



# CHRISTCHURCH CHAMBER CHAT

Issue 11 - February 2024

## “Tourist Tax” set to plug funding gap



By Tim Lloyd MD Captain's Club Hotel and Vice President Chamber of Trade

For many years the promotion of tourism in Christchurch came under the remit of the council. When this came under threat with the merger of BCP, the loss of Christchurch Borough Council which included the tourism manager position being made redundant, it was down to the Tourist Information Centre (Now housed at the Regent Centre) to fly the flag. The baton firmly passed to BCP council.

Now that budget expenditure is under review, with BCP just one of many councils under grave financial difficulty, it is no surprise that one of the first areas to be cut is tourism and the delivery of events. This has been on the cards for some time and as such there was the formation of the Destination Management Board, originally set up as a scrutiny to monitor tourism activity and now, in conjunction with hospitality businesses and trade associations, such as BAHA (Bournemouth and district hospitality association) there is the proposal of an ABID (Accommodation Business Improvement District) coming into play which is to be voted on at the end of this month.

The aim of this BID is to generate income from visitors to the area, much like you see on your bills when you stay at hotels overseas. In simple terms a “tourism tax” based on £2 per room per night. There are approximately 70 hotels involved across the BCP region and of those 8 are in Christchurch, the criteria being all hotels with a rateable value of over £40,000 will be responsible for collecting the levy.

Obviously, this is a democratic process, and will need to be voted in by a majority – the vote being given to the owner/director of each hotel. It is hoped to generate between £2 and £3million per annum which will go towards destination marketing “across the conurbation”, representation of Christchurch, along with Bournemouth and Poole at national and international level, attracting commercial business to our towns, generating further income through exposure to grant funding and primarily to employ a tourism expert to run the ABID who will work closely with all stakeholders.

Whilst this must be driven by hoteliers through their overnight visitors the board will work closely with all hospitality businesses and attractions. The ABID is already being run successfully in Manchester and the board are working closely with them to monitor the strengths and weaknesses of such a BID. In my opinion this must go through, it is the only way forward without businesses having to contribute further themselves when there is going to be no funding at all from the council. Personally, I sit on the shadow board representing hoteliers in Christchurch and it is not surprising to learn that there are currently many other towns and cities across the UK in consultation for such a BID, including Chester.

In other news, the Dorset Tourism Awards for 2023/2024 have just been presented and I am delighted to say that Christchurch is well represented. The gold award for wedding venue of the year was presented to Highcliffe Castle. Silver went to Christchurch Harbour Hotel in the large hotel of the year category, Silver was also awarded the Kings Arms in the small hotel category and the bronze was jointly awarded to both the Jetty and Upper Deck at Christchurch Harbour in the restaurant of the year category.

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# Consultation on proposed reduction of speed limits from 30mph to 20mph

Road safety especially where children and the elderly are concerned is a very emotive subject. We already have 20mph speed limits around schools and areas where vulnerable people reside and most people will support this.

I have been researching the results of blanket imposed 20mph from 30 mph in Wales and the results have been alarming:-

- The time taken to complete everyday motoring journeys had caused frustration for drivers, particularly care workers.
- Constantly checking your speedometer means taking your eyes off the road causing increased safety concerns, driving at 20mph in a lower gear increases engine rpm resulting in higher fuel consumption and higher emissions.
- Longer taxi journeys will increase fares and drivers with multi-drop contracts have reduced their number of drops by approximately a third.
- Many visitors are refusing to visit Wales because of the imposed speed limit, this could result in a drop in tourism if imposed in the BCP area.
- The cost of implementing this scheme in Wales has cost the Welsh government £33million. As councils are already short of funding is it appropriate to spend in such a way?

Whilst road safety is always of great importance, you cannot legislate against every eventuality.

