

**Wheatthampstead Business Group  
Decisions and Action Points from meeting on 16<sup>th</sup> June 2015,  
held in the Swan**

|                 |                 |                  |
|-----------------|-----------------|------------------|
| <b>Present:</b> |                 |                  |
| Julie Bell      | Wendy Griffith  | Peter Partington |
| Richard Brett   | Maureen Lamburn | Claire Pickard   |
| Adam Collis     | Lesley Nash     | Carol Tizard     |
| Claire Farley   | David Nash      | Norman Whitwood  |

**Energising Tuesdays**

*Decisions:*

- (a) We shall name the Tuesday meeting the 'Tuesday Turntable'.
- (b) Marion Oxley would be a good choice of speaker for the July turntable.

**Action points:**

1. Peter will contact suitable speakers.

**Wheatbiz Club**

*Decisions:*

It was agreed that, as a way of sharing experiences and skills, we will set up the Wheatbiz Club as follows:

- Lunchtime meetings
- Could be either once a month or once a quarter
- Trial for three months, with a meeting each month
- WEB members only
- Focussed more towards non-High Street businesses
- Specific topic each meeting, although the meeting could also act as a surgery.

**Action point:**

2. Peter and Claire P. will suggest some topics and find a suitable venue.

**Speaker Slot**

Peter spoke on 50 ways small businesses can save money to help them survive and thrive. He listed many general issues and suggested some specific ways in which businesses can make savings. Finally he proposed ways of making it happen.

## Buy Local Campaign

The Buy Local team gave a summary of the progress they have made in researching other communities that have successful Buy Local campaigns.

### Action point:

3. Julie will approach various contact to produce a professional version of the Buy Local logo.

## Window on Wheathampstead (WOW) 2015

### Action point:

4. If anyone is aware of a new business, they will let Peter know.

## Village Weekend 2015 (11-12 July) – including what will be on the WEB stand

Claire F. outlined the present position. Two stands remain available inside the marquee. All five external pitches are now taken (though all by non-members).

### Decision:

A forthcoming Mailchimp will focus on Village Day.

### Action points:

5. Norman will set up the WEB table. (For this, he will need a list of current WEB members and their up-to-date literature.)
6. Claire P. and Adam will:
  - send Norman a list of current members;
  - ask members to send Norman copies of their up-to-date literature.
7. David will produce two sandwich boards with:
  - the words **Get your free copy of WOW on the WEB stand** on one board, and
  - the Buy Local logo on the other board.
8. Norman will ask for volunteers to man the WEB table and will draw up a roster.

## Publicity and press coverage

The quarterly newsletter has now been issued, and the WEB Facebook page has been set up.

### Action point:

9. Peter, Claire P and Wendy will review the WEB flyer and will look at social media promotion.

## Growing the membership

### *Decisions:*

We shall target:

- people contemplating setting up their own businesses;
- young Mums who are unemployed and are considering working from home.

The proposal put forward by the working party for allowing businesses or individuals not living or working in Wheathampstead to join WEB was agreed in principle but as it involves a change to the constitution it will need to be voted on formally at a Special General Meeting.

### **Action point:**

10. Richard will inform all WEB members that the July Tuesday Turntable will include a Special General Meeting at which the proposed change in constitution will be voted on.

## Website and email database

*No action points.*

## Social Media Project

*No action points.*

## Pump Ads

### **Action point:**

11. Claire P. will formalise the process to make sure that WEB is fair to all potential advertisers.

## WEB Newsletter

*No action points.*

## WEB Business Breakfasts

*No action points.*

## Finance

### *Decision:*

We shall continue the idea of sandwiches at the Tuesday Turntable for at least two more months.

**Action point:**

12. Richard will ask the Swan to arrange sandwiches at the next two meetings, with more brown and fewer white sandwiches.

**Village Issues**

*Decision:*

We should inform businesses of village centre road closures by putting leaflets through doors.

**Action points:**

13. Norman will produce leaflets showing details of the road closures and will distribute them.
14. Peter will keep David Johnston advised.

**Social Events**

*Decision:*

The timing for the planned social events will be:

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

**Any Other Business**

*No action points.*

**Date of next meeting:** Tuesday, 21 July at 7.30 for 7.45 pm at the Swan