



# Patron

Telford

Trevithick House | Stafford Park 4 | Telford | TF3 3BA

T: 01952 208200

e: [enquiries@shropshire-chamber.co.uk](mailto:enquiries@shropshire-chamber.co.uk)

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## PATRON CHARTER – 2026

### DEFINITION OF “PATRON”

The word Patron derives from the Latin “patronus” which means Defender, Protector, Advocate. The modern definition is:

“a person who gives financial and other support to a person, organisation or cause”.

### WHAT IT MEANS TO BE A PATRON

Patronage is the highest level of membership with the Shropshire Chamber of Commerce, and these Members are organisations that demonstrate exemplary best practice within their field. It is a mark of distinction, and the Chamber is proud to be associated with businesses that actively champion the region’s economic success and the Chamber’s mission.

Patrons are not involved in the governance or decision-making of the Chamber. Instead, they serve as high-profile advocates who:

- Represent Shropshire as a dynamic place to do business, invest, and grow
- Promote the Chamber’s work and amplify its voice across the business community, actively engaging with other Patrons and Members
- Share insight, experience, and leadership to strengthen the region’s business ecosystem
- Give back to the Shropshire business community by supporting skills, sustainability, inclusion and economic growth

Should a Patron have any issues to discuss, they should be addressed, in the first instance, with the CEO of the Chamber.

### COMPOSITION

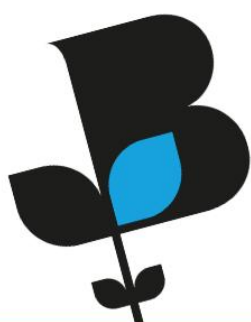
The Patron Programme comprises of respected businesses that strengthen the Chamber’s position and brand by aligning with our vision and representing our values.

Regular attendance by a senior Patron representative is required to enhance connectivity and collaboration.

### RELATIONSHIP WITH THE BOARD

The Chamber’s Board of Directors holds full responsibility for governance, strategy, and organisational oversight.

Patrons are respected stakeholders who contribute insight and advocacy, but they do not vote on decisions, set policy, or direct Chamber operations.



## In Shropshire For Shropshire



A British Chambers of Commerce Accredited Chamber. Registered in England. Company Registration No. 2542085



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## Distinct Roles:

Board: Strategic Governance

Patrons : Advocacy and Influence

While collaboration may occur through joint initiatives or shared forums, the Board and Patron groups operate independently, with clearly defined responsibilities.

## OUR COMMITMENT TO PATRONS

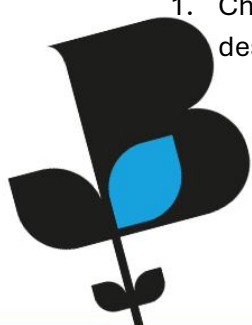
We will empower you to be visible, connected, and influential - without placing governance obligations on your role.

1. **Strategic Visibility & Recognition** Your business will be promoted as a key advocate for Shropshire's economy across events, media, and campaigns - while recognising that not all impact is immediately measurable.
2. **Influence & Insight** We will seek your input on key business issues, involving you in discussions that help shape Chamber priorities, local advocacy, and regional policy representation.
3. **Access & Connection** We will facilitate high-level connections with stakeholders, decision-makers, and peers through events, roundtables, and introductions that align with your interests.
4. **Opportunities for Leadership** You will have the opportunities to lead initiatives, mentor others, and contribute to strategic projects aligned with your expertise.
5. **Regular Engagement & Communication** We will maintain consistent proactive communication through a dedicated Patron engagement plan - sharing updates, celebrating contributions, and listening to your feedback to improve how we work together.
6. **Mutual Standards of Conduct** The Chamber, its Board, and staff commit to upholding the same ethical standards and principles of integrity that we ask of our Patrons. This ensures that both parties operate under a shared framework of accountability, respect, and professionalism.

## WHAT WE ASK OF OUR PATRONS

As a Patron, you are a visible and vocal advocate for both the Chamber and Shropshire. We ask you to:

1. Champion the Chamber's mission and promote Shropshire as a vibrant business destination.



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2. Share expertise and insight to shape Chamber priorities, contribute to campaigns, and support the development of services and policy.
3. Support and engage in a mentoring programme put in place by the Chamber to help others across the membership, including underrepresented businesses, by offering guidance, sector knowledge and experience.
4. Participate in Chamber events, panels, and campaigns to elevate key business topics
5. Collaborate on shared priorities - including skills, education, sustainability, and enterprise support
6. Actively promote the Chamber's work and amplify its voice in your networks and sector

## OUR VALUES IN ACTION

Supportive | Knowledgeable | Influential | Passionate Patrons embody these values by representing and uplifting the Shropshire business community.