We'd be interested to hear your views on the matter - please drop us a line to our email [info@christchurchchamber.co.uk](mailto:info@christchurchchamber.co.uk) - or why not get in touch on our Facebook page? As ever, we're here to support our members.



by  
**Bob Atkins**  
Chamber Committee Member  
for Planning



# Memorial bench honours legacy of Sue Bungey

Courtesy of Christchurch Town Council

A heartfelt tribute to the former Mayor, Sue Bungey, took place in Christchurch Quay on Friday, February 16.

The cloudy morning was lifted by glimmers of yellow from the daffodil memorial bench that had been lovingly adorned with ribbon and balloons as family, friends and members of the community gathered to honour Sue's remarkable legacy.

Mayor of Christchurch, Cllr Viv Charrett, led the ceremony with poignant reflections on Sue's impactful leadership and unwavering dedication to her beloved Christchurch.

"Sue was a very well-loved member of Christchurch who did a lot for the community in a very calm and dignified way.

"She managed to achieve so much with kindness and generosity, much appreciated in this day and age. This new bench will be a reminder of how fondly she will be remembered in Christchurch," said Cllr Viv Charrett.

Brett Jones from the Mundeford Scouts, and Sarah Roberts, Division Commissioner for Girl Guides Twynham, also shared personal anecdotes underscoring Sue's profound influence on the community.

Their reflections painted a vivid picture of Sue's unwavering dedication to empowering the next generation and fostering a spirit of service and camaraderie.

Sue's daughter, Debbie, also offered heartfelt words, underscoring Sue's boundless love for people and her cherished town. Throughout the ceremony, a common sentiment emerged: Sue's profound impact on individuals and organizations will resonate for years to come.

The bench, adorned with daffodils, a fitting emblem of hope and renewal, was chosen by her family to reflect Sue's vibrant spirit and enduring legacy.



## President's thoughts

There's no doubt that 2023 was a tough old year for many in business. Insolvencies were at their highest rate for 30 years, energy prices were of huge concern, and inflation was in double digits for months.

Business folk like to think of themselves as a robust breed, able to take the inevitable knocks and setbacks in their stride. But just as we take all aspects of Health and Safety as serious responsibilities, surely our own mental well being, and that of our staff, should be of equal concern.

If an employee has poor mental health, it is important their employer takes it seriously and with the same care as a physical illness. For example, the employer should talk to the employee to find out what support they might need at work.

Mental health problems can happen suddenly, because of a specific event in someone's life, or it can build up gradually over time.

Stress is not classed as a medical condition. But it can still be serious and cause, or make worse, other mental health conditions. For example, if you have stress over a long time, this might lead to anxiety or depression.

It can be all too easy to feel overwhelmed by workload and pressure. Anxiety, poor sleep and depression can soon take their toll. So who is there to turn to for support?

Close friends and family, trusted colleagues and your GP would be most people's first port of call. There is a lot of support available elsewhere, though, from the Samaritans to more specific business focussed groups and online resources.

In the hospitality industry, there is a terrific enterprise called The Burnt Chef Project which offers support and guidance to those in that sector. The Chamber was proud to hold a recent training workshop on the subject of Mental Health Awareness.

There is much to be positive about as we ease ourselves into Spring, and lots to look forward to here in Christchurch. So I'll sign off with the words of the late Jerry Springer - "Take care of yourselves, and each other!"

### Andy Barfield

President Christchurch Chamber of Trade and Commerce

# Have you renewed your Chamber Membership?

The Christchurch Chamber of Trade and Commerce is a non-profit organisation and relies on the subscription of its members, as well as sponsorships.

Joining the Christchurch Chamber of Trade and Commerce is a great way to become part of the Christchurch business community. It will enable you to raise the profile of your business and network with like-minded business owners. You will be able to post your business details on this site, attend our events, contribute to our newsletter and become involved with the issues that affect us all in Christchurch.

Your subscription is likely to be tax-deductible – so what have you to lose?

\*If you are BID levy payer, Chamber membership is covered as part of your annual levy.

## Membership rates

£35 for companies with up to 5 employees;  
£65 for 6 to 25; £100 for 26 to 99 employees  
and £250 for over 100 employees”

## Payments

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# Support Local

BCP Council's Economic Development team is launching 'Support Local', a follow up campaign to the previous Shop Local initiative, reminding residents and visitors across Bournemouth, Christchurch and Poole to support local business wherever they can.

