

## Wheathampstead Business Group

Decisions and Action Points from Tuesday Turntable on 18 June 2019 held at 3 Place Farm, Wheathampstead

<b>Present:</b>		
Jo Hailey	Chantal Fisher	Ben Schneider
Julie Bell	Ginny Cooper	Claire Boyles
Maureen Lamburn	Mike Perry	Richard Brett
Denise Parsons (Radio Verulam)		

## Initiatives/Projects/Events

### Website development

*Decisions:*

- The details of all businesses will be contained on one page, but it will not be possible to view all the information for a business without clicking on it.
- Each WEB member will in addition have their own page, containing much more content about the business taken from the form completed by the member.
- Links will take visitors from a WEB member's entry on the general page to the member's own page.
- It will be best to use analytics to identify broken links and investigate those businesses first.

#### Action points:

- Claire will ask Joolz to include a link to the member form in emails.
- Ben and Claire will urgently recreate the old database on the new website.

### Village Weekend

*Note:* There are still a few places left in the WEB marquee.

#### Action points:

- Jo will help Claire Farley to set up the WEB marquee.

### Radio Verulam

Denise is Business Development Manager and a presenter at Radio Verulam and gave a summary of what the radio station does. There are 100 volunteers, 50 presenters and about 20,000 listeners within a 15-mile radius. The station needs advertising and has introduced a feature on its website where:

- for £60 p.a. a business can buy a virtual brick in the wall
- visitors to the website can click on a brick to see more information about the business
- each day one of the businesses is mentioned on air.

In addition, there are slots on air each Thursday morning for 10-minute community and business interviews.

*Decision:* WEB will buy a brick in the wall.

**Action points:**

4. Ginny will take a slot on air in September.
5. Ginny will distribute Radio Verulam flyers at networking meetings.

**Buy It Locally Campaign (BILLY)**

*Notes:*

- (a) The feedback on the pilot from businesses has been positive. For example, some have mentioned that as a result of the pilot they have learned more about the other businesses in the village. The only negative point has been the reports that some businesses have received from customers that it is difficult to obtain yellow (non-High Street) stickers.
- (b) Feedback has not yet been obtained direct from customers.

*Decision:* A poster in the window of No.8 High Street requesting comments on the pilot should enable us to obtain some direct consumer feedback.

**Action points:**

5. Julie will create and install a poster in the window of No.8 High Street.
6. Julie will email the poster to Claire, who will put it on social media.
7. Julie will continue to evaluate the success of the pilot.
8. Julie will establish a new working party, including Chantal, Maureen, Jo, Richard and (if he is interested) Iain Begg, to take the campaign further.

**Marketing, incl. Email Marketing**

*Decision:*

- (a) A new WEB logo needs to take into account the ideas that come out of the design brief, and this will require longer term discussion.
- (b) As a temporary solution, versions of the logo can easily be created based on the Billy the Bee logo, incorporating words such as WEB MEMBER or the website address.
- (c) The flyer for networking meetings should be professionally printed and needs to be able to fit into the DL size holder in the telephone kiosk.

**Action points:**

9. Claire B will circulate a design brief template again.
10. Maureen will collate people's thoughts about what should be included in the design brief.
11. Julie will ask Claire Spake to create the two temporary logos.
12. Ginny will create a flyer for networking meetings
  - with generic content so there should not be a need to reprint it very often
  - for use in shops, at Village Day, in the telephone kiosk, etc.

## Small Business Saturday

**Action point:**

13. Jo will speak to Maria Criticos about organising Small Business Saturday.
14. Ginny will forward any information that she receives at STANTA regarding Small Business Saturday.

## Brief and terms for paid posts

*Notes.*

- (a) Claire and Joolz are each paid reduced rates of £120 per month for 20 hours work. These arrangements have been in place since January and will be reviewed after the first year.
- (b) Claire will concentrate on social media but first needs to complete the new website. Joolz's brief is online marketing.

*Decision.* Joolz should also include editing and collating the newsletter.

**Action point:**

15. Claire and Joolz will send Richard their briefs.

## Constitution

*Decision.* At least three members of WEB should be signatories on the bank account, and any two of these should be able to approve payments.

**Action points:**

16. Richard will amend the wording of the constitution to reflect the agreed number of signatories.
17. Ben will organise the new bank account signatories.

## Reports from WEB Officers

### Membership / *Pump* adverts

*Decisions.*

- (a) We need a document listing the benefits of WEB membership and welcoming new members.
- (b) As Membership Secretary, Mike will act as the focal point for membership issues and will coordinate payments that are not made via the website.

**Action point:**

18. As and when necessary, Mike will email members who have not paid via the website and ask them to use the website next time.

## Finances

Maureen is about 50% of the way through creating the accounts and aims to complete by 31 July.

### Action points:

19. Maureen will email Ben and Julie about missing information that will allow her to complete the historic accounts.
20. Julie will ask Carol Tizzard for all the recent statements and to transfer the majority of funds.
21. Ben will let Maureen have the box of documents he received from Carol relating to the old bank account.

## Networking Meetings

*Decision.* There will be no lunchtime networking meeting on 14 August.

### Action points:

22. We shall discuss the Christmas arrangements for networking meetings at the September Turntable.

## Social Media

*Decisions.*

- (a) We should share the news about the Radio Verulam brick in the wall.
- (b) It is not for WEB to promote Farr Brew's search for investors.
- (c) We should use photos from the website to feature local businesses.
- (d) Topics for the future should include 'favourite things in Wheathampstead' and similar.

### Action points:

23. We will all 'like' posts and 'follow' on Twitter.
24. Claire will explain each of the social media at future Turntable meetings.

## General WEB Administration

### Publicity and press coverage

*No action points*

### Any Other Business

*No action points*

**Date of next Tuesday Turntable:** Tuesday, 16 July 2019 at 7.30 pm at the offices of Lamburn and Turner, 3 Place Farm, Wheathampstead, AL4 8SB