

**Wheathampstead Business Group  
Special General Meeting on 23 February 2016  
and Decisions and Action Points from subsequent Tuesday Turntable meeting  
held in the Swan**

<b>Present:</b>			
Maria Azcona	Wendy Griffiths	Brian Joyce	Mike Perry
Julie Bell	Linda Halford	Claire Partington	Carol Tizard
Richard Brett	Sue Hemming	Peter Partington	

**Special General Meeting:**

**Resolution:** As from 1 April 2016 the annual subscription should be raised from £20 to £25.

Proposed by Richard Brett  
Seconded by Wendy Griffiths  
There was a unanimous vote in favour.

**Tuesday Turntable:**

**2016 Business Plan**

*Decisions:*

- (a) The Plan discussed at the previous Tuesday Turntable and reformatted by Peter (as enclosed with these minutes) will be formally adopted at the next Tuesday Turntable.
- (b) The Plan will be put on the website when it has been finalised.
- (c) We should have a SWOT Analysis to support the Plan.

**Action points:**

1. Everyone with ideas for what should be included in the SWOT Analysis will pass those ideas to Peter.
2. Richard will look for the SWOT Analysis that David Johnston produced.
3. Peter will ask the non-WEB businesses who took part in Small Business Saturday to join WEB.

**Daytime Networking Groups**

First Meeting: 9 March in the Swan.

*Decision:*

The meetings will be promoted in the same way as the breakfast meetings.

## Buy It Locally campaign

Julie outlined Adam's proposals, which conclude Phase 1 of the project. (These are enclosed with these minutes.) Huw Thomas has just written to outline Best of St Albans initiative re Buy Local – so need to meet to see how these dovetail.

### *Decision:*

- (a) The three priorities identified in Phase 1 of the BILLY campaign were agreed.
- (b) We shall need to decide whether to pay a Project Manager to undertake Phase 2.

### **Action points:**

4. Everyone will pass their feedback on Phase 1 to Julie by Friday, 11 March. (Julie's email address is julie.bell@can-do.co.uk )
5. Julie will ask Adam how much he would charge to manage Phase 2.
6. Julie/Adam will progress these ideas with Huw Thomas and Howard, and produce a proposal for Phase 2 at the next Tuesday Turntable.

## Year to date Financial Position

Mike outlined the Finance Sub-Committee's thinking:

### A. Increase revenue:

- i. Increase annual membership fee to £25 (as agreed earlier).
- ii. Increase the charge for non-members attending breakfast or lunchtime meetings from £5 to £10.

(Charging more for advertising in the Pump will not be possible at present as the cost recently increased.)

### B. Reduce costs:

- i. Plan ahead better and get competitive quotes.
- ii. Review insurance costs.
- iii. Make sure all initiatives are cost-neutral.

### C. Miscellaneous:

- i. Make every effort to sell the remaining Heritage Trail bags.
- ii. Review printing costs.

### *Decisions:*

- (a) The charge for non-members attending breakfast or lunchtime meetings will be increased from £5 to £10 from April (which should also help to drive up membership).
- (b) We should make it easier to pay membership fees – e.g. paying by cash, paying on Village Day.

### **Action points:**

7. Adam, Wendy and Howard will form the Finance Sub-Committee.
8. Peter will ask businesses who participated in Small Business Saturday to join WEB.
9. Claire Farley and Norman Whitwood will clarify whether £750 that

WEB has received (three lots of £250) relates to sponsors for fireworks or advertisers in WOW.

### Pump Advertising

**Action point:**

10. Claire Pickard will invoice advertisers.

### Window on Wheathampstead (WOW)

*Decision:*

We shall continue to produce WOW every other year, so the next edition will be 2017-8.

### Succession Planning

Peter distributed a list of posts and roles so that volunteers can enter their names against the positions that interest them, the idea being that people will put their names down for at least one role but not more than two. (A copy of the list is enclosed for those who would like to volunteer but were not at the meeting.)

*Decision:*

We need to add Marketing and Merchandising to the list.

**Action points:**

11. People to review the list of jobs and let Peter know which ones they can do – (ideally at least one and no more than two)
12. Peter will do a little more work on the Hints and Tips.
13. Julie and Richard will then load the Tips into a Google drive so that they can be easily shared.

### Tuesday Turntable

*No action points.*

### Small Business Saturday

*Decisions:*

- (a) If in 2016 businesses can no longer participate for free, there may be less of a take up. We therefore need to make sure there is greater benefit for businesses that do participate.
- (b) We also need a facility similar to No. 10 High Street.
- (c) We should make better use of the Small Business Saturday national organisation.
- (d) The two champions for 2016 will be Julie Bell and Claire Partington.

## Publicity and press coverage

### *Decision:*

It was agreed that it is difficult to know which forms of publicity work best.

#### **Action point:**

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

## Friends of WEB

### *Decisions:*

- (a) We should encourage non-businesses to join and become Friends of WEB. In this way they can work with local businesses to improve the village in many ways.
- (b) We need to articulate the benefits for non—business members.
- (c) Non-business members might be interested in operating a WEB stall at, for example, a WDPS Open Day.

#### **Action points:**

15. Everyone will give some thought to the benefits for non—business members and will send their ideas to Claire (Partington).
16. Linda will take this idea back to the Parish Council.

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

#### **Action points:**

17. Peter will look at the awards that are coming up and will see if we can adapt any previous applications.
18. Wendy will mention this at the Breakfast Networking meeting.

## Badges for WEB Officers

### *Decision:*

- (a) It would be useful for WEB ‘Officers’ to wear name badges at appropriate events so that members, especially new members, can readily identify them.
- (b) We shall start by buying plastic badges, with a view to progressing to metal badges if appropriate.

#### **Action point:**

19. Claire will obtain the plastic badges.

## Social Events

**Action points:**

20. As there are still spaces available for the 50's evening, everyone present will phone round 4 members and remind them of the event.
21. Peter will issue a list of the people to phone.
22. **STOP PRESS:** ticket sales doing well - now 40 attendees - so no need to ring round.

## Any Other Business

*Decisions:*

- (a) WEB objected to the change of use of the Barn (behind Wheathampstead Place) from commercial to residential. The application was refused and the owners are now appealing against the decision. It was agreed that WEB should object to the appeal.
- (b) We need to make a decision about WEB's involvement in Village Weekend, and in particular whether we will sponsor fireworks.

**Action points:**

23. Julie will lodge the objection to the Barn appeal on behalf of WEB.
24. Peter will speak to Claire Farley about the present position as regards Village Weekend and will get back to Linda or the Parish Council.

**Date of next Turntable:** Tuesday, 15 March at 7.45 pm at the Swan