The campaign, funded externally by the UK Shared Prosperity Fund, will include new pink heart shaped stickers for shop windows, a downloadable digital version and posts on social media featuring messages on why it's important to keep it local for the benefit of the BCP economy.

The UV resistant stickers will be distributed to businesses over the next several months.

Keep a look out for them!



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## Grant support available

BCP Council is currently offering free business diagnostic support and match-funded grants exclusively to small and medium-sized enterprises across Bournemouth, Christchurch and Poole. The council's Economic Development team has now supported over 300 local businesses through the scheme, which is funded by the UK Shared Prosperity Fund.

Businesses interested in applying for a grant must register for the support and complete the initial GROWTHmapper diagnostic prior to submitting their proposals. The current round of funding will close on 3 April 2024.

Find out more and register at [www.bpcouncil.gov.uk/ukspf](http://www.bpcouncil.gov.uk/ukspf)

Local businesses can also benefit from decarbonisation support through the UKSPF including access to Climate Essentials and a match-funded grant of between £500 and £5,000 to make carbon-saving changes. For more details please contact

[economicdevelopment@bpcouncil.gov.uk](mailto:economicdevelopment@bpcouncil.gov.uk)

# Hello from Christchurch BID!

and a very happy Spring to all our Christchurch businesses!

Having wandered through Druitt Gardens this morning Spring is definitely in the air. The first daffodils are blooming, and there is that new Spring energy about the town.

There is always so much to look forward to as the longer days and warmer weather approaches. Spring in Christchurch has plenty to offer with a wealth of events and activities for the entire family to enjoy.

Keep an eye out for our Easter What's On leaflets appearing in shops and cafes in Christchurch and on our website ([www.christchurchbid.co.uk](http://www.christchurchbid.co.uk)) so you can head into town and enjoy all that's on offer.

We are so lucky to have so many amazing bakers and makers in Christchurch, you are spoilt for choice when it comes to finding a delicious Easter sweet treat. Pop into town to visit one of our award winning bakers providing freshly made cakes and delicious pastries, or head to one of the many cafes for an eat in (or takeaway!) refuel. Step back out into the spring sun for a stroll, scoot or toddle along the river, and see if you can spot any newly hatched fluffy ducklings and cygnets, then swing back into town to pick up all those Easter crafting supplies to keep the little ones entertained over the Easter Holidays.

As the weather warms, many of us take time to refresh our wardrobe and there's plenty on offer from our independent boutique stores and vintage charity stores to add a new bright accessory, bag, or new piece of jewellery to your collection. Show your support for our small retailers by supporting local businesses this Spring.

Looking for free activities this Easter? Check out the Red House Museum, Christchurch library and The Priory Church websites for free or low cost events across Easter.

We hope that the new season inspires you to come into town and enjoy everything Christchurch has to offer in Spring!

Have you heard about Food Fest Local 2024? Our High Street will come alive on the 25<sup>th</sup> & 26<sup>th</sup> May 2024 with food traders and live music across the weekend for you to enjoy.

