

Objective and Actions
From TA meeting on 6/9/2017

Agreed Objective:

To form a group of local traders and businesses from Dulverton and its surrounding areas who will work together and support each other. All members of the group will work to better promote and communicate about our wonderful town and its businesses to visitors and tourists, whilst protecting our most valuable local customers.

We will work together to ensure that there is a source of clear and simple information about Dulverton and what it has to offer. We will also focus on developing a programme of initiatives and events with a goal that Dulverton will be considered "THE Exmoor Destination Town" .

This will drive increased foot traffic and visiting tourists which will increase business for all local traders.

Next Meeting 4/10, The Lion at 18:30.

Actions:

1) All who wished to join the Traders Association indicated this by providing business contact details in a black book. Anyone who did not attend the meeting who wish to join the Traders Association to contact Hattie via the Traders Association Facebook page or Traders Association email address.

Owner: All.

Date: Ongoing.

2) Traders who have a Facebook presence to introduce their business on the Traders Association Facebook page.

Owner: All.

Date: by 15/9

3) Traders who have a Facebook presence to like and share each others Facebook pages.

Owner: All.

Date: by 22/9.

4) Traders who wish to be included in a "Visit Dulverton Website" to send Hattie Business Details and information/links that they wish to be included. Please remember to include text that states "I give you permission to publish this information"

Owner: All.

Date: by 27/9.

5) Hattie to develop an initial structure for "Visit Dulverton" facebook page including a MAP of Dulverton. This will include details of all businesses who wish to participate and provide an update at the next meeting.

Owner: Hattie Sloggett.

Date: 4/10

6) Confirm meeting with "Visit Somerset" and distribute notes/actions from the meeting to the Traders Association. Specifically provide feedback on costs/effort to create a "Dulverton focused feature".

Owner: Hattie Sloggett.

Date: Mtg held and notes distributed by Hattie by 4/10.

7) Confirm meeting with Wiveliscombe 'team' and distribute notes/actions from the meeting to the Traders Association ahead of the 4/10 meeting.

Owner: Hattie Sloggett.

Date: Mtg held and notes distributed by Hattie by 4/10.

8) All traders to review the Wiveliscombe area website ahead of next meeting (to aid relevant discussion on next steps.) <https://www.wiveliscombe.com/>

Owner: All.

Date: By 4/10.

9) Traders with premises to come together and decorate their windows for Halloween.

Traders without premises to consider how they can join in for example on Social media for example promoting Dulverton and their business at Halloween.

Proposed dates are Friday 20th Oct - Thurs 2nd Nov. Any changes to dates can be discussed at the next meeting.

Owner: All.

Date: 20/10-2/11.

Proposed Structure of next meeting 4/10, The Lion at 18:30.

- Actions from last meeting.(Croft and Cottage have volunteered to act as Association secretary going forward).
- Update from everybody regarding Halloween window plans and other promotions from traders without premises.
- Feedback on Visit Somerset and "Wiveliscombe meetings from Hattie."
 - Group discussion and agreement on next steps and individual owners to move this forward.
- Presentation of Facebook Page and Map of Dulverton from Hattie. Hattie to clearly layout next steps and group to agree next steps and individual owners to move this forward.
- General discussion to prioritise 2/3 event or initiatives for immediate focus (e.g Farmers Market and events next year) and to agree individuals who will own moving specific initiatives forward.

- General discussion regarding Starlight 2017. Discuss how the traders association will collectively and individually contribute to and support the 2017 event.
- Discuss Traders Association monthly subscription fee.