

**Wheathampstead Business Group  
Decisions and Action Points from Tuesday Turntable on 17 May 2016  
held in the Swan**

<b>Present:</b>		
Maria Azcona	Adam Collis	Linda Halford
Julie Bell	Claire Farley	Brian Joyce
Richard Brett	Wendy Griffiths	Mike Perry

**Initiatives/Projects/Events**

**Buy It Locally Campaign**

*Decision:*

Wendy will get involved in marketing the campaign.

**Action points:**

1. Maria and Wendy will discuss the marketing of the campaign.
2. Adam will continue to commission the strapline and logo.

**Village Weekend 2016 (9-10 July)**

Claire reported that three tables in the WEB marquee are still vacant.

*Decisions:*

- (a) Norman will not man the WEB stand. We instead need a roster of three volunteers to man the stand, each on duty for one hour.
- (b) In order to attract members of the public into the WEB marquee, we shall hold a raffle. The raffle prize will be a hamper, the budget for which is a maximum of £50.
- (c) We need to obtain alternative quotes for printing the site map leaflet.

**Action points:**

3. Jackie will post on Facebook a message about the three vacant tables.
4. Everyone should feed through to Claire their ideas on what should be included in the site map leaflet.
5. Julie will design the back of the leaflet, and Wendy will send her details of last year's leaflet.
6. Julie will get quotes for producing the leaflet.
7. Everyone who is willing to help on Village Day should contact Claire Farley.
8. At the breakfast meeting Wendy will ask for volunteers to help on Village Day.
9. Julie will make the hamper. Businesses should let Julie have goodies for the hamper ASAP.

## Neighbourhood Plan

### *Decisions:*

- (a) We shall add a question to the questionnaire about the type of business – High Street shop, etc.
- (b) We should use Survey Monkey to distribute the questionnaire. (The results can be exported into Excel.)
- (c) The Neighbourhood Plan sub-committee will approve the final wording of the questionnaire before it is issued.

### **Action point:**

10. Adam or Wendy will remind peoples at the networking meeting about the importance of completing the questionnaire.

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

### **Action point:**

11. Adam will ask Peter Partington when the deadline for the next award is and then ask Huw Thomas if he is willing to provide training for businesses that wish to enter for the award.

## Calendar of events

### *Decision:*

Julie is the 'owner' of the calendar document.

## Reports from WEB Officers

## Membership / Newbie Buddies

### **Action point:**

12. Adam and Claire Partington will resolve the position on newbie buddies.

## Finances

### **Action point:**

13. Mike will clarify whether WEB has yet paid the Parish Council for the *Pump* ads.

## Networking Meetings

### *Decisions:*

- (a) The next lunchtime meetings will be on 8 June and 13 July.
- (b) We need to find two people, one willing to take over the breakfast meeting and one to take over the lunchtime meeting from Wendy after September.

#### **Action point:**

- 14. Wendy and Adam will discuss finding people to take over the meetings.

## Website

#### **Action points:**

- 15. Wendy, Jackie and Adam will meet up to progress the review of the website.
- 16. Adam will ensure that people are in future asked if they want to be told about all networking meetings, and not just breakfast meetings.

## Social Media / Secretariat

*No specific action points*

## Chair

#### **Action point:**

- 17. Adam will arrange for the draft content of WEB Pump articles to be distributed by email.

## General WEB Administration

### Publicity and press coverage

*Note.* Carol Tizard has contacted the review editor at the Herts Ad, who has said he will be very happy to have us pass information about interesting events to him.

### *Decisions:*

- (a) We shall invite a representative from the Herts Ad to a future WEB meeting.
- (b) There will be a display of business cards on Village Day, either on the wall behind the WEB stand or outside the marquee.

#### **Action points:**

- 18. In the email enclosing the minutes, Richard will ask businesses either to send their business card to 29 Wick Avenue before Village Day, or to come along and display their business card on the day.

19. Maria and Wendy will create a board on which business cards can be displayed.

## 2016 Business Plan

### *Decision:*

We need to ask WEB members if they offer preferential terms to other WEB members, so that this information can be put on the website.

### **Action points:**

20. Adam will draft a wording to ask members about preferential terms.  
21. Richard will issue the wording in a standalone email and ask members to inform him of any preferential terms.

## Hints and Tips

### **Action point:**

22. Claire P. will contact Mike Spurgeon and make a start on the Tips on Membership and Pump Advertising, with a view to finishing them by the end of her year in office as Membership Secretary.

## Badges for WEB Officers

### **Action point:**

23. Claire P will order new badges.

## Social Events

### *Decision:*

The Christmas event will be on Tuesday. 6 December.

### **Action point:**

24. Julie will ask Nihao if they can accommodate WEB on 6 December and if so what they can provide for £15.

## Any Other Business

### **Action point:**

25. At the next meeting Adam and/or Claire Partington will provide a list of paid-up members.

**Date of next Tuesday Turntable:** Tuesday, 21 June at 7.45 pm at the Swan