



**ayrshirechamber**

of commerce and industry

*#ForwardTogether*

**Ayrshire Chamber Strategy 2021/2022**



# Forward Together

## Current Landscape

2020 will be a year that will be remembered for many different reasons and even though there is a long way to go, we want to share our strategy for 2021-2022.

Although the pandemic has severely impacted the business community, many of our members have demonstrated great resilience during extraordinary circumstances; this took, and will continue to take, planning, creativity and collaboration to overcome.

As a small business ourselves, Ayrshire Chamber of Commerce also had to pivot, learn and part company from some of our traditional styles (for the time being anyway). The Board has worked together with the Chamber Executive team to present our focus for the next two years - driven by feedback from our members with their voice and thoughts fully embedded at the core.

Although focusing on future plans, the Chamber will of course make any additional changes to our model and membership services based on the needs and requirements of our members as and when required.

If you have any questions relating to our 'Forward Together' strategy, please email [president@ayrshire-chamber.org](mailto:president@ayrshire-chamber.org) where your thoughts will be welcomed.

#ForwardTogether

Frank Gormanley | President



# Forward Together.

2020 saw the Chamber focus shift from the delivery of events and services like Chamber HR, Legal and Health to lobbying and representing our members at both Westminster and Holyrood. We campaigned for the support needed by those businesses most adversely effected by enforced closures and communicated every new piece of support available as soon as it was introduced.



## Ayrshire Chamber Digital

As we adapt to the changing business landscape, ecommerce has shifted from a 'nice to have' to a 'must have' for businesses looking to thrive in a post COVID-19 world.

The pandemic highlighted the importance of digital capability both from an internal and external perspective. Ayrshire Chamber Digital will ensure we engage with our members using the latest technological innovation. We will be launching 'Ayrshire Chamber Channel' providing a platform for members to share their stories, hear from industry experts and equip the membership team to keep all members and non, updated on our offering.

In addition we will continuously expand our digital offering across all membership tiers to support members own digitisation objectives.

### *Benefits to Members:*

A suite of relevant content and a platform to showcase your business.

Digital benefits that can be accessed from all membership tiers including Check and Trace.

Diagnostics service to review your business digitisation strategy.

Strategic Partnerships with digital members to embrace their services and value to wider membership.

[AyrshireChamberTraining.com](http://AyrshireChamberTraining.com)



## Members Marketplace

Launched in January 2020, Members Marketplace is ready to embark on version two of its journey in 2021 now that we have been able to review the analytics on its performance. Version two of the platform will therefore focus on driving awareness and the acquisition of members' offers from within and out with membership.

### *Benefits to Members:*

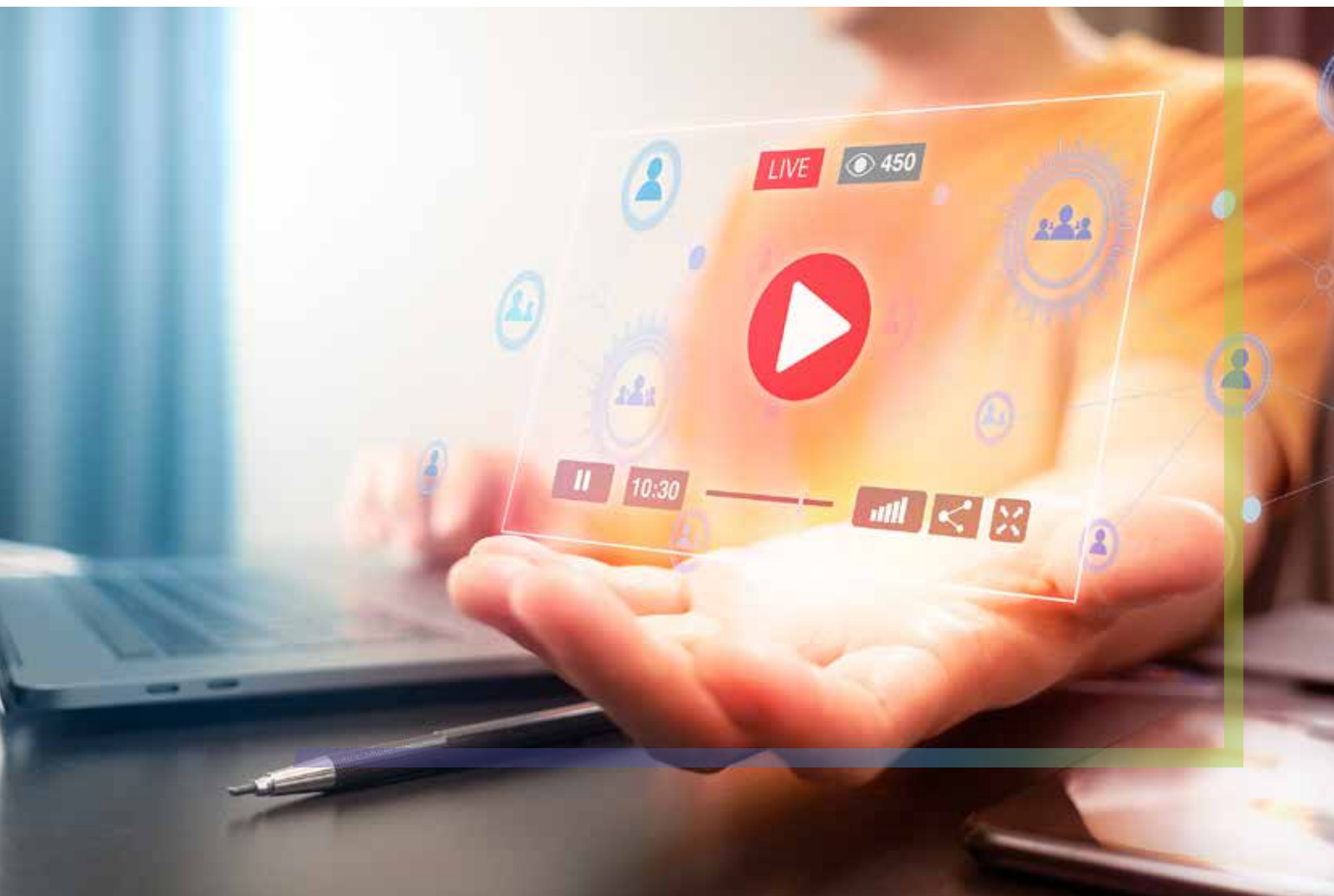
Easy to use additional channel to promote your business.

