

Wheathampstead Business Group

Decisions and Action Points from Tuesday Turntable on 16 May 2017
held in the Swan

Present:			
Iain Begg	Adam Collis	Chantal Fisher	Carol Tizard
Julie Bell	Natalie Erotokritou	Richard Brett	

Initiatives/Projects/Events

Priorities for 2017-8

Decisions:

(a) In a review of points 1 – 21, 27 and 29 – 35 of the things identified at the previous meeting that would help local businesses to prosper, those ideas that are workable were categorised as follows:

High priority:

- **Customers:** Referrals & introductions
- Building strategic alliances, including
 - joint marketing initiatives for advertising
 - internal within the village
 - sector specific
 - ability to connect with related businesses
- Sponsor social media distribution of individual businesses (e.g. 1 a month)
- WEB presence on Social media
- A support network for small businesses
 - Can members give support in their specialist areas?
 - Encourage members to make short videos
- Start-ups: let people know about STANTA
- More high street participation
- Targeted business seminars
- Business training
- Opportunities for training

Medium priority:

- Exploring bulk buying initiatives (coordinated by WEB)
- Support getting High speed internet to Place Farm (lobbying where practicable)
- High speed Broadband for everyone
- Better use of carpark(s)
- Coaching businesses, mentoring, using people's expertise to help people & businesses develop (i.e. with WEB facilitating)
- Educational spot in networking meetings – from members, for members (e.g. marketing)
- Seminars from members

Low priority:

- Credit card processing – maybe WEB could help
- Sense of community
- Greater participation
- Other help for start-ups, e.g. grants
- Business related Trips/visits for members e.g. design museum, business shows, manufacturing plants

(b) We need to publicise Small Business Saturday better.

(c) It would be useful to send new WEB members a list of other WEB members and other local businesses.

(d) We shall discuss the remaining points at the next Tuesday Turntable.

Buy It Locally Campaign Launch

Action points:

1. Julie will apply to Luton Airport for a grant of up to £3,000 for the Buy It Locally campaign (including the 2017 edition of WOW).
2. Julie will enquire about insuring the BILLY Mascot costume.

Business to Business Fayre

Action point:

3. Adam will try to find someone to run the event.

Revisions to Business Information Panel in East Lane

Action point:

4. Richard will forward the file to the printer.

2017 edition of WOW

Action point:

5. Richard will see if we can find a way of making members' entries more prominent in WOW.
6. Natalie will remind people who were WEB members last year and have not yet renewed.

Village Weekend / Calendar of events

No action points.

Reports from WEB Officers

Membership

NB. We now have 48 members who have renewed for 2017-8.

Finances

Action point:

7. Adam will now hand over to Carol.

Networking Meetings / Website

No action points.

Social Media

Action point:

8. Everyone should send Jacky Curtis details of their businesses.

Wheathampstead Parish Council

NB. David Johnston will attend Tuesday Turntable meetings temporarily.

Secretariat / Chair

No action points.

General WEB Administration

Publicity and press coverage

Action points:

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

Social Events / Any Other Business

No action points.

Date of next Tuesday Turntable: Tuesday, 20 June at 7.45 pm at the Swan