

## Wheathampstead Business Group

### Decisions and Action Points from meeting on 19<sup>th</sup> March 2015, held in the Swan

#### Present:

Julie Bell	Claire Farley	Peter Partington
Richard Brett	Wendy Griffith	Claire Pickard
Adam Collis	Brian Joyce	Carol Tizard

#### Meeting the team

##### Action point:

1. Adam will adopt an assistant and look for a successor as treasurer after Christmas.

Those present wrote down the three most important objectives (in order) for being members of WEB. The results and scores are as follows:

Pump Ads	12	Promotion on Village Day	2
Networking	11	Information	2
Promotion via website & WOW	9	Representation to other bodies	1
Subsidised training	4	Social events	1

#### Energising Tuesdays

##### Decisions:

- (a) We need to attract more people with more ideas, especially to the Tuesday meetings.
- (b) Ideas for making this happen include:
  - Speakers who will talk about a specific aspect of business, or a topic that would be of general interest to small businesses. (It could be a topic that had been raised at a breakfast meeting.) Examples of topics are:
    - i. Driving down costs
    - ii. How to create a successful business from nothing
  - Sandwiches at Tuesday meetings.
  - Providing a service whereby more experienced business owners can mentor those with less experience.
- (c) We need someone to act as speaker co-ordinator.
- (d) There are some key facts that should help us.
  - We have between us 1,000 years of experience, and we need to promote that.
  - About 10% of all Wheathampstead households contain a business, making this a very entrepreneurial community.

**Action points:**

2. Peter will talk on how a small business can drive down costs.
3. Adam will find a speaker co-ordinator.
4. We shall all try to think of a suitable name of the Tuesday evening meetings.
5. Richard will analyse the reasons given in a survey of why people don't attend Tuesday meetings.
6. We will look into insurance needs if we progress the idea of mentoring.

**Buy Local Campaign**

*Decision:*

The Campaign should be of interest not only to shops in the High Street but the many other local businesses as well, including some that attend breakfast meetings.

**Action point:**

7. Julie will continue to try to arrange a meeting with those High Street businesses that have so far expressed an interest, and will continue to champion the Campaign in the meantime.

**Window on Wheathampstead (WOW) 2015**

**Action points:**

8. Adam will extract the latest data from the database and pass it to Claire Partington.
9. Richard will let Peter know how much time is needed to produce WOW once the database is fully cleansed.
10. *C# Music Tuition* will then estimate how long it will take to phone round those businesses that have not verified or updated their details, and will thus see whether producing WOW by Village Day is achievable.

**Village Weekend 2015 (11-12 July) – including sponsorship opportunities**

*Notes:*

- (a) Claire F reported that sufficient funds have been raised through sponsorships to cover the cost of the fireworks.
- (b) All the external business stalls have been taken, and 8 of the 10 in the marquee have been taken.
- (c) At the next meeting we need to decide exactly how to spend the £500 that WEB has committed: e.g. on producing a map/programme or on tabards.

*Decisions:*

- (a) Ideas for what to have on the WEB stand:
  - a competition to guess the number of businesses in Wheathampstead;

- a box for business cards.
- (b) We need to have something (within budget) that we can give away, such as balloons or the latest edition of WOW.
- (c) An important message at the WEB stand should be that businesses can update their own details on the WEB website.

**Action points:**

11. Wendy will estimate the cost of producing an A5 double-sided leaflet, with a print run of 1,000, for the map/programme.
12. At the next breakfast meeting Claire P will ask for volunteers to help man the WEB stand, ideally in pairs.
13. In addition, we all need to try to find volunteers for the WEB stand.
14. Wendy and Claire P will obtain some quotes for balloons, including from Lesmar.
15. Richard will add an item to the agenda for the next meeting to discuss what exactly will be on the WEB stand.
16. In the meantime we shall all feed any ideas through to Claire F.

**Publicity and press coverage**

*Decisions:*

- (a) It would be helpful (both to the Buy Local campaign and generally) to produce some material that better promotes WEB.
- (b) Similarly, we need to find ways of driving traffic to the WEB website (and also to the business pages on the wheathampstead.net site).

**Action point:**

17. Peter, Claire P and Wendy will look into the possibilities of producing some better promotional material and will report back at the next meeting.
18. Richard will forward the above group the list of achievements during 2014-5.

**Growing the membership**

*Note:*

The working party has produced a proposal for allowing businesses or individuals not living or working in Wheathampstead to join WEB.

*Decisions:*

- (a) We shall put the proposal to members.
- (b) If no objections are raised to it, we shall vote on it at the next meeting.
- (c) People thinking of setting up their own businesses are a group that WEB should be able to help and to attract as members. Without wishing to duplicate the

work of organisations such as Stanta and Wenta, WEB has enough expertise to mentor and support new businesses.

(d) Adam is willing to have occasional meetings with local people who are setting up their own businesses, provided that they are members of WEB.

**Action point:**

19. Richard will issue the proposal to members with the minutes and will ask members to express any opinions to Claire P.
20. Wendy will approach Stanta and Wenta via Twitter.

**Website and email database**

*No action points.*

**Social Media Project**

*Note:*

Wendy explained that advanced Facebook and Twitter training are already included in the costs that WEB have agreed.

**Action points:**

21. Wendy will set up a Wheathampstead Business page of Facebook, but this will not be in direct competition with the existing Wheathampstead Business Group page (which is a closed page operated by Chenine Bruley and Ben O'Boyle).

**Pump Ads**

*No action points.*

**WEB Newsletter**

*Decision:*

(a) This will be pursued by the group looking into publicity.

(b) There should be spotlights on:

- a particular business
- volunteers.

**Action point:**

22. Wendy and Claire P will produce a spotlight template.

## WEB Business Breakfasts

### *Decision:*

Everyone attending must remember always to try to bring along a representative from another business as a guest, as this has proved very productive for networking.

## Finance

### **Action point:**

23. As one way of attracting people to Tuesday meetings may be to offer sandwiches, Adam will find out the cost of providing sandwiches at the Swan.

## Village Issues

*No action points*

## Social Events

### *Decision:*

A good idea would be to have a WEB meal at one of the restaurants in Wheathampstead on a night that would otherwise be a quiet night for the restaurant.

### **Action points:**

24. Wendy will look into the idea of a WEB meal at a local restaurant and will report back.
25. Fiona will provide a quote for holding a beetle drive event in the autumn at No. 1 Church Street, with the bar open and including some pre-prepared food.
26. Claire P will look at the Wheathampstead Dramatic Society website and pursue the idea of privileged seats for WEB members at WDS performances.
27. Linda will send Claire P the contact details of the organisers of previous barn dances.

## Any Other Business

*No action points.*

**Date of next meeting:** Tuesday, 16 June at 7.45 pm at the Swan