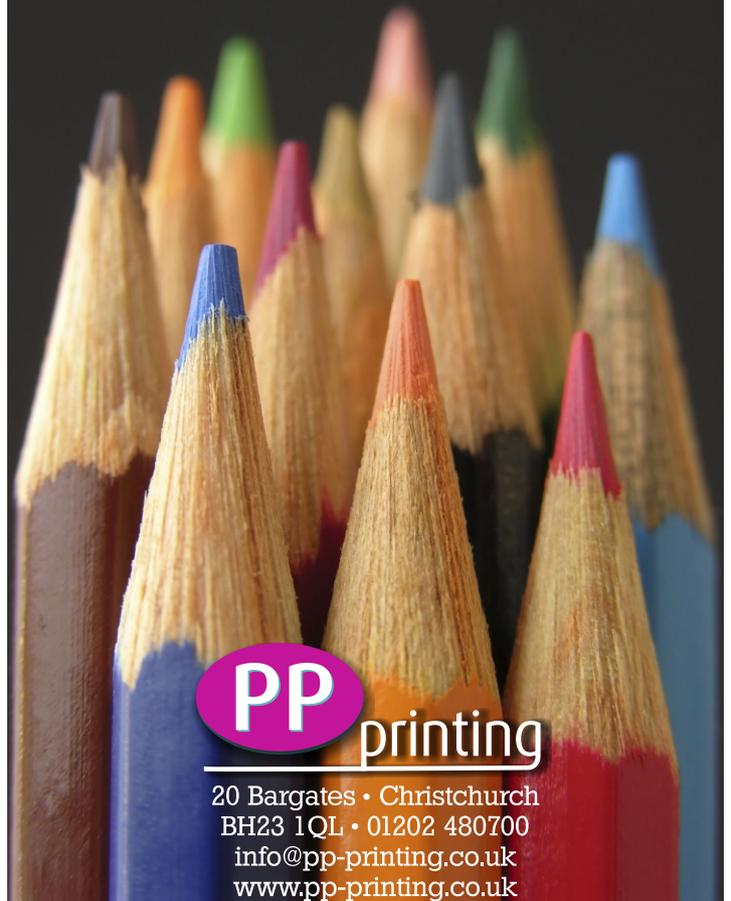
Check out the website  
for the event – [www.foodfestlocal.com](http://www.foodfestlocal.com)

Louise Berkhauer  
BID Operations Manager



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# Are your employees at risk of burnout?

Employee and workplace burnout is on the rise! Even the World Health Organisation (WHO) acknowledge that workers who feel general dissatisfaction with their work and multiple levels of exhaustion, can cause a variety of physical, mental and emotional health problems.

High levels of sickness, demotivation and stress are common driving factors as to why staff leave a company.

## So why should employers care?

A large body of evidence shows that employers who support their staff through workplace wellness programs create high-performing teams that are happy, motivated and feel fulfilled in their roles.

Equally, this has shown to manifest to higher levels of productive work and improved staff engagement which leads to improved company culture, a reduction in employee turnover and longer term savings for a company.

Even though 80% of employers claim to support their teams' physical and emotional health, only 46% of employees feel supported. Here are a few ideas and ways to help your staff:

### 1. Physical Health

Design fun and enjoyable challenges to foster healthy competition within your workspace. This could range from Couch to 5K programs, easy team movement-based challenges such as step count achievement or the number of stairs climbed!

### 2. Mental Health

Employees manage stress and anxiety in different ways, but activities such as coaching mindfulness, yoga and meditation can all significantly help manage this area. Consider offering access to coaches and teachers for your staff and run these activities if possible, on-site.

### 3. Emotional Health

Coaching is a fantastic way to help employees manage many elements of life. It's natural for an employee to bring domestic and social issues into the work setting. Access to coaching (face to face or remotely) can help expand a person's capabilities to grow, not just as part of your team, but as an individual.

### 4. Social Connection

Volunteer days, charity events or helping out with local causes are ways to help employees tap into their personal meaning and to step outside of their comfort zone.

**Urban Health & Fitness** are looking for a small group of local businesses to take part in a series of initiatives to help improve employee's wellbeing.

Our inhouse team of experts will help create and design fun, novel and bespoke programs that will be highly engaging and motivating for your staff.

Options can include discounted health club membership, direct access to physiotherapy services, staff reward fitness and wellbeing programs, menopause wellness programs.

If you are interested in taking part and you are passionate about improving your workplace wellness. simply email [wellness@urbanhealthfitness.com](mailto:wellness@urbanhealthfitness.com), call 01202 914848 or visit <https://urbanhealthfitness.com/corporate-wellness/> for more information.



urban  
staying fit together

# Reasons to be cheerful

Before you know it Summer will be upon us, and here are three things to look forward to!

1.

