreations.co.uk

We are based at the top of the High Street and can look after all your fabric needs - from home furnishing to premises and office refurbishments. Here at Stella Creations we make sure that all our made to measure curtains and blinds are bespoke and we work in conjunction with fantastic workrooms to make your curtains stand out from the rest.

We offer an in-house consultation service in our showroom free of charge, where every client can see and touch all our products on show and make sure it is the right products for their home. If the job is big and requires a more detailed quote, we will come out to take the full measurement.

We have an extensive collection of fabric for you to browse, from cotton to linen, silk and embroider fabrics; the choice is yours. We also provide all types of blinds, from roller to vertical, to venetian, to roman, to perfect fit; available are also metal venetian blinds for any shape of window, plus a roller blind laminate service.

Last but not least, we can supply and fit all kinds of poles and tracks that you might need in your new home or office, plus a box cushions for all those beautiful window seats that are sometimes overlooked.

I look forward to seeing you - Ellie Stella.



ECOLOGY MATTERS



I think we can all agree that, so far, 2020 has been an incredibly strange and challenging year for us all. Thankfully, due to the mainly outdoor nature of ecology work, we have been able to continue working whilst implementing a few changes to our regular proceedings.

The summer months are always busy for the team at Quantock Ecology, with the peak survey season getting underway at the start of May. This year has been no exception, with our days booked up with plenty of Preliminary Roost Assessments and Preliminary Ecological Appraisals supporting an increase in domestic and commercial planning applications. Our evenings and early mornings have been equally filled with Bat Emergence and Activity surveys. In fact, we have seen an increase in the number of clients this year when compared to previous years. Perhaps people have been making the most of their increased time at home, taking on those larger projects and home renovations we've all been putting off. We have been incredibly lucky in terms of being able to continue our business this year, which has taken us across the southwest, from Cornwall to Bath, Bristol and Swindon; including sites further afield such as locations in Wales, Herefordshire, London, Surrey and Buckinghamshire.

Due to the increase in business, Quantock was excited to welcome a new member to the business. Alastair Blake joined us in June this year and has already become an important part of our growing team. Alastair is a licenced ecologist with over 10 years' experience working with bats. He is also a keen botanist and we look forward to further utilising his wealth of knowledge and expertise at Quantock Ecology. Thanks to the growth of the team, we have been able to take on more clients and have recently received an increase in instructions for larger surveys, with several bat emergence surveys involving up to 10 surveyors! Whilst a number of ecology surveys and procedures can be undertaken during the winter months, we are very much looking forward to a well earned break and potentially, catching up on some sleep.

Finally, we say goodbye to our Student Ecologist Ella Colenso, who has been on placement with us for the past year. Ella returns to Reading University to complete her final year and during her time with us, has been a valuable member of the team. Ella has clearly embraced her placement and has quickly picked up many of the skills needed for her future career. We wish her all the very best.



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We had the recent pleasure of meeting 8 year old Somerset Speedway star Oliver Bovingdon from Puriton, who had brought his race bikes to the premises of our Taunton Chamber member business Cleaning Solutions UK. Owner Richard Williams is one of Oliver's proud sponsors - but more about that later.



Oliver may be small in stature, and young in age but he very confidently explained his role in the speedway world and the different bikes he had brought with him. The first is a Grass Track bike that he began riding aged 6, but his absolute pride and joy is the newer Speedway bike that he also competes on. Oliver was keen to explain that you need to be 8 years old to compete, and that he was 'desperate' to make a start. And what a start he has made! Oliver competes in the 8 - 13 age group, and despite stiff competition from taller rivals, often on much bigger bikes, Oliver has twice made the podium in the British Finals - although he was quick to inform me that the two 3rd place finishes he has achieved are 'just the start'.

Oliver's home club is Bridgwater and District Motor Club. The club are incredibly supportive of their young star, and Oliver was delighted to point out the club logo emblazoned on both his bike and his safety suit. Indeed, he went on to tell me that the face masks that have been recently ordered to comply with likely covid regulations will also feature the club crest. Expanding his horizons, Oliver was thrilled to recently be named as the 2020 mascot for the Somerset Rebels - our County team who compete in the British Speedway Championship. This gives Oliver the opportunity for weekly track practice and to ride out at the start of each race meet, and with previous team mascots making good progression in Speedway, Oliver is very much focused on following in their footsteps.

