

Helping businesses go green is MELCC focus

Helping members to go green is a major theme for Midlothian and East Lothian Chamber of Commerce (MELCC) in the next 12 months.

A free hour can be requested by those unsure of how to best proceed and a green helpline is being set up.

Setting and measuring green goals, plus quarterly events to underline the initiative, are also in the pipeline along with regular clinics.

What's more, it won't cost members any extra as the initiative is covered in the annual subscription.

The green deal was detailed by Karen Ritchie, the chamber's chief executive officer, during her speech to the annual general meeting at Bush House in Edinburgh's Technopole.

Members who attended were invited to take part in a snap poll which indicated that email topped the list of chamber to member communications.

The website was next with LinkedIn third and the regular newsletter fourth.

Breakfast events were voted the most popular with lunches a close second and mid-morning events third and members felt that financial advice, business growth and skills training should top the agenda for 2024.

Those present indicated that they wanted events to be as local

as possible to ease travel and they also felt B2B meetings, events, lobbying of councillors and government plus networking with other chambers should feature strongly in priorities for the next 12 months.

Karen confirmed that the website was under close review and that the chamber were determined to up their PR significantly.

She confirmed that there had been 14 breakfast and lunch meetings, that two annual awards had been successfully organised and that networking events had again proved popular with the 178 members and 12 Premier Partners.

And she stressed that MELCC members were able to take part in events organised by neighbouring chambers as part of their membership.

PICTURE: Karen Ritchie speaking to the audience at the MELCC annual meeting. Picture ***Nigel Duncan***