

Wheathampstead Business Group

Decisions and Action Points from Tuesday Turntable on 15 September 2015 held in the Swan

Present:		
Julie Bell	Steve Haynes	Peter Partington
Richard Brett	Sue Hemming	Mike Perry
Adam Collis	Brian Joyce	Carol Tizard
Linda Halford		

Guest Speaker, Linda Halford: "Effective Communication"

Linda emphasised the importance of:

1. Being clear and concise, which means cutting waffle, and is helped by having a talking framework and deciding on a suitable structure;
2. Knowing the audience;
3. Using language to sell yourself, so building your confidence.

Seasonal Preparation

Decisions:

- (a) The flyers (the printing of which WEB pays for, with a print run of about 900) have until now had a blank reverse side. The backs of the flyers should therefore be used to promote local businesses.
- (b) The three prizes for the poster competition need to be sponsored, ideally by local businesses whose advertisements will feature on the reverse of the flyer.
- (c) If sponsors cannot be found, WEB is willing to sponsor the prizes up to £100; e.g. three family pantomime tickets.

Action points:

1. We need to identify three businesses willing to sponsor the prizes.
2. Sue will establish the exact print run.
3. Peter will produce some ideas for how goods and services can be 'christmasised' so that this can be discussed at the next Turntable.

Buy It Locally campaign

Julie talked through her ideas for promoting the campaign using the character of a boy called Billy Web who spends money locally. She also presented a short paper on the key stages involved in the project creation and concluded this requires a dedicated project manager to get this off the ground.

Decisions:

- (a) We should explore the idea of welcome packs for new residents, containing information about local businesses and facilities.

(b) To progress the campaign, it will be ideal to appoint a paid Project Manager.

Action points:

4. Julie and Adam will draw up a job description, including costings and scope, for the Project Manager role.
5. Julie and Peter will draw up a programme, so that people thinking of volunteering will have a better idea of where they can contribute most effectively.
6. Peter will give a presentation on Buy It Locally at a future breakfast meeting.

Pump Ads

Not discussed.

Growing the membership

Decisions:

- (a) At the next Tuesday Turntable we shall allocate buddies to new members.
- (b) We shall re-use the A5 flyer as a poster for the notice board.

Action points:

7. Adam will maintain a list of new members.
8. We need to create the posters for the notice boards.
9. Julie will ask a WDPS member to put the flyer up on the notice board.

Window on Wheathampstead (WOW) 2015

Action points:

10. Jackie will update the database (and will be paid by WEB). Jackie will make a proposal to WEB regarding costs.
11. Peter and Claire Partington are producing notes on what they did to phone round businesses and cleanse the database, and they will pass the notes to the other people involved in the project to add notes on their roles.
12. Claire F will produce similar notes about Village Day.
13. Norman will distribute copies of WOW to local shops.
14. In the next email to members, Richard will ask if and when they received a copy of WOW.
15. Peter will analyse the results of this survey.

Wheatabiz Club

The first meeting was very successful and attracted 10 attendees.

Social Events, i.e.

WEB meal in a local restaurant: September; Privileged seats for WEB members at a Wheathampstead Dramatic Society performance: October; Beetle Drive: 2016; Barn Dance: 2016

Action points:

21. Carol will speak to the John Bunyan and see what meals are available for £15 on either 15 or 22 October, and will let Richard know.
22. Richard will inform members when issuing the minutes.
23. Claire Pickard will publicise the dates of the Dramatic Society performance of *Relative Values*.

Any Other Business

Decision:

We shall look into the possibility of holding a brainstorming session with the Parish Council to identify suitable projects for which to apply for a rural business grant.

Action points:

24. If anyone has an idea (involving the generation of jobs) for how Wheathampstead might apply for a rural business grant, they should contact Adam.
25. Peter will invite a representative from the Scouts to the next Tuesday Turntable.

Date of next Turntable: Tuesday, 20 October at 7.30 for 7.45 pm at the Swan