



MARPLE BUSINESS FORUM

Marple Means Business

www.marpletraders.co.uk

JANUARY 2008

PRESTIGIOUS AWARD FOR THE FORUM

Marple Business Forum has won the 'Community-Spirited Business' category for the Stockport Citizen Awards.

This is fantastic recognition for all the hard work MBF members have carried out on the Christmas Cracker, taking part in the Food & Drink Festival, the Martha Campaign, the Locks Festival and fundraising.

The award ceremony will be held on 19th February 2008 at the Town Hall ballroom with presentations by the Mayor.

More details will be posted to the website when they are available.

ADVANTAGE MARPLE *shop local campaign*

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are planning a year-long shop local campaign in Marple starting soon, to be branded 'Advantage Marple'. We are planning to print 10,000 flyers, distribute them to households and provide stocks for retail members. The purpose of the leaflet is to promote local shops by pointing out the benefits of the good service, quality and prices that can be found in Marple, and to drive customers to the Marple Traders website and in particular to the **2good2miss** page.

Can you therefore please let us know any special offers, sales or promotions so that they can go on the website and there is plenty for customers to see. Please let us have information on or before 31 January. (But please keep sending us your special offers as and when they arise).

The Business Forum's involvement with 'Find a cure for Martha' will generate interest in, and business for, Marple shops, so it is more critical than ever that you take advantage of 2good2miss.

Email your offers to Guy Ainsworth at: 2good2miss@marpletraders.co.uk 25 words maximum for each special offer. You can change the details as often as you like, just keep sending your offers in.



We will keep you in touch with progress of Advantage Marple.

Other ideas for promoting shop local campaigns that have proved successful elsewhere:

- Monthly regular Late Night opening with promotional offers, free car parking, early bird specials in pubs and restaurants
- Customer reward schemes
- Posters to promote competitive prices in local shops (the Marple price check)
- A Spring Market (similar to the very successful Food & Drink Festival, but trying to bring in more shops and different types of products)
- The website will be developed to include a Member's page containing ideas and information about 'Advantage Marple' and how to market this to your customers. Also included will be links, data sheets and guidance on a range of topics to help your business, let us know your needs and we will endeavour to find the guidance.

The Marketing Team would appreciate your views on the above ideas and any others you have, email your comments to Diane Jackson: dj@main-marketing.co.uk

Find a cure for MARTHA

Most members will now be aware of the Business Forum's involvement with the 'Find a cure for Martha' campaign.

£469.01
RAISED TO DATE

As well as fund-raising activities throughout 2008 for Martha and Kidney Research UK, this campaign will raise the profile of the Business Forum and create goodwill with the general public.

The first event organised by Kidney Research UK is a White Tie and Tiara Ball to be held on Saturday 16 February. Tickets to Business Forum members are £70 each. To book contact our Chairman, David Hoyle on 427 2245.

Services for members

There have been some requests from members for IT information. It seems even more difficult than ever these days to keep abreast of all the advances in technology.

During the course of 2008 we shall be attempting to hold some information evenings on different aspects of computing and new technology.

If you would like to contribute by giving a short talk or seminar or know someone who can, please get in touch with Diane Jackson: dj@main-marketing.co.uk

Also let us know any other topics that would be of interest.



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CALENDAR OF EVENTS 2008

Below is a draft calendar of events for 2008, this is likely to change as more events and dates are added. Please check the website from time to time to keep up-to-date.

	Members' monthly meetings	Other Activities
JANUARY	Wed 2 nd	
FEBRUARY	Wed 6 th	Sat 16 th : White Tie & Tiara Ball in aid of Martha's Campaign
MARCH	Wed 5 th	Sat 15 th : Celebrate World Kidney Day in aid of Martha's Campaign
APRIL	Wed 2 nd	Mon 7 th : Treasure Hunt starting from Ring O'Bells Date to be confirmed: Helen Winterson in-store Charity Fashion Show
MAY	Wed 7 th	Sun 18 th : Manchester Run in aid of Martha's Campaign Date to be confirmed: Spring in Marple Event
JUNE	Wed 4 th	Date to be confirmed: Marple Carnival
JULY	Wed 2 nd	Date to be confirmed: Annual BBQ 7-14 th : National Kidney Transplant Week – walk in Chester in aid of Martha's Campaign
AUGUST	Wed 6 th	Date to be confirmed: Helen Winterson Grand Marquee Charity Fashion Show for Alzheimers Society
SEPTEMBER	Wed 3 rd	Tues 16 th : Golf Day & Presentation Dinner Date to be confirmed: Marple Food & Drink Festival Date to be confirmed: Martha's Campaign – major supporters Reception at BBC Manchester
OCTOBER	Wed 1 st	Date to be confirmed: Casino Night
NOVEMBER	Wed 5 th	Tues 25 th : Thanksgiving Service, Manchester Cathedral in aid of Martha's Campaign
DECEMBER	Wed 3 rd	Date to be confirmed: Marple's Christmas Cracker

For more information about the **Marple Business Forum**

Visit our website www.marpletraders.co.uk

or email us membership@marpletraders.co.uk

and of course you can always pick up the phone and call

Mick McPhee, Membership Chairman on

0845 833 6325