

# Deal & Walmer Chamber of Trade

Serving Traders & The Community



## For a better Deal...

ACCORDING to the British Shops and Stores Association, Deal and Walmer have all of the following needed to continue to be a prosperous and thriving town.

These include restaurants, fashion retailers, fishmongers, florists, cafes, butchers, opticians, pubs, chip shops, greengrocers, post offices, newsagents, banks, pharmacies, hairdressers, libraries, doctors' surgeries, benches, public transport and parking.

Deal and Walmer Chamber of Trade supports the Mercury-backed campaign to 'Keep It Local' since for every £10 spent in an independent shop or business, £25 is recycled around the local economy, compared to just £14 spent in multinationals.

When you spend your money in a multinational chain, what happens to the

profit made on the transaction? It gets sucked out of the local economy, never to be seen here again.

Whereas if you spend it in a locally owned shop or enterprise, the profit made is kept and circulated locally. It's where the income goes that is vital to the whole Keep It Local campaign.

If members of the public switched just 10 per cent of their shopping to local independent retailers, this would make a significant impact on the local economy.

The chamber is therefore urging members of the public to think more carefully about their choice of retailer or business service provider.

Over the coming year the chamber will be telling you how the Keep It Local campaign



is developing, how you can get involved and what action you can take to make sure we all get a better Deal!

## Ten reasons to shop at home

HERE are 10 good reasons why you should support your local shops and services:

1. Jobs are preserved and created for local people.
2. Nationally, on average, independent shops pay higher hourly rates than the major stores pay.
3. A more diverse range of shops and services becomes possible, which makes the community more attractive and interesting. The town remains a pleasant place to live and work and is more likely to attract visitors. It's a virtuous circle.
4. Local fresh produce traders are more likely than national and multinational chains to sell local produce, reducing food miles and putting yet more back into the local economy.
5. Even when free parking is taken into account, it's still more expensive to drive to Westwood, for example, than to pay for two hours' parking in Deal.

### Market move

IN response to the recent campaign to keep the town's market where it is at the north end of the town, the chamber is obtaining an artist's impression of what this might look like if it were moved on to the street near to the shops in its present location. It could then be viewed from the south end of the High Street.

The town council is providing white and green striped awnings to improve its visibility and appearance. Once these are available they will be distributed to local retailers to gauge their opinions.

6. A trip to local shops is less time-consuming than a trip to out-of-town venues and has significant environmental benefits of fewer and shorter car journeys.
7. Shoppers can find a wide range of goods and services available in independent shops. Imagine if all you could buy was what the supermarkets and large chains offered – choice would be very limited.
8. Local shops offer excellent value and competitive pricing.
9. Independent shops offer a high

level of knowledge about their products and customers can get advice and guidance to ensure they get the product that meets their needs.

10. People can enjoy a real sense of community and friendship when shopping in a local high street, which is not present in out-of-town superstores and shopping centres.

■ Sources: Oldham Council [www.oldham.gov.uk](http://www.oldham.gov.uk), British Shops and Stores Association [www.british-shops.co.uk](http://www.british-shops.co.uk)

## Manston on agenda

THE Conservative Parliamentary candidate for Dover and Deal, Charlie Elphick, will be guest speaker at a breakfast meeting organised by the Deal and Walmer Chamber of Trade on Monday, February 23, between 7.30am and 9am in the function rooms of the Alma pub in West Street, Deal.

There will be a question and answer session regarding the

proposed development of Manston Airport and its potential impact on local business and the economy.

Anyone wishing to attend should contact Bob Humphreys, events co-ordinator for the chamber of trade, on 01304 360000 or email [bob.humphreys1@btinternet.com](mailto:bob.humphreys1@btinternet.com) to reserve breakfast.

Places cost £4 for chamber members and £6 for non-members.

## Chamber is more important than ever

THERE has never been a more important time for you to become a chamber member or board member and get the support you need to help your business survive.

Contact any of the chamber members below for information at just £25 per year: membership is priceless.

This trade page is a vital means of communication for local independent traders. If you are able to promote your businesses here and help to fund this valuable

resource, please contact any of our members below.

Board members here to help and support you

■ Chairman and main contact - Peter Varrall, Britannia Castles, 01304 373251.

■ President - Pat Heath, Heath's Property Rental, 01304 361248.

■ Web and data management - Peter Jull, Zoom Photos, 01304 368928.

■ PR and marketing -

## Don't feed the pigeons

THE chamber is working with DDC to get rubbish collection times in the main shopping streets changed back to 9.30am so the bags don't get in the way when lots of people about.

We are also looking for a workable solution to the pigeon nuisance in the High Street which is causing thousands of pounds of damage repair, cleaning and protection costs to buildings and a health hazard at street level. In the meantime, please DO NOT FEED THE PIGEONS (except in the parks).

## Standing down

THE chamber would like to extend its thanks to two board members who are standing down due to work commitments – Steve Davenport for his services organising the Christmas lights, and Aumir Masud for his valuable input into the chamber's new website.

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**Merrygardens**  
Florists in Deal, 96 High Street, Deal, 01304 374228  
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