

Wheathampstead Business Group
Decisions and Action Points from meeting on 25 August 2015
held in the Swan

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| Present: | | |
| Julie Bell | Claire Farley | Peter Partington |
| Richard Brett | Wendy Griffith | Claire Partington |
| Adam Collis | Brian Joyce | Claire Pickard |
| Jackie Curtis | David Nash | Norman Whitwood |

Guest Speaker, David Johnston: “Businesses co-operating with, and getting the most from, local councils”

David explained how the Parish Council operates and the limitations within which it works. The Council is unable to favour an individual but can and does work with an organisation such as WEB. David also outlined the role of St Albans District Council and the way in which some of its services help generate a feel for business.

David mentioned the forthcoming change to the business rate, following which a higher proportion of the money raised will pass to the District Council. The Parish Council will be consulted on this, and will in turn consult WEB.

David also mentioned the Parish Council will be producing a Neighbourhood plan where it will be able to stipulate the importance of land dedicated to businesses within the Parish boundary. The village will be actively consulted during the creation of the Neighbourhood Plan. Further details will follow.

Buy It Locally Campaign

Ideas generated by the project so far:

- (a) There is a need to engage with people so that they understand the importance of buying locally.
- (b) We could produce a PowerPoint or video
 - Showing how money circulates in a community
 - Featuring WEB members as local businesses (provided they were willing to participate in the campaign).
- (c) We could produce a welcome pack for new residents.
- (d) We should make use of National Small Business Saturday (5 December) to promote the new campaign and encourage businesses to come up with ideas for business generation.

New ideas suggested:

- (a) We could add a link on the WEB website to a video on, for example, YouTube.
- (b) We should refine the list of reasons for buying local.
- (c) We should make the most of the publicity surrounding the Heritage Trail.
- (d) The underlying message of the campaign needs to be clearly defined.
- (e) We need to establish a small group to work further on the project, possibly including people outside WEB.

- (f) We need to arrange an event at which the campaign can be featured.

Action points:

1. Julie will get in touch with Stuart and see how he can help.
2. Peter will work with the Federation of Small Businesses.
3. 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.
4. Peter will give a presentation on Buy It Locally at the next breakfast meeting.

Window on Wheathampstead (WOW) 2015

Action points:

5. Jackie will update the database (and will be paid by WEB). Jackie will make a proposal to WEB regarding costs.
6. 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.
7. Claire F will produce similar notes about Village Day.
8. Norman will distribute copies of WOW to local shops after the Dor2Dor distribution has finished..

Energising Tuesdays

Decisions:

- (a) We shall continue the current trial of inviting a speaker and providing sandwiches at Tuesday Turntable meetings for a further three months.
- (b) We shall allow each speaker 30 minutes (including questions and answers).
- (c) With some speakers it may be useful to provide material that attendees can read before the meeting, so reducing the length of the talk.
- (d) Although it is easier to attract speakers if they can talk about their businesses, rather than provide tips or be instructive, the talks need to be as informative for businesses as possible and not just a sales pitch..
- (e) We should consider the idea of setting up an "A team" of members who are prepared to volunteer for tasks.

Wheatabiz Club

Decisions:

- (a) Networking must be seen as an important part of each meeting (though this will happen to some extent anyway).
- (b) "Collaborate to create wealth" will be the topic not at the first Club event but at the second (on Monday 9 November).
- (c) The Club is for WEB members and the cost is £5 per session.

Action points:

9. Peter will advise on the topic for the first session taking into account views expressed at the meeting.
10. Peter will book the Swan for the first Club event on 14 September.

Growing the membership } *Deferred until the next meeting.*
Publicity and press coverage }

Christmas Lights Up

Norman summarised the issues.

Decision:

We shall offer businesses the use of the blank space on the back of flyers.

Action point:

11. Richard will include this as the first item in the agenda for the next Tuesday Turntable.

Website and email database } *No action points.*
Social Media Project }

Pump Ads

Action point:

12. Richard will include this as a major item in the agenda for the next Tuesday Turntable.

WEB Newsletter (due in September)

Action point:

13. Julie will write an article about the *Buy It Locally* campaign.

WEB Business Breakfasts }
Finance } *No action points.*
Village Issues }

Social Events

Deferred until the next meeting.

Any Other Business *None.*

Date of next Turntable: Tuesday, 15 September at 7.30 for 7.45 pm at the Swan