

Wheathampstead Business Group

Decisions and Action Points from Tuesday Turntable on 17 January 2017
held in the Swan

Present:		
Julie Bell	Adam Collis	Linda Halford
Richard Brett	Jackie Curtis	Claire Partington
Amanda Brown	Alex Dorow	Mike Perry

Application to join WEB

by David Williams, based in Codicote, who runs two businesses –
‘The Great Outdoors’: Gardening, Landscaping, Fencing, Decking, Patios
‘North Herts Home Maintenance’: DIY work

Decision:

In view of the adverse effect David’s membership of WEB might have on a couple of Wheathampstead-based businesses that are already members of WEB, it was decided that David would not be offered membership.

Action point:

1. Claire will inform David of the decision.

Initiatives/Projects/Events

Review of Christmas Lights Up

Decision:

It was agreed that the event had been successful.

Review of Small Business Saturday & Buy It Locally Campaign Launch

Decisions:

- (a) It is difficult to determine how successful the event was, as we do not know to what extent individual businesses benefitted from it. The concerns were:
 - i. The event was under-resourced
 - ii. It needs to be more planned in greater detail
 - iii. There is a mismatch between those who stand to gain the most from it (probably mainly retailers) and those who organise/help.
- (b) Next year we need to start planning for the event earlier, e.g. in June or July.
- (c) More work is needed on the Buy It Locally (BILLY) campaign. The Buy It Locally group needs to reconvene and see if there is a need to plan a further promotion.
- (d) The Treasure Hunt prizes will not be distributed.

Action points:

2. Everyone should send any comments they may have on the event to Adam, and Adam will collate them.
3. Adam will arrange another meeting of the Buy It Locally group.
4. Adam will arrange for the BILLY mascot to be collected from No 8 High St.
5. Julie will enquire about insuring the Billy Mascot costume.

Business to Business Fayre (New Year)

Action point:

6. Adam will devise some words to attract someone to organise the event, and Richard will distribute it.

Revisions to Business Information Panel in East Lane

Decisions:

- (a) It was agreed that WEB should fund the production of a new panel (cost: around £100) as many of the businesses shown on the existing panel have changed.
- (b) We should engage a graphic designer to make the necessary changes to the artwork.
- (c) We should add the BILLY logo.

Action points:

7. Richard and Julie will collate the changes that need to be made to the panel and will approach a graphic designer.
8. Richard will liaise with David Johnston, who created the existing panel and has the artwork.

Consideration of a 2017 edition of WOW

Decisions:

- (a) It was agreed that later this year, at the latest in time for Village Day, a new 2017-8 edition of WOW should be produced.
- (b) We shall plan the project in more detail at the next meeting.
- (c) As the cost of the 2015-6 edition was just over £2,000, which was offset by advertising revenue (£750) and a grant under the locality budget (£950), it would be ideal to seek grant funding again this year.

Action points:

9. Richard will coordinate the project.
10. Richard will provide information about the process so that we can discuss it further at the next meeting.
11. Linda will investigate whether there is a chance of a grant under the locality budget.

Calendar of events

Decisions:

- (a) It was agreed that new or renewing members wishing to take out ads in the Pump should sign up first in order to avoid over-subscription. They should be given one week in which to send in their artwork for the ad.
- (b) Email addresses need to be removed from Mailchimp so that members who have not renewed will no longer receive emails that are intended only for members.
- (c) As the AGM is approaching, at the next meeting we shall discuss the constitution and whether any changes to it are needed.

Action points:

- 12. Amanda will remind everyone about Pump advertising at the next breakfast meeting.

Reports from WEB Officers

Membership / Newbie Buddies

Note. We now have 93 members!

Decision:

As Claire will be standing down at the AGM as membership secretary and Pump ads organiser, it would be ideal to find someone who can shadow her for the last couple of months.

Action points:

- 13. We shall all try to increase the number of members to 100.

Finances

Note. Adam is currently acting as treasurer in addition to being the chair, and is not willing to continue as treasurer beyond the AGM.

Action point:

- 14. At the next breakfast meeting, Adam will try to find a new treasurer and Claire will try to find a new membership secretary.

Networking Meetings

Note. There is a different focus at each meeting.

Decision:

At the February meeting there will be a session on how to network.

Action point:

15. Amanda will promote the Tuesday Turntable at the next breakfast meeting.

Website

Action point:

16. Everyone will email Jacky with relevant news and photos.

Wheathampstead Parish Council

Note. There are two vacancies at the Parish Council.

Social Media

Secretariat

Chair



No actions

General WEB Administration

Publicity and press coverage

Decision:

WEB needs:

- a. to improve its contacts with the Review newspaper
- b. its own Press Officer.

Action point:

17. Amanda will speak to her contacts to see if WEB can have a named contact point at the Review.

Hints and Tips

Action point:

18. Before the AGM everyone with a particular role in WEB should check that the Hints & Tips relevant to their role are correct and up-to-date.

Social Events

There was a vote of thanks to Maria for organising the Christmas Party, which was a big success.

Decision:

A return visit to the Farr Brew brewery would be a good idea, provided the loos are improved.

Action point:

19. Maria will give some thought to a social event before Easter.

Any Other Business

None

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