

**Wheathampstead Business Group
Decisions and Action Points from Tuesday Turntable on 17 November 2015
held in the Swan**

Present:		
Julie Bell	Steve Haynes	Carol Tizard
Richard Brett	Peter Partington	Norman Whitwood
Jackie Curtis	Mike Perry	Howard Wright
Linda Halford	Victoria Scott	

Guest Speaker: Victoria Scott: Getting on Local Radio

- Radio is part of the PR mix
- Thought leadership is important, as this gets you invited back
- It is important to be aware of the differences between advertisements, advertorial and editorial
- Be aware of the type of programme and the kind of audience it attracts
- Write a release so as to gather your thoughts first
- Avoid mentioning directly whatever it is you are trying to sell.

Christmas Lights Up

Decisions:

- We shall display copies of the poster pictures at No 10 High Street.
- WEB will cover the cost of banners (about £300).
- Marshals at Lights Up will hand out Small Business Saturday flyers.
- Next year there should be greater uniformity of the size of the adverts on the reverse side of the flyers.

Action points:

1. Peter will investigate the possibility of putting helium balloons outside participating businesses.
2. Jackie will place an order for the banners.
3. Julie will speak to Patrick McNeill about the best positions for the banners.
4. Howard will take responsibility for erecting the banners.
5. Norman will set up the WEB stall in No 10 High Street, and will leave it in place for Small Business Saturday.
6. Vicki will pass Dragon's Apprentice contact details to Norman.

Small Business Saturday (5 December 2015)

Decisions:

- We need to establish whether we can refer to the prize draw as 'free' if entrants need to purchase something to be entered.

- (b) The flyer should consist of 4 pages of A5 and should list all the participating businesses.
- (c) We want to print 1,500 copies of the flyer and we shall accept the quote from Imagery to print the flyer.

Action points:

7. Richard will issue an email reminding businesses of Small Business Saturday.
8. Julie will speak to SADC re rules for prize draw.
9. Linda will email WDPS members to let them know about SBS.
10. Carol will leaflet cars in East Lane car park at peak times.
11. Richard will let Carol know when peak times are likely to be.
12. Julie will organise the distribution of flyers to participating businesses.
13. Peter will draw up a rota for manning No 10 High Street.
14. Linda will ask Parish Councillors if they can get involved.
15. Carol will move the tables from the Scout Hut to No 10 High Street and back again.
16. Howard will organise the production of Prize Draw forms.
17. Howard will be responsible for the mechanics of the prize draw up to the point of installing the ballot box in No 10 High Street.
18. Peter will find a volunteer to collect the prize draw entries, organise the prize draw on the following Monday, and get the prizes to the winners.
19. Howard will display pictures of the prizes in No 10 High Street.
20. Claire (Partington) will organise the children's Treasure Hunt and will sponsor the prize.
21. Peter and Jackie will wear the sandwich board.

Buy It Locally campaign

Decision:

The Project Manager for Phase 1 will be Adam Collis. WEB have accepted his proposal.

Action point:

22. Adam will draw up a programme, so that people thinking of volunteering will have a better idea of where they can contribute most effectively.

Tuesday Turntable

Ideas to encourage participation at Tuesday Turntables:

- to allow people who have attended meetings and completed action points to enter a prize draw to give recognition for their efforts;
- to begin with an informal meeting at the bar;
- to begin the meetings earlier.

Decisions:

- (a) We shall discontinue guest speakers and sandwiches.
- (b) We shall soon need a new leader for Network Breakfasts, and when the new leader is in place, we shall consider the possibility of guest speakers at breakfast meetings.

Action point:

23. Peter and Julie will work on the idea of a prize draw for those who attend meetings and complete action points.

Wheatabiz Club

No action points

Corporate Social Responsibility

Decision:

- (a) WEB should look into the idea of adopting a charity, which would enable member businesses to have a Corporate Social Responsibility policy.
- (b) We shall debate this further at the next meeting.
- (c) WEB will encourage businesses in the village centre to allow defibrillators for public use to be located outside their premises.

Action point:

24. Linda will let Richard have details of defibrillators that can be accessed and operated by members of the public.
25. Richard will pass on the information to WEB members.

Herts Business Awards

Action point:

26. Julie will represent WEB at the Awards Ceremony.

Window on Wheathampstead (WOW) 2015

No action points

Publicity and press coverage

Action point brought forward:

27. Peter will identify and articulate the benefits of WEB membership.

Social Events

Christmas dinner sales going well – contact Norman if people want to attend.

Any Other Business

Decision:

We shall discuss succession planning at the next meeting, particularly in relation to the Chair and the Breakfast Networking leader.

Action point:

28. Richard will remind members about the Scout Post when issuing the minutes.

Happy Christmas to all!

Date of next Turntable: Tuesday, 19 January at 7.45 pm at the Swan