Based in the heart of Christchurch town centre,

**Food Fest Local** gives you the opportunity to enjoy a taste of Christchurch from our fantastic local hospitality businesses on the High Street, whilst enjoying a selection of food traders and local entertainment across the weekend.

The High Street will be lined with food traders offering artisan foods and traditional fayre, alongside specialist makers and local musicians who cannot wait to share their excellence with you across the weekend of the 25th & 26th May 2024.



2.



## Christchurch Town Council D:DAY:80 Beacon Lighting and Celebration Event

Christchurch Quay and Bandstand - 6pm - 10pm on Thursday, June 6 2024.

We'll have the Fifiellas, Christchurch and District Band, British Legion Band, Funky Little Choir and more.

Plus a 'History Hub' with the Christchurch History Society, Friends of the New Forest Airfields, Red House Museum, Girl Guides and more.  
Full story in the next issue of Chamber Chat

## Xchurch Music Festival 2024

19TH - 21ST JULY

The ultimate summer weekend for the whole family!

Join us from Friday 19th to Sunday 21st July at The Quomps, Christchurch Quay, for three days of non-stop music and entertainment.

Some of the best acts in BCP and beyond will be joining us for 2024's Xchurch Music Festival.

3.



# Old Town Hall gets £250,000 facelift, and residents are invited to take a peek



The present site of the Old Town Hall (formerly known as Blanchard's Yard) was purchased by Mr James Druitt in 1857 and the Town Hall was reputedly moved brick-by-brick with the original façade but minus the Arcade to its current site at the front of Saxon Square in 1859.

Fast forward to August 2023 and work starts on a much needed renovation, costing over £250,000.

Mayor, Councillor Viv Charrett, said: "The Old Town Hall, also known as the Mayor's Parlour, is a lovely building in a prominent part of the High Street. It is Grade II listed and as such we have a responsibility to look after it and ensure it remains in excellent condition."

Looking ahead, the revitalized Old Town Hall will not only stand as a testament to Christchurch's rich history but also serve as a vibrant hub for the community. The Mayor's Parlour, after its restoration, will become a distinguished venue capable of hosting charity events and facilitating community associations.

Residents are invited to view the improvements at an open day on March 16.



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## Chamber members enjoy 5 star hospitality at Avon Reach

The first of 2024's Chamber Social Events took place on 18 January at the Avon Reach Residential Care Home in Mundeford, and we're delighted to say it was a huge success.

As usual, the event was an informal affair, but Colten Care laid on a sumptuous buffet along with wine and soft drinks. Avon Reach staff treated members so well, with trays of canapes and wine, some committee members joked they didn't want to leave when the time came!

Home manager Ruth Wildman conducted a business card raffle with a bottle of Prosecco as prize, and members were given a guided tour of the home. To top the evening off, Chamber guests were handed a "goodie bag" as they left, with chocolates, a bookmark, stationery and other treats!

Chamber President Andy Barfield commented, "Colten Care couldn't have looked after us better! As a Chamber we have been looking to add a bit of variety to the venues we spend our Social Events in, and this worked out just perfectly."

## Dates for your diary

We'd love you to join us at our upcoming social events for a glass of wine or a cup of coffee! Our social events are open to members and their guests are a great way to meet and catch up with like minded folk.

Thursday 21<sup>st</sup> March at 5.00 -  
The Bear at Burton, Salisbury Road, Burton

Thursday 16<sup>th</sup> May at 5.00 -  
Avon Reach Care Home, Farm Lane, Mundeford

Thursday 18<sup>th</sup> July at 5.00 -  
The Bear at Burton, Salisbury Road, Burton

Thursday 21<sup>st</sup> November at 5.00 -  
Avon Reach Care Home, Farm Lane, Mundeford

Would your venue like to host a Chamber Social Event? We're looking for venues for upcoming events and would love to hear from you! Please let us know at [info@christchurchchamber.co.uk](mailto:info@christchurchchamber.co.uk) or call Sue Harmon-Smith on 07801 519380.

