



## Benefits of membership

WEB acts as the traders' association for all of Wheathampstead businesses and not just the retailers in the high street. As a member you receive the following benefits:

- ✓ Free promotion of your business at village events such as the Farmers' Market and Village Day
- ✓ Free distribution of your marketing literature from time-to-time beyond the village
- ✓ Enhanced, free entries on WEBs business database ([www.wheathampstead.org.uk](http://www.wheathampstead.org.uk)).
- ✓ Enhanced entry in the village directory due for publication in 2009.
- ✓ Priority place for monthly networking breakfast meetings.
- ✓ Priority invitation and reduced rates for the Wheathampstead business fair to be organised in autumn 2009.
- ✓ Voting rights at all WEB meetings.

All of this for a membership fee of just £20 per annum.

WEB activities include:

- ❖ Lobbying the Parish, District and County Councils on behalf of the business and local community.
- ❖ Encouraging involvement from the local community to ensure we provide services for the community and the community supports local businesses.
- ❖ Promotion of local activities to stimulate business-to-business, business-to-consumer and community activities.
- ❖ From time-to-time WEB negotiates discounted advertising rates with the village Pump and with local papers.
- ❖ We forge relationships with organisations such as Stanta, Federation of Small Businesses and community groups.