

Wheathampstead Business Group

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

Present:		
Adam Collis	Richard Brett	Carol Tizard
Julie Bell	Claire Partington	Norman Whitwood

Initiatives/Projects/Events

Priorities for 2017-8: revamp of Brainstorming notes

Decisions:

- (i) The priorities that we agree on will continue to apply in 2018/9.
- (ii) We should keep open the option to pay someone to undertake the greatest priorities.

Action points:

1. From the list of points that were identified at the AGM to help local businesses, we shall all select three priorities in each category (High, Medium and Low Level and Specific Actions) so that, at the next meeting, we can form a list of the priorities that we intend to address.

Christmas Lights Up (30 Nov. 2017)

Action point:

2. Adam will attempt to find someone to organise the pop-up.

Small Business Saturday (2 Dec. 2017)

Action point:

3. Adam will attempt to find someone to organise Small Business Saturday.

Neighbourhood Plan

No action points.

Buy It Locally Campaign

Decisions:

- (i) We need to get more people involved in the campaign.
- (ii) We shall not insure the 'Billy the Bee' mascot.
- (iii) We need to find a permanent place where the 'Billy the Bee' mascot can be safely stored.

Action points:

4. The steering group (Adam, Julie and Richard) will meet to agree on what any further money we raise should be spent on.
5. If appropriate, Julie will then apply to Luton Airport for a grant of up to £3,000 for the Buy It Locally campaign.
6. Norman will ask David Johnston if he will speak to John Burgess about storing the 'Billy the Bee' mascot in the Forge.

Calendar of events

No action points.

Reports from WEB Officers

Membership

Decisions:

- (i) We need to arrange a handover from Natalie to the new Membership Secretary (a role which Adam is happy to take on as from next April).
- (ii) We need to contact those former members who have not renewed, and it would be preferable to contact them by letter rather than email.

Finances

It was clarified that, as regards Christmas Lights Up, WEB pays only for the prizes and for the printing of the brochures.

Networking Meetings

Decision:

We should attempt to relaunch the Wednesday lunchtime meetings, and announce this by email and at the breakfast meetings. Ideas include bringing a picnic and Snack 'n' Chat.

Action point:

7. Adam will send out the announcement by email, and will also announce it at the breakfast meeting.

Website

Action point:

8. Adam will put new news/events on the website.

Social Media

Action point:

9. Adam will speak to Amanda Brown about updating social media.

Wheathampstead Parish Council

Action point:

10. Norman will attend the Parish Council meeting on volunteering on behalf of WEB.

Secretariat

Action point:

11. Richard will see if any U3A members can be persuaded to support WEB.

Chair

Decision:

We should consider the idea of a guest chair, possibly for a period of 12 months. To help recruit someone, one idea would be to put an article in the Pump explaining what WEB does.

Action point:

12. We shall all give thought to who the next Chair could be.

General WEB Administration

Publicity and press coverage

Decision:

We should consider organising an event where local businesses present themselves to the press.

Action point:

13. Norman will ask Annie Brewster to invite the press to Christmas Lights Up.

Social Events

Action point:

14. Adam will let WEB members have details of the WEB Christmas Party.

Any Other Business

Decision:

In addition to the red phone box (discussed at the last meeting), we need to find other outlets in the village where WEB members can display their leaflets.

Action point:

15. Julie will organise holders in the red phone box for WEB members' leaflets and brochures, including WEB's own leaflets.

Date of next Tuesday Turntable: Tuesday, 21 November at 7.45pm in the Swan.