

Statement of Purpose and Benefits

Purpose

Knaresborough Chamber of Trade & Commerce is the business champion organisation for Knaresborough. As an independent, voluntary, non-affiliated group of local business people, we act as a united voice to support local business, enhancing the overall success of the town for commerce, residents and visitors alike. We encourage local business owners and managers to join with the Chamber to create a pleasant, prosperous and rewarding Knaresborough in which customers, clients and employees can thrive.

We are committed to promoting Knaresborough businesses positively to residents and visitors and to representing the best interests of the town at all levels. All types of businesses are represented - not just those with retail shop fronts in the town centre.

Freelancers, consultants, market traders, tradespeople and larger or non-central operations are welcome and can benefit from everything the Chamber has to offer.

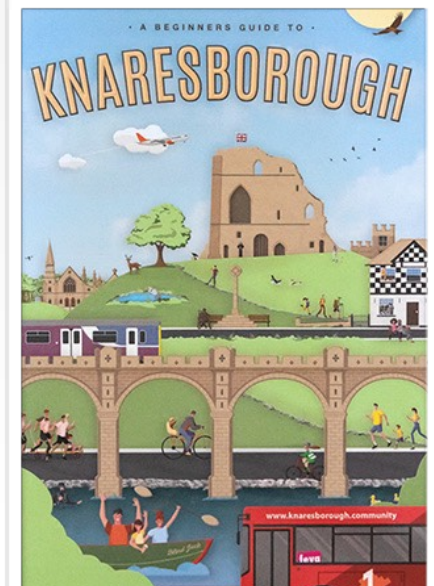
Alongside our work for the community, we also encourage strong mutually-supportive relationships between members, sharing services, knowledge and products through monthly meetings, newsletters, workshops and social events.

As well as supporting local businesses, we also provide a channel for businesses to contribute to the betterment of the local area, improving key local resources and supporting local events.

We believe that by supporting local businesses, we are contributing to the sense of community and overall welfare of the town. Non-traders and local residents in the town see the importance of an active Chamber and a small volunteer group has been formed to aid and support Chamber.

Join the Chamber

To apply to join the Knaresborough Chamber please complete an on-line application form at <http://knaresboroughchamber.org/join-chamber> and a member of our Chamber team will be in touch.



Benefits to Members

The Chamber represents Knaresborough business, protects our historic market and traditions such as the Town Cryer and helps to organise town events, such as the annual Christmas Market.

We also present our town beautifully in summer with hanging baskets and promote local businesses through various campaigns, competitions, donations, media and advertising channels.

As a member, your business will benefit from the following:

Free publicity of your business:

- Promotion of your business amongst other members and their customers
- Free publicity for your business on the Chamber Christmas Market stall
- Free publicity for your business on the Chamber website
- Opportunity to appear in the business spotlight in the Chamber newsletter
- Promotion of your business on Twitter, Instagram and Facebook
- Inclusion of your business within various social media groups
- Inclusion on future shop trail schemes

Membership discounts:

- Discounted hanging baskets
- Discounted advertising on the 14 town maps, guiding visitors to your business.
- 25% discount on cost of Knaresborough Christmas Market stall

Direct influence into local government strategy affecting the town:

- A stronger voice in the community
- Greater influence in local government policy
- Regular updates on issues affecting local businesses and the town in general

Member updates:

- Regular email updates, including business, community, grant and training information.

Enhanced footfall in the town:

- Funding for town events including FEVA, Bright Friday and the Christmas Market
- Support for local charities and town defibrillators
- Support of other local groups working to improve opportunities for the town

Mutual advantages across the membership:

- Access to Chamber training and workshop events
- Opportunity to meet and gain the support of other local businesses