## Follow us on Facebook

Speaking of social, please do join our Facebook page. It's the quickest way to keep in touch with what's happening at the Chamber and to share your news! We've already got over 1100 followers, so avoid FOMO and look for Christchurch Chamber of Trade & Commerce next time you're online.



# Let's Talk About Direct Cremations...with Miller Bros & FP Butler

You've probably noticed a significant increase in TV advertisements for low-cost funeral services which includes 'Direct Cremations'.

There are a number of new online providers offering this low cost service. However, many lack the required funeral facilities and experience.

Important things like caring for your loved one are often being handed to remote third party providers. Families are being limited from gathering to say goodbye. And it's all being done without any government or industry oversight.

A stand-alone Direct Cremation, has no service and no mourners in attendance. It is simply, a removal of your loved one, followed by the return of their cremated remains some weeks later. With some of the companies you see advertised it can often be the case that your loved one is transported to a central cremation hub far from their home.

We want our community to know that here at Miller Bros & FP Butler we offer Direct Cremations, but unlike many you see advertised on TV, we will:

- Look after you loved one here at our funeral home in Christchurch
- Ensure your loved one's cremation takes place locally
- Continue to offer the additional services you have come to expect from us
- Always provide the highest standard of care, dignity and respect to you and your loved one

As a trusted SAIF and NAFD approved, independent family-owned funeral directors we will never compromise on care, choice and standards.

We welcome families to enquire and contact us to discuss any queries they may have regarding Direct Cremations or visit our website for more details.



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The Captain's Club is the ideal place to hold your next conference, product launch or meeting. Our function suites are fully equipped with state-of-the-art technology and benefit from floor to ceiling windows providing natural daylight. Our experienced staff are on hand to ensure that your event is a success and will assist you with all your needs, from the initial planning stage right through to on the day management.



Our club lounge, restaurant and terrace offers a relaxed and friendly atmosphere, making it the perfect place to unwind, entertain clients or enjoy after work cocktails.



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## Tell us your news

Chamber Chat is all about Christchurch businesses small and large. If you are a Member of the Christchurch Chamber of Trade & Commerce and have business news you are happy to share, please do tell us.

If you are a new member and want to tell the rest of us about your business, then we look forward to hearing from you. Remember, Christchurch Chamber covers the whole of the old Borough and we welcome members from Hurn to Highcliffe and all places in between.

As well as being widely distributed electronically and on social media, this issue of Chamber Chat is being physically delivered free to businesses across Christchurch, Highcliffe, Somerford, Mundeford, Burton, Barrack Road, Fairmile and up to the airport. Its printing is paid for by its adverts—with any surplus funds going towards the Chambers future's activities.

If you would like to advertise in future editions, contact Sue Harmon-Smith on [sueharmonsmith@gmail.com](mailto:sueharmonsmith@gmail.com). Not only will you be supporting the Chamber, your advert will reach a targeted local business audience.

If you have a contribution you would like to make to the next edition, then contact me on [andrew.barfield@gervis.co.uk](mailto:andrew.barfield@gervis.co.uk).

Andy Barfield, Editor.

Disclaimer. Whilst every care has been taken to ensure this publication is accurate, neither Christchurch Chamber of Trade and Commerce nor its editorial contributors and printers can accept, and hereby disclaim, any liability for any loss or damage caused by errors or omissions resulting from negligence, accident or any other cause. The views contained in the articles are not necessarily the official policy of Christchurch Chamber of Trade and Commerce and they do not officially endorse any advertising material included within this publication.

# Chamber Training Courses just what the doctor ordered

I had the pleasure of teaching a Level 3 Emergency First Aid at Work course on the 15<sup>th</sup> January 2024 at the Captain's Club Hotel. The course was well attended and we had a great day learning essential life skills.

We had great feedback from all who attended but two took the time to email the Chamber which we are very grateful for:



“Two attendees have taken the time to email me to let me know that they found the course content and experience with you to be excellent. They both said they had a very enjoyable day and that you were a lovely trainer who explained things clearly making the course easy to follow. One of them is on next Wednesday's course and is really looking forward to it.”

