



MEMBERSHIP INFORMATION AND BENEFITS 2016

LRBG was formed in July 2013 to actively supporting the economic well-being of our lovely town.

The Group comprises of representatives from all sections of the town's business community – from retailers, restaurant owners and accommodation providers to the many trades people and service providers on whom we all rely to keep the wheels of business turning. We are committed to safeguarding a strong and vibrant economic future for Lyme Regis that fully supports our resident population and seasonal visitors.

We hope that you will decide to be a part of this enthusiastic and dynamic Group.

Our Aims are:

- To increase visitor numbers throughout the year (not just during the peak holiday season), and
- To encourage the local population to continue supporting local businesses

Our Plan for 2016 is to:

- Help support a year long series of annual events
- Promote the town to potential visitors via a regular e-newsletter, social media and PR
- Continue promoting the town to local residents with a "Support Your Local Business" campaign
- Maximise the opportunities created by PR and social media
- Work with the council and coastal community team to develop an Economic Development Plan
- Improve seafront facilities & work towards managing the seagull & rubbish problems
- Introduce signage that encourages people to walk around the town
- Get more effective and coordinated marketing and promotion of the town
- Continue the Yuletide Lyme promotion & painted windows
- Continue supporting the Lyme Magazine & Lyme Experience publications
- Organise and promote the Lyme Regis Walking Festival

Why are we doing this?

We are lucky enough to live in a beautiful and lively town, but unfortunately, like all communities, we have to recognize that these are also difficult times, and many of our businesses are faced with economic challenges that could potentially threaten their existence without the continued vitality of the local trading environment; higher costs in relation to rent, rates, staff, materials and general expenses are challenging to manage unless it is possible to generate greater income.

By acting together the LRBG believes it can help all its members achieve this, through joint initiatives aimed at supporting the future growth and success of the town's economy, ensuring that Lyme Regis continues to be a fantastic place to live and providing employment and invaluable services to the town's resident community and seasonal visitors. These visitors provide essential income to many of us, either directly or indirectly and we need more of them, preferably spread over the year, and spending in the town.

At the same time, we also need local residents to continue to be positive and supportive of local businesses, shops, restaurants, tradesmen and service providers throughout the year.

Our job at LRBG is to help create the environment where locals and visitors alike, consider Lyme Regis to be a destination of choice.



MEMBERSHIP APPLICATION FORM 2016



In order to encourage as many businesses as possible to join the LRBG, we are determined to keep membership fees as low as possible.

A membership fee is necessary to help us build up a cash fund to contribute towards the various skills and services we need to help us deliver our objectives as laid out above. Many LRBG members have access to some of the design, print, production, pr and marketing skills we need and are both generous and tireless in donating their time and efforts to the cause, but in order to achieve our objectives in a professional and effective manner, there is no doubt that we will need to pay for some services.

The annual membership fee for 2015 / 16 is being kept at £45.

Simply fill in the form below and send it to the address below, together with your membership contribution. You will receive an acknowledgement and membership confirmation in return.

Or go online to www.lymeregisbusinessgroup.org and pay your membership fee online

I/We are keen to support Lyme Regis and want to join / remain members of the Lyme Regis Business Group.

Your name:

Business name:

Business Address:

Telephone – Work:

Mobile:

Email address:

I enclose my membership fee for the year 2015/2016:

- Renewal or new member @ £45

Membership runs until 30th September 2016.

Membership Fees can be paid:

via our website - www.lymeregisbusinessgroup.org

- electronically by bacs to – Sort code: 403058 Account Number: 10015326
- cheque payable to Lyme Regis Business Group and sent to:
Steve Lovett, Treasurer, Hill Barn, Gore Lane, Uplyme, Lyme Regis DT7 3RJ

Note that based on current supplies, we expect to have sufficient maps to last us through 2016, so the next reprint we expect to be end of 2016, early 2017.