

**Wheathampstead Business Group  
Decisions and Action Points from Tuesday Turntable on 20 September 2016  
held in the Swan**

<b>Present:</b>			
Eve Atkins	Richard Brett	Lesley Nash	Carol Tizard
Julie Bell	Adam Collis	Claire Partington	Clare Wener

**Initiatives/Projects/Events**

**Small Business Saturday (3 December)**

*Decisions:*

- (a) Because of her other commitments, Claire needs more help with this project.
- (b) It is very important to attract children to the event.
- (c) It would be ideal to have a marquee on the forecourt of Jessamine Garage, perhaps with live music. (Julie has a suitable gazebo.)
- (d) The existing SBS banner can be re-used this year, with the new date positioned over the old date.
- (e) We shall look into the possibility of taking publicity photographs with the national SBS bus when it is at its closest to Wheathampstead.
- (f) For Small Business Saturday 2017, we shall try to arrange for the national SBS bus to visit Wheathampstead.

**Action points:**

1. Claire will form working groups that can take on much of the project work.
2. Lesley will take part in the Prizes working group.
3. Claire P will obtain quotes for leaflet production and distribution from Rick Parting (the Pink Group) and Dor2Dor.
4. Maria Azcona and Amanda Brown will champion Small Business Saturday at breakfast meetings.
5. Julie will complete a St Albans District Council events form for SBS.

**Buy It Locally Campaign**

*Notes.*

- The launch event will be a Food and Drink Festival, beginning at 11.30 on 12 November 2016 in the Diamond Jubilee Garden.
- We need about six businesses - all of whom make some contribution to the campaign - to feature in a video.

**Action point:**

6. Lesley will volunteer to help.
7. Julie will complete a St Albans District Council events form for the launch event.

## Neighbourhood Plan

*No action points.*

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

*No action points.*

## Calendar of events

### Action points:

8. Adam will send Lesley and Eve the Hints & Tips on Christmas Lights Up.
9. Julie will email Norman Whitwood asking him if anyone has already agreed to take over his role in Christmas Lights Up.

## Reports from WEB Officers

### Membership / Newbie Buddies

#### Action point:

10. Claire will email Adam the latest version of the Newbie Buddies document and he will post it on the website.

## Finances

*Note.* The Finance Sub-Committee has approved the expenditure on Awards training and the Buy It Locally campaign.

## Networking Meetings

## Website

### Action points:

11. Adam will raise with the Finance Sub-Committee the possibility of adapting the website for mobile optimisation. If the decision is to proceed, we shall decide at the next Tuesday Turntable who will specify the requirements.
12. At the next Tuesday Turntable Adam will bring a list of the pages so that we can review who is responsible for each page.

## Wheathampstead Parish Council

*No action points.*

### Social Media

*Decision:*

As Jacky Curtis now has other commitments, we shall try to make it as easy as possible for her to update social media.

**Action point:**

13. Julie will email Jacky about the Buy It Locally launch event.

### Secretariat / Chair

*No action points.*

## General WEB Administration

### Publicity and press coverage

Eve said that wherever possible she will promote local WEB events if information is provided, and she explained the terms for promotion and advertising in the Wheathampstead *MiniMagazine*:

1. 13 for 12
  - a. Book a box in the monthly local services page for 12 inserts at a discounted rate of £156 per annum and get one more ad for free.
  - b. In addition, get a mention for any special offers you may have on the NIBS page (see page 4 of *MiniMagazine*).
2. Book a run of six ads and receive an editorial article about your business at some point during the run. When the article appears, the ad size will be bumped up to the next biggest size – i.e. if you've booked a run of 6 quarter pages, when the editorial appears, the ad size will be increased to ½ page.

**Action point:**

14. Eve will email Clare about the details, and Clare will then at the breakfast meeting champion the opportunities in the Wheathampstead *MiniMagazine*.
15. Claire will supply Eve with an article on Small Business Saturday for the November edition.
16. Julie will email Eve some information about the Buy It Locally launch for the October edition.

## Hints and Tips

**Action point:**

17. Adam will build a page on the website where the Hints & Tips can be accessed.

## Social Events

*Decision:*

We shall discuss publicity for the Christmas party at the October Tuesday Turntable.

**Action points:**

18. Carol will check that the Mead Hall has been booked for the WEB Christmas party on 15 December.
19. Maria will draft a Christmas menu.
20. Maria will speak to Al Patel about supplying wine for the event.

## Defibrillators

**Action points:**

21. Julie will speak to Linda Halford to obtain details of the defibrillator and will let Maria know.
22. Maria will discuss and agree with WEB to location for the defibrillator.
23. Maria will then order a defibrillator (and put a Buy It Locally sticker on it).
24. Adam will mention the defibrillator in a *Pump* article, and will produce a note on the subject that can be emailed to all companies on the database.
25. Jackie will post a message about the defibrillator on Facebook.

## Any Other Business

**Action point:**

26. Claire will email Carol the new member literature.

**Date of next Tuesday Turntable:** Tuesday, 18 October at 7.45 pm at the Swan