## EVENTS

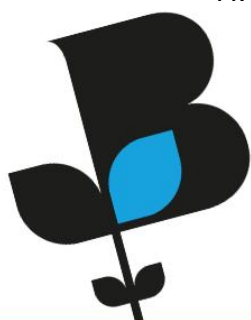
The Shropshire Chamber of Commerce hosts a number of events throughout the year, aimed at bringing together both its Members and Patrons, providing opportunities to collaborate and meet with fellow business leaders within the county.

## CODE OF CONDUCT

As a Patron of the Shropshire Chamber of Commerce, you represent the highest level of commitment to the growth, integrity and prosperity of the Shropshire business community. This Code of Conduct outlines the principles and expectations that guide your engagement with the Chamber, its members, and the wider public.

Patrons agree to:

- Uphold the highest standards of ethical business practice
- Act as an ambassador for the Chamber and Shropshire business community
- Promote the Chamber's values and initiatives in public and private forums
- Participate actively in Chamber events, forums and strategic initiatives
- Share expertise, insights and resources to strengthen the local business ecosystem
- Treat all Members, Chamber staff and Directors with dignity and respect
- Communicate constructively and professionally
- Avoid public statements that could harm the reputation of the Chamber or its Members



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The Chamber, its Board, and staff commit to:

- Uphold the highest standards of ethical practice in governance, operations, and decision making
- Act in ways that safeguard and protect the reputation of Patrons and the wider business community
- Consult with Patrons where decisions or initiatives may have reputational implications
- Accept accountability for Chamber-led initiatives

This Code of Conduct is reviewed annually and may be updated to reflect evolving standards and expectations. Failure to uphold these standards may result in the Chamber's Board of Directors reserving the right to review Patron status.

## CONCLUSION OF PATRON MEMBERSHIP

- By the Patron:

Patrons may choose not to renew their membership at the end of the current annual term. In such cases, written notice should be provided to the Shropshire Chamber of Commerce prior to the renewal date

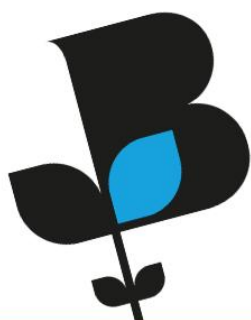
- By the Chamber:

The Chamber reserves the right not to renew a Patron membership at the conclusion of the current term. Written notice will be issued to the Patron in advance of the renewal date.

## EARLY WITHDRAWAL FROM PATRONAGE

In circumstances where a Patron's actions are found to be inconsistent with the Chamber's values or do not uphold its Code of Conduct, a formal dismissal process may be initiated. This process requires approval from the Chamber's Board of Directors any may occur at any point during the membership year.

Should a dismissal be confirmed, the Patron will be refunded the remaining portion of their annual membership fee, calculated on a pro-rata basis.



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## STATEMENT OF ACCEPTANCE AND INTENT

As a Patron of Shropshire Chamber of Commerce, I acknowledge the details provided within the programme.

In the true spirit of partnership, I will fully support the Chamber and the wider business community with energy and commitment. As an active participant and supporter of the work of the Chamber, I will contribute to the development of the programme to ensure member corporate objectives are met. I understand that as the programme evolves, change is inevitable but will be delivered after consultation.

This Charter is a partnership agreement. It is designed to promote and protect the reputation, integrity, and contribution of both the Chamber and its Patrons. We recognise that our reputations are interconnected and therefore commit to act with transparency, responsibility, and mutual respect at all times.

This Patron agreement will commence on.....

We endeavour to have a 3 year commitment which is reviewed annually and invoiced. Termination of this Patron agreement requires notice in writing 3 months before renewal date. First year cost: £5,690 + VAT per annum, subject to price variability.

On behalf of.....(company name) I,..... (full name) hereby agree to the Patron Programme and fee.

Signed.....

Signed:.....

Full Name:

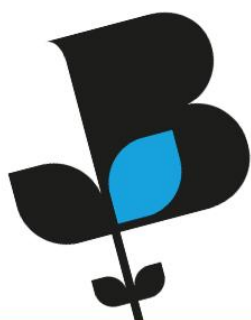
RUTH ROSS

Position:.....

CEO, Shropshire Chamber of Commerce

Dated:.....

Dated: .....



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