

Publicity & Membership Report

Publicity

The Association has been fortunate to receive coverage in the local press to include photographs following the Duck Race and flower planters outside NatWest Bank; thanks are given to those that contributed these articles and photos.

The summer Newsletter was circulated in early July and thanks are given to the Secretary and Treasurer for their quick and efficient compiling and distribution of it. Thanks also to contributors and delivery “agents”.

The website and social media continue to publicise items of interest to its members.

The initiative to offer 10% to local businesses whilst the Olympics are taking place is underway and details were included in the Newsletter. Feedback has been requested from the 9 participating businesses when the Olympics are over to gauge if a similar initiative can be held in future. Thanks are given to Cheryl (Allen) and Ann (Cardew) without whose efforts the initiative would not have been possible.

Members participated in a “Litter pick” organized by MVDC prior to the Olympic Road Cycle Road Race and it is hoped that an article will be included in the local press.

No meeting was held to discuss possible promotion of the LRA while the Olympics are on due to not wishing to fall foul of the restrictions on advertising.

Colour posters continue to advertise the LRA meetings in the Help Shop and notice board outside Argos.

Membership

A mail shot in north Leatherhead that was initially intended to reach 500 homes ended up as a mail shot to 1500 homes and included brief details of the 10% initiative. A future meeting will decide if this was successful as the Treasurer is still to complete the membership records; it is known to have produced in excess of 73 new member households.

Some committee members have also completed a mail shot in south Leatherhead in selected roads which has also procured additional new member households.

The next meeting of this committee will address the work load of committee members; July has been a particularly hectic month.