A further highlight in Oliver's Speedway career has been the British Young Lions Speedway training camps that he has been invited to. British Young Lions

are the youth 'Team GB' of Speedway and, investing heavily in the future stars of the sport, the training camps include media training and nutritional advice as well as the opportunity to meet other young riders and improve key skills. As a lover of good marketing, I had wondered where Oliver's confident interview skills came from, and on enquiring further Oliver explained that he has been putting his media training to good use at as a member of the School Council at Puriton Primary, where he is often asked to stand and speak in assembly.

Oliver and his father Chris are keen explain that none of the above would be possible without the sponsorship that he so generously receives. Beyond the family members that are named on his bikes and safety suit, Oliver's kit displays the branding of numerous businesses, including Cleaning Solutions UK, which he is very fortunate to have the backing of. Sponsors kindly offer support in the form of financial assistance, help with equipment and bike maintenance, and Oliver says a big part of his confidence on race days comes from knowing that his sponsors are behind him all the way, on each and every outing.

Taunton Chamber of Commerce join 'Team Bovingdon' in wishing Oliver much success in his Speedway career - it was a real pleasure to meet him and hear him talk so passionately about his sport and his goals for the future. If you would like more information or would like to become involved with Team Bovingdon please feel free to contact Oliver's father Chris at chris.ovingdon@sky.com or richard@cleaningsolutionsuk.net

Graphic design with a personal touch

designbean.co.uk

The advertisement features a cartoon illustration of a woman with blonde hair and glasses on the left. A red arrow points from her towards a QR code. To the right of the QR code is the 'DESIGN BEAN.' logo, which consists of a stylized 'DB' in red and black. Further right is a computer monitor displaying a website with a 'hello' message and a 'what I do' section. The website on the monitor also shows a small image of the woman from the cartoon.

We are delighted to announce that we have teamed up with members **The Castle Hotel** and **Brazz** to offer Taunton Chamber of Commerce members exclusive discounts. These treats would be ideal as a gift for birthdays, anniversaries and celebrations. They can also be used as a reward to a team member who has gone above and beyond, or as a special thank you to a client.

General Manager at The Castle Hotel Ronan Hunter explains: *"We are thrilled to be able to offer these exclusive discounted vouchers to our fellow members. Exclusive to the Taunton Chamber business community, the dining offer at Brazz includes 2 free glasses of Prosecco and the overnight stay offer is a saving of £34 on our normal rate for a deluxe double. We are very much looking forward to welcoming you, your teams, clients and family."*



Exclusive to Taunton Chamber members, these vouchers are not visible except via the direct links below - please pass the information to anyone in your business who does not usually see 'Chamber Chatter':

<https://thecastlehotel.giftpro.co.uk/vouchers/chamber-of-commerce-overnight-stay/>
<https://thecastlehotel.giftpro.co.uk/vouchers/chamber-of-commerce-brazz-voucher/>

CYCLING NOVICE EVIE BRODDLE TAUNTON CHAMBER COMMUNITY CHAMPION

We were recently delighted to present Evie Broddle with a Taunton Chamber Community Champion Certificate and gift voucher after we were inspired by her awesome fundraising efforts. The ten-year-old from Stoke St Gregory only learnt to ride a bike this year, but in July completed a 609-mile sponsored bike ride. Evie had set out to cover 500 miles across the Somerset Levels to support Compass Disability Services, but she easily smashed through her target. She also beat the £500 she had set out to raise - so far she has collected almost £5,000 for the charity.

On completing the ride, Evie said: "It was tough at times but I am proud of myself. Thank you everybody. I don't think that I am special. I think it is all the people who are giving money that are."

Mum Rachael said: "I am unashamedly proud of Evie. She has been a real trooper throughout. She has had the most amazing support from so many people and I cannot thank them enough. Her local community who came out to give her roadside 'GoEvie' shout outs and the local business community have really helped to raise awareness of her challenge. The cycling community around the country created a Twitter storm to get the #GoEvie message out, and among those willing her on were Paralympians Steve Bate and Jody Cundy.

Compass Disability Operations Manager Michelle Edwards said: "I have been amazed by Evie, who is tiny and quite quiet until she gets on her bike and then she becomes a giant. The support that she has received really is very worthy recognition for the determination and grit that she has shown throughout her amazing journey. The money that she has raised means so much to us - like so many charities we have been hit hard by the pandemic but this will really help us to get back on our feet, once we are able to do so, and help us to bring the services back that are so important to our community."



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History of Taunton
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Taunton Chamber of Commerce are committed to support you as the positive voice in our Taunton Deane Business Community.

Call: 01823 230898 **Email:** office@taunton-chamber.co.uk

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