



Firstly we have some news and updates, and then some thoughts on **radical changes to the way the LMBA operates** so do please read to the end, all 3 pages!

Changes to the LMBA Committee

Ann Hardy from Long Melford Fine Foods has joined the Committee. It's fantastic to have some new ideas and support, thanks Ann.

We are sorry though to have to report that both Nick Barrett and Richard Westlake have, owing to pressure of business, stepped down from the Committee.

In spite of his busy schedule, Nick very kindly came on board as our new Chairman in November 2007. He has brought a great deal of positivity and good humour to the LMBA and we are grateful to him and Diane for their kind hospitality over the years and, for encouraging us to work together for the common cause.

While Richard's innings has been relatively short, he has introduced some exciting ideas to enhance the image of the LMBA, in

particular, by focusing on improving our website.

Website

The website is proving to be a fantastic marketing tool for the village. During the period July – October 2010 the total number of viewers has risen by **14%** compared to the same period last year. The Home page is the most viewed with Accommodation and Eating Out in second and third places. The Eating Out section is up an amazing 2721%!

David Dunhill from Ansta is now retained to make regular updates and changes to the website. He has made many improvements to the site, in particular to the 'What's on' section, where viewing has increased 2450%. You may have also seen banner ads for recent high profile events such as the Tour of Britain, the Retail Walk and now 'Big Night Out'.

We will shortly be offering banner advertising space to Members.

Please remember, if you haven't renewed your membership, your entry will now have

been removed. We will be sending another reminder, but please do renew.

What else has been done since July?

- Village advert in East Anglian Daily Times (EADT) glossy Suffolk Show Magazine
- Entry on EADT Suffolk website
- Link and enhanced entry on Suffolk Tourist Guide website
- Link on Norfolk Broads website
- Advert on Essex Life online magazine
- Renewed entry in Coach Drivers Yearbook
- 3 Month Banner advert trial on the EADT website - sadly only 15 hits so we will not be continuing
- Active support to take advantage of the publicity around the Tour of Britain Cycle race. Suffolk radio gave us a lot of air time as a result – a number of Members were interviewed and Richard Westlake appeared on local BBC News.

The Melford Bag continues to sell well. Don't forget to re-stock these before Christmas, now also available in blue. Our website address is now carried around all over the world!



Summer Party

Our annual Summer Party, which was held at the Swan in Hall Street on 13 September, was well supported. Our grateful thanks to all those who helped to make the event a great success.

At the party, attendees were invited to complete a **questionnaire** to help ensure that time and resource is directed towards members' top priorities.

Promoting Long Melford via the website remains the key priority, with promotion via printed materials and village events in second and third place.

Christmas Shopping Extravaganza

Camilla Rodwell at the Hunter Gallery has kindly offered to organise a Christmas shopping event this year over the weekend of 3rd-5th December. Camilla will contact you directly about this - please give her all the support you can and let's work together to make this a huge success. Camilla can be contacted on 01781 466117 or by email, camillarodwell@thehuntermgallery.com

LMBA changes

The LMBA is a member organisation, run by its members for its members, but we think that sometimes it doesn't feel this way. We would like this to change.

We would like to suggest some fundamental changes to how the LMBA operates, to give a greater sense of ownership for members and encourage more members to be actively involved in the running of the organisation and its activities. The LMBA can be so much stronger and more effective if we all work together.

A draft idea of how the LMBA could operate is shown on the next page. This shows that all keys decisions will be made by members, not a committee. A Co-ordinating Group will replace the current Committee.

Small teams of Members will take responsibility for activities, with each team leader attending the Co-ordinating Group.

By a Special General Meeting, in January 2011, we would like the Members to have agreed a

a new LMBA structure and if necessary, an amended constitution. We will then work on a new strategy in time for the AGM in May 2011.

To encourage open thinking on this subject, we have decided not to fill the Chair and Vice Chair vacancies. Instead, Laura Heraty of Applewood LLP, will act as caretaker Head of Strategy, working with the current LMBA committee until we can appoint a new team. To be clear, Laura will not stand for Chair or Vice Chair – she will help us put in place a new structure, then step aside. Laura has worked with other Member organisations and businesses, helping them to change their structures and strategy, so is well placed to help us.

In order to make a better LMBA, we really need your input so please let Laura know what you think. At this stage, we are looking for feedback on the structure shown – we will come to you with suggestions on the strategy and constitution later. Contact Laura by email, laura@applewoodllp.com or by phone on 01787 312191.



LMBA Structure - Draft