Capture new audiences from within and out with the chamber membership.

Try new offers and promotions and quickly publish.

Opportunity to purchase members services at a discounted rate.

The use of video to share your offer.





## Ayrshire Connect

Our 800 strong membership community includes representation from all sectors, from manufacturing to retail and we do what we can to support them all.

Our high streets have been in decline for several years as consumers habits change and digital activity grows, taking footfall away from the heart of our towns and villages. During lockdown communities have been engaging more with local retailers, produce and provisions and with future challenges in the pipeline for the retail sector. More than ever we need to stimulate growth and offer support. This project will connect businesses from all sectors in town localities across the whole of Ayrshire. The aim of Ayrshire Connect is to create an Ayrshire wide digital presence built from the communities outwards and upwards driving both locals and visitors to stay local and spend more in Ayrshire. We aim to connect B2B, B2C and connect all organisations that are promoting their sectors in Ayrshire.

### *Benefits to Members:*

Dedicated online platform created for towns and villages across Ayrshire.

Increased awareness of businesses products and service provision.

Supports a buy local agenda.

Collaboration and increased community spirit encouraging local and visitor/tourism buy in.

Complements the existing infrastructure and local messaging meeting our community wealth building agenda.



# 4 Ayrshire Chamber Mentoring

Our members tell us that mentoring is an essential ingredient to growth and progression in both business and self-development. Mentoring is one of the many areas members associate with the Chamber services.

Listening to our members we hear loud and clear their collective desire for a mentoring initiative that they can benefit from. The Chamber will create its own progressive mentoring model, unique to Ayrshire and for Ayrshire. It will champion criteria that opens the incredible value of mentoring to a wider audience.

## *Benefits to Members:*

Exclusive offering for Ayrshire Chamber members.

Tiered system that provides something for everyone keen to benefit from mentor support.

Access to a wide, experienced and engaged mentor database.

Digital utilisation to help facilitate a quicker conversation.

Development and personal growth focus.

Increased motivation and confidence building.



# Making It Happen.

The Ayrshire Chamber Board of Directors are responsible for the overall strategic direction of the Ayrshire Chamber in line with our Corporate Governance with the dedicated Chamber team delivering the objectives to drive value to our membership community and in doing so, achieve our vision:

*"To bring our business community together, enabling members to grow their organisation both locally and internationally, supporting economic development activity across Ayrshire and beyond."*

The Board and Chamber team will work collectively on the four core areas of the 'Forward Together' paper over the next two years. This will be facilitated by focused steering groups to ensure a timely and cost effective implementation of any new concepts that drive continuous value for our members.

It is important to note that our Board of Directors are all members of the Ayrshire Chamber, representing each tier and ensuring full representation of the membership model, helping shape our progressive approach for the years ahead.

The Ayrshire Chamber team and Board members are here to do all they can to support members and more than ever, we are here to help.

Please get in touch via  
[enquiries@ayrshire-chamber.org](mailto:enquiries@ayrshire-chamber.org) or call 01292 678666





Ayrshire Chamber  
of Commerce Team

Ayrshire Chamber of Commerce Board of Directors



# What is Next?

The Board will look at the four core areas of the strategy and based on the current landscape, needs of our members and subsequent financial implications, make appropriate decisions on what area will progress first. We will continue to share communication across our various channels to keep you updated on where we are and how/when you can get involved - fundamentally gaining the value.

We are acutely aware of an ever changing business landscape, and although this strategy shares our plans for the forthcoming two years, as always we will be driven to do what is right for our members. As such, we will make changes to this strategy and its direction as and when required.

For now, we're ready to open a new page and start the work. We hope that you can actively be part of the process.

One final note: Take a few minutes when you can to review your current tier of membership and ensure you are aware of the vast benefits you can engage and utilise.



# ayrshirechamber

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