

## Wheathampstead Business Group

Decisions and Action Points from Tuesday Turntable on 19 June 2018 held in the Swan

<b>Present:</b>			
Jo Hailey	Chantal Fisher	Julie Bell	Richard Brett
Adam Collis	Claire Partington	Jules Joseph	Tessa Reason
Carol Tizard	Iain Begg	Maria Azcona	

## Initiatives/Projects/Events

### Priorities

#### Action point:

1. Maria will offer a free dinner on the Saturday of Village Weekend to any volunteer who helps over Village Weekend.

### Neighbourhood Plan

A discussion of traffic problems in the village centre was deferred until the next meeting, so that we can specifically invite people who wish to input to the discussion.

### Buy It Locally Campaign (BILLY)

#### Action points:

2. Jo will show the red phone box on a Google Web business page for WEB, using Julie and Richard's phone number.
3. Julie will apply to Luton Airport for a grant of up to £3,000 for the Buy It Locally campaign. This could be for a Beer & Bangers-type event, though ideally with a different slant, or for a loyalty card scheme.
4. Julie will monitor the level of usage of the leaflet holder in the red phone box.
5. Richard will organise the next BILLY working party meeting.

### Village Weekend (7/8 July)

#### Action points:

6. Julie will discuss the competition with Claire Farley.
7. Tessa will check that the programme contains a competition form.
8. Tessa will email Jo and Ellie Metherell about volunteer roles over Village Weekend.
9. Claire Farley will decide on the words for the WEB fireworks banner.
10. Richard will email members asking them to bring business cards to Village Day that we can exhibit in the marquee.
11. Julie will collect the display board from the Forge.
12. Jo and Claire P. will go round the field on Village Day trying to persuade people to join WEB.

## Small Business Saturday

*Decision:* Neil Barras-Smith will manage the event.

**Action point:**

13. Julie will find out if No. 8 High Street will be available this year for businesses to exhibit in.

## Single-use Plastics

Julie described the *Plastic Free Pledge* campaign, to which Charlies have already signed up. Maria mentioned that she avoids using single-use plastics.

*Decision:* We should try to encourage other local businesses to take the Plastic Free Pledge.

**Action point:**

14. The following people will speak to the businesses below about joining the Plastics Free Pledge scheme:
- Maria: Farr Brew and the Bull
  - Iain: the Swan
  - Julie: the Elephant & Castle.

## Calendar of Events

*No action points.*

## Reports from WEB Officers

### Membership

**Action point:**

15. Adam will chase up those members who have not so far renewed.

### Finances

*No action points.*

### Networking Meetings

Wendy Griffith has re-launched lunchtime networking meetings. The first meeting was very positive and there was a good turnout.

### Website

**Action points:**

16. Jo will take photos of Wendy Griffith and Maureen Lamburn for the website.

## Social Media

*Note.* Canva is a good tool for creating content for social media.

### Action points:

17. Adam will make the Wheathampstead Business Community Facebook page private.
18. Jo will speak to Wendy Griffith about social media.

## Wheathampstead Parish Council

Secretariat

}

*No action points*

Chair

## General WEB Administration

### GDPR

*Decisions:*

- (i) WEB has a legitimate interest in members who have paid their subscriptions.
- (ii) We will need to remove personal details if a member has not attended any meetings, has not paid their renewal and has not submitted business details for the database (used for the website and WOW).

### Publicity and press coverage

}

*No action points*

Social Events

### Any Other Business

Julie reported that she had spoken to Louise Neicho at Woodland Trust, and Woodland Trust are happy to include Wheathampstead businesses among those that they promote at Heartwood Forest. Woodland Trust need the business's logo and a few suitable words, and they will then produce a suitable banner.

### Action points:

19. Jo will chase up Ben Schneider about providing WEB with a Privacy Policy.
20. Chantal will give Jules the list of original breakfast meeting attendees.
21. WEB to consider further the opportunities for promoting Wheathampstead as a whole at Heartwood Forest and not just High Street businesses.

**Date of next Tuesday Turntable:** Tuesday, 17 July at 7.45 pm at the Swan