



## Wheathampstead Business Group

Decisions and Action Points from Tuesday Turntable on 20 October 2020 held virtually

<b>Present:</b>			
Jo Hailey	Chantal Fisher	Claire Partington	Julie Bell
Ben Schneider	Richard Brett	Ginny Cooper	Ellie Metherell
Claire Farley	Iain Begg		

## Initiatives/Projects/Events

### Turntable Attendees (or Committee)

#### *Decisions*

- (a) The proposed changes to the constitution were agreed.
- (b) It will not be necessary to amend the constitution to allow for AGMs to be held online, as since Covid-19 this has become commonplace.
- (c) Following Maria Azcona's resignation as membership secretary, Ginny will take over this role, with assistance from Ellie Metherell.
- (d) From now on, if someone agrees to take over a role in WEB, it will be for a minimum of one year with a three month notice period.

Thanks were expressed to Ginny for the amount of work she does for WEB.

#### **Action point:**

1. Richard and Chantal will make a further change to the constitution in respect of the minimum period for which someone serves in a role in WEB.

### WEB Database, WOW and WEB Website

#### *Note*

Business will be able to enter and update their own details on the website, but their entries will be vetted.

#### *Decision*

The blog should include more items, such as Ginny on Radio Verulam.

#### **Action points:**

2. When the search facility is fully working, we shall then send it to the businesses listed so that they can search for their own entries using all the relevant descriptions. We shall also ask them to let us know if they notice that a business is missing.
3. Ellie will continue comparing our database with 'Yellow Pages' and any other similar listings so that we can be as sure as possible we have not missed out any businesses, and will liaise with Julie. This to be completed in October.
4. Richard will progress the production of WOW 2021-22 later this year.
5. Claire F will have preliminary discussions with key businesses about advertising in WOW.



## Criteria for WEB Membership

### Note

There have been only 9 responses to the survey of local businesses. The main points to emerge so far are:

- (a) WEB should support B2B events;
- (b) There is a wide variety in the amounts members are prepared to pay – from £100 to £200 down to £20.

### Decision

We need to send out a strongly worded reminder to local businesses, and we can remind people when handing out the WEB window sticker.

#### Action point:

6. Julie will create a QR code for the URL to make it easier for people to complete the survey.
7. Ginny will send a new email reminding businesses to complete our survey.

## Buy It Locally campaign (BILLY)

### Decision

If we are going to re-launch the campaign, everyone involved must understand that it is essential to carry out whatever we have agreed to do.

### Note

Ideas that may help us re-launch the campaign include:

- (a) Seeing if we can link the campaign to shoplocalwheathampstead;
- (b) Mentioning WEB and the campaign on Nextdoor Wheathampstead.

#### Action points:

8. Julie will give some thought to how we can re-start the campaign in 2021.
9. Julie, Chantal and Claire F will brainstorm ideas about how to relaunch the campaign. Julie to see if Maria is happy to join in too.
10. Julie will speak to Farr Brew (and other outlets that will accept completed cards as payment) and make sure they do not lose out.

## Time Line

### Note

Everyone can add to the timeline, using the calendar in Google Drive.

#### Action points:

11. Chantal will review and add more specific dates where needed,
12. Ellie will add the *Pump* dates to this document.
13. Richard to incorporate actions from each month into WEB agendas.



## Update on Litter Campaign

### Note

The campaign is attracting a lot of interest, and at least 4,000 items of litter in Wheathampstead have been picked up so far in October.

The next organised litter pick is on 1 November 10.30am to 12.30pm East Lane Car Park.

### Decisions

- (a) We shall spend the £100 that WEB has agreed to provide for prizes on green tote bags that Chantal can produce.
- (b) Jet washing the sandstone in the High Street (a once-in-5-years job) will make a big difference to a part of the village with high footfall. Harpenden Power Washers have quoted approximately £500. WEB will contribute 25% to the cost provided that:
  - a. WDPS also pay 25% and the businesses whose shops open on to the sandstone each pay a fix sum (probably £30 - £50);
  - b. Harpenden Power Washers become members of WEB.

#### Action points:

14. Ellie will look up the contact details for the Guides, Scouts, etc. so that we can ask them if they would like to participate in the campaign.
15. Julie will send the invoice for the tote bags to Ben.
16. Julie will ask the businesses whose shops open on to the sandstone to pay their share of the cost of power washing.
17. Jo will take before and after pictures of the sandstone.
18. Julie will email non-High Street businesses on the database, letting them know about the campaign.
19. Julie will speak to Harpenden Power Washing about becoming WEB members.

## Reports from WEB Officers

### Membership (incl. new members)

#### Action point:

20. Ginny and Ellie will review the wording of the Welcome email that goes to all new members.

### Newsletter

#### Decisions

- (a) There should be a quarterly newsletter to members.
- (b) The newsletter should feature
  - a. New members
  - b. Businesses not on the High Street as well as those in the village centre.
- (c) There should be an article along the lines of: "great to see businesses taking over empty shops - now we still need businesses to move into *{List vacant shops}*".



## Marketing, incl. Email Marketing, Newsletter and Social Media

*Note.* The Facebook reach is down but the Instagram reach is up.

### Decisions

- (a) We need to increase the number of people who see our posts and improve the position month on month.
- (b) We shall try to grow the number of 'likes' before paying to boost any posts.

#### Action point:

21. We shall all like and share posts for the next month.
22. Ginny will monitor the number of 'likes' and followers.
23. We shall all add our WEB details to our LinkedIn accounts.
24. Jo will put WEB on Nextdoor.

## Finances (incl. latest bank statement)

#### Action points:

25. Ben will chase the bank now that we have sent them the bank signatory document.
26. Ginny will contact the three members who still pay into our Santander account and ask them to pay via the website instead.
27. Jo will contact Maureen Lamburn and ask when the accounts for 2019-20 will be completed.

## Networking Meetings

*Note.* Forthcoming meetings:

Friday 30 Oct. (Breakfast) Google My Business (Jo)

Weds. 11 Nov. (Lunch) . Bim Afolami will join us.

## Any other Business

*Note*

Ellie is planning Village Weekend 2021.

#### Action points:

28. Ginny will greet Bim Afolami when he visits Wheathampstead in 27 October and will take him to some of the shops.

## Date of next Tuesday Turntable:

Tuesday, 17 November 2020 at 7.30 pm, to be held virtually