

Wheathampstead Business Group
Decisions and Action Points from Tuesday Turntable on 15 March 2016
held in the Swan

Present:			
Maria Azcona	Jackie Curtis	Steve Haynes	Claire Partington
Julie Bell	Claire Farley	Sue Hemming	Peter Partington
Richard Brett	Wendy Griffiths	Brian Joyce	Carol Tizard

2016 Business Plan

Decisions:

- (a) The Business Plan should be kept concise.
- (b) Buddies are a good way of welcoming new members and of getting to know the new member and what s/he is good at.
- (c) We need to devise a more streamlined way of allowing people to join WEB. This should include
 - i. making full use of the website
 - ii. confirming to people that they are now members.
- (d) It is vital that make the website as effective as possible, e.g. by
 - i. keeping it up-to-date
 - ii. including pictures
 - iii. having a page for the payment of subscriptions
 - iv. showing information about membership of WEB
 - v. using what we already have to the full.
- (e) Any arrangements we can procure to entitle WEB members to preferential terms from suppliers would constitute a significant member benefit.

Action points:

1. Peter will combine the Business Plan and the Calendar into a single document.
2. Everyone will submit any comments on the Business Plan by 31 March.
3. Peter will then amend and circulate the final version of the Business Plan and Richard will circulate it to members.
4. Everyone will submit any further ideas for the SWOT analysis by 31 March.
5. Peter will if necessary amend and circulate the SWOT analysis and Richard will circulate it to members
6. Wendy and Jackie will work on ideas to optimise the website, and Wendy will present the ideas at the next meeting.
7. Everyone who is willing to offer preferential terms to fellow WEB members will pass the details to Richard.
8. Peter will ask the non-WEB businesses who took part in Small Business Saturday to join WEB.
9. Wendy/Adam will put a link on website to enable people to join WEB.

Buy It Locally campaign

Decision:

Adam has articulated what tasks should form Phase 2, and he is prepared to manage Phase 2, but it was agreed that other people should be allowed to tender to manage Phase 2.

Action point:

10. Julie will circulate the proposal showing priorities for the campaign and tasks needed to complete phase 2.
11. Anyone wishing to tender to manage Phase 2 should contact Julie Bell (julie.bell@can-do.co.uk)

Year to date Financial Position

No action points.

Pump Advertising

Claire P. reported that the PUMP is fully subscribed. The revenue amounts to £3,450.

Action point:

12. Peter will thank Claire Pickard for her work on the Pump adverts.

Membership

Action point:

13. Claire P. will send out an email requesting members to pay their subscription of £25.
14. Members to change standing orders where appropriate.

Neighbourhood Plan

Steve Haynes explained that the Neighbourhood Plan Steering Group is looking for WEB to provide ideas on what should be in the Plan as regards business and commerce, e.g. poor internet connections.

Action point:

15. Richard will arrange a meeting at which WEB members can bounce off ideas about the kind of improvements they would like to see.

Succession Planning

Decision:

- (a) The posts that need to be filled most urgently include a Christmas Lights Up organiser, Deputy Secretary, a Champion for Awards and members of the Village Weekend Working Party.
- (b) We also need people to help with membership, social media, finance and the website.

Action points:

16. By 31 March everyone will review the list of jobs (WEB Roles) and let Peter know which ones they can do - (ideally at least one and no more than two).
17. Peter will then amend and circulate the final version of WEB Roles and Richard will circulate it to members.

Hints and Tips

Action points:

18. Julie and Richard will load the Tips into a Google drive so that they can be easily shared.
19. Everyone will send any comments on the Hints and Tips to Peter by 31 March. Everyone will submit any comments on the Hints and Tips by 31 March.
20. If necessary Peter and the other authors will then amend the final version of the Hints and Tips and Julie and Richard will re-load them into the Google drive.

Publicity and press coverage

Decisions:

- (a) The benefits of being a member of WEB (or at least a summary) should be displayed on the website.
- (b) Social Media and Village Day should be included among the benefits.

Action point:

21. Everyone will submit any comments on the list of member benefits (Why WEB?) by 31 March.
22. Peter will then amend and circulate the final version of Why WEB? and Richard will circulate it to members.

Village Weekend

Claire F reported there are three financial aspects:

- Fireworks. The cost is £1,250, and Claire will cover this by selling arena banners at £100 each. There are six left.
- Marquee. The cost is £680, and we shall receive £350 from commercial stands. The cost for other stands is £25, and WEB itself needs one of these. Assuming all stands are taken – seven slots are currently still available – there will be a shortfall of £60.
- Leaflet containing field map. The cost last year was £150.

Decisions:

- (a) In the next newsletter we need to publicise
 - i. the remaining banners
 - ii. the remaining stands in the marqueeand emphasise that banners and stands will be allocated on a first-come-first-served basis.
- (b) It was agreed WEB will cover the marquee shortfall of £60.
- (c) We should provide advertising space on the back of the leaflet to cover the cost of production.

Action point:

23. Richard will publicise the banners and stands in his next email to members.

Friends of WEB

Decisions:

- (a) We shall discuss what the cost should be of being a Friend of WEB at the next meeting.
- (b) It would be a good idea to have a detachable insert in the next edition of the Pump promoting WEB and inviting people to become Friends.

Action points:

24. Julie will speak to David Johnston about the possibility of an insert in the Pump.
25. Peter will write an article for the Pump about being a Friend of WEB.

Recognition for WEB and for Individual Members – Herts Business Awards, Herts Chamber of Commerce Awards, WDPS Awards and others

Decision:

We should hold a special meeting for WEB members about Awards (with tips and list of the Awards that are available) at which Peter can provide advice.

Badges for WEB Officers

Action point:

26. Claire P and Maria will research the different types of badge that are available.

Any Other Business

Thanks were expressed to Sue Hemming and the team for organising the Beetle Drive social event.

Decision:

WEB members who said they would attend the Beetle Drive but did not turn up will be asked to pay. This is important and catering money was paid on these tickets.

Action points:

27. Peter will work with Sue and Adam to ask those WEB members to pay who said they would attend the Beetle Drive but did not turn up.
28. Peter will produce a quarterly newsletter.
29. Peter and Richard will produce a report on WEB's achievements during the past year to be presented at the AGM.

Date of AGM and next Turntable: Tuesday, 19 April at 7.45 pm at the Swan