On Wednesday 24<sup>th</sup> January I ran a Mental Health Awareness Course, again at the Captain's Club.

We had a great morning discussing how we can implement Mental Health into the Workplace and how to identify possible signs of Mental Health conditions and the support we can offer. We had great conversations and interaction with others. Everyone who attended showed respect to others and we had great Feedback after this course too.

As a Trainer, feedback is essential and helps me improve my courses and look at how we can improve as a Company.

I would like to thank the Chamber for asking us to put on this training and for supporting us as Business. Also a big thank you to everyone at the Captain's Club for making sure we were so well looked after.

We run regular Courses at our Training centre at Aviation Business Park by Bournemouth Airport.

If you are interested or want more information please email me on [enquiries1stresponse@hotmail.com](mailto:enquiries1stresponse@hotmail.com)

Jo Polden

Director/ Trainer - 1<sup>st</sup> Response Training

## Influence the influencers

The eagle eyed amongst you will have spotted that this issue of Chamber Chat has grown to a bumper 12 pages. Our first issue, back in August 2020, was a paltry four by comparison.

This has been made possible by expanding our range of advertisers in the newsletter. Your Chamber is a not for profit organisation and can only continue to promote and serve it's members through subscriptions and sponsorships.

Chamber Chat is a free publication that is delivered throughout the Christchurch area to over 500 businesses, large and small. This means that your advertisement will be seen by the key decision makers and influential business people of the area, and beyond. You can advertise a one off event, or a regular branding exercise. You can even sponsor an issue, which includes a half page editorial feature.

### Advertising Rates

Front or Back Cover – ¼ page portrait - £120 as sole advert

Inside on left or right – ½ page - £150

Inside on left or right – ¼ page – £80

Inside on left or right – 1/8 page - £45

We also offer the option on each edition for one company to sponsor the printing of the newsletter for £250 for which they will receive a full page which we would ask it to be ½ page advert and ½ editorial.

Deadlines will be advised once your advert is booked but is usually a few days before publication.

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# A win for you and our community: Sponsoring this year's Christchurch Carnival

It's fair to say that the last few years have been a real challenge for everyone across the country, in business and at home. In times of darkness we often find comfort in looking forward to hopefully the better times that lie ahead.

You may be familiar with Christchurch Carnival and how it remains the longest surviving annual festival in Christchurch. The Carnival's purpose is to raise money for local charities and non-profit organisations who help people in need within our community.

We want the Christchurch Carnival to become a yearly ray of sunshine for the town, acting as a beacon of hope and positivity even in the darkest of times.

Having recently incorporated as a Community Interest Company (CIC) we are currently in a rebuilding phase as an event. We're therefore seeking to engage with a diverse range of local interest groups, charities and businesses. This means we really want to get to know you, understand your business and explore how we can work together.

This is with the aim of re-establishing the Carnival as the headline summer festival that brings the community together, creating joy for the 5,000 or so locals and visitors attending. This year's event will be happening on Saturday 10<sup>th</sup> and Sunday 11<sup>th</sup> August.

To stage the Carnival we rely on and value all financial support from business that helps us to achieve our purpose. Throughout the winter the Carnival organising team have been creating a powerful choice of sponsorship packages.

Where the Carnival weekend attracts a broad mix of visitors into Christchurch it represents an ideal way of promoting your business while also demonstrating your support for our community.

A range of attractive and cost effective options are now available and we're busy engaging with local businesses like yours to see how we can deliver value to you and your business.

All forms of support are important and there is a wide range of options to suit all budgets and requirements. So please reach out to me and Viv Charrett, the Carnival's Sponsorship team, so that we can start exploring how Christchurch Carnival can deliver for you and your company in 2024.

## Jonny Rayner

Sponsorship Manager  
Christchurch Carnival CIC

Email:  
sponsorship@christchurchcarnival.co.uk  
Mobile: 07552 079702



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