



Wheathampstead Business Group 18 May 2021 held virtually

Present:			
Ginny Cooper	Chantal Fisher	Julie Bell	Iain Begg
Ben Schneider	Catherine Jones	Claire Farley	Richard Brett

Apologies: Anne Howie; Ellie Metherell

Welcome to Committee 2021-22

Decisions:

- (a) The 'Committee' consists of the people present at today's meeting.
- (b) WEB's official address will be Maureen's office address.

Action points:

1. We shall update the address shown in Mailchimp emails (which still shows Adam Collis's address).
2. We shall add a Who's Who to the new website.

Communication between Committee members

Decisions:

- (a) Committee members will communicate by email
 - a. For formal communications, such as messages we shall wish to retain;
 - b. For 1 to 1 communication.
- (b) We shall communicate using WhatsApp Group for informal communications. Please use individual WhatsApp if only talking to one person.

Priorities / Strategy for 2021-22

Decisions:

- (a) WEB's priorities for the coming year are.
 1. To get the new website and directory working
 2. To attract more Standard and Premium members
 3. To promote, support and protect local businesses
 4. To promote the BILLY campaign.
- (b) We should follow up the Government grants that are available to local councils to promote local businesses; e.g. an "Expo" on Marford Fields where the Parish Council might fund a marquee and leaflets. This would probably need to be done in conjunction with a pop-up market.

Action point:

3. Ginny will invite Robyn Stephenson to a meeting to discuss the future markets that she has in mind, including her plans to re-open the WI shop in August and November. See what funding opportunities there are as above.

Initiatives/Projects/Events

WEB Database, WOW and WEB Website

Decision: We should try to secure more funding to cover some of the shortfall between the cost of producing WOW and the sponsorships received so far. Possibilities include a



grant from the Parish Council (though this will not be available until after WOW has been published) and Annie Brewster's community budget.

Action points:

4. Ginny will ask Annie Brewster if WEB can have some money out of her community budget to help pay for WOW.
5. If we produce WOW before the market event that Robyn Stephenson is planning to hold on 3rd - 4th July, Claire will hand out copies at the event.
6. Julie will approach the photographer who took a picture of a rainbow over St Helen's Church and ask if we can use the picture on the front cover of WOW.
7. Ben will investigate the problems that Claire and Maureen have experienced in paying via the website.

Pump Ads 2021

There has been a good response and all slots are now sold.

Buy It Locally campaign (BILLY)

We now have a quote from Jo's son and his colleagues to produce a short video.

Action point:

8. Julie will arrange another BILLY meeting.

Costa machine in Tesco

Action point:

9. Ginny will inform the Parish Council of her findings, so that WEB and the Council can work together to produce a letter to Tesco voicing concerns about the coffee machine.

Short-term parking in High Street

Notes.

- (i) It has been suggested that the Parish Council should charge for parking in East Lane car park, but the Neighbourhood Plan will propose that parking there remains free.
- (ii) There are varying time limits for parking in the High Street: 2 hours outside the Post Office and 1 hour elsewhere. Some drivers park for the full length of time that is allowed.
- (iii) If the time limits were reduced, this would probably mainly benefit those businesses, such as Loafing and Tesco, where customers do not stay for very long.

Decisions.

- (a) We need to look at the start times of any parking time limits in the High Street.
- (b) WEB should press for a time limit of 15 or 20 minutes in the High Street.

**Action points:**

10. At the next Turntable meeting we shall discuss parking time limits in the High Street and recommend a limit of 15 or 20 minutes.
11. Julie and Richard will circulate a photo of a Quick Stop Free Parking sign taken in Yorkshire.

Litter Campaign

Veolia have been very responsive, keeping the High Street clean and tidy and responding rapidly when we informed them of problems in Lamer Lane.

Action points:

12. Ellie will look up the contact details for the Guides, Scouts (Karen Oxley), etc. so that – once they are operational again – we can ask them if they would like to participate in the litter picking campaign.
13. Julie will obtain a quote from a second contractor that is able to power-wash the sandstone in the High Street so that we can compare prices and terms with the quote we already have.

Reports from WEB Officers

Membership

We so far have 24 Premium members for 2021-22 and 2/3 Standard members.

Decision.

We need to be able to download the directory from the website into an Excel spreadsheet.

Action points:

14. Ben will confirm how we can download the directory from the website into an Excel spreadsheet.
15. Once the problems that Claire and Maureen have encountered with making payments via the website have been resolved, Ginny will email all last year's members inviting them to renew. In the same email Ginny will ask people to check their entries on the website and if necessary make any corrections.
16. Julie will then follow up previous members that have not yet paid.

Marketing, incl. Email Marketing, Newsletter and Social Media

Ellie has now taken over posting. There has been a lot of reach on posts, and the number of Instagram followers has increased dramatically.



Finances

Action point:

17. Maureen will email Julia Warren and request payment terms of 3 months instead of 30 days.
18. Maureen will complete a new mandate form with herself and Julie as new signatories and will remove Ben.
19. Maureen and Ben will meet to progress the handover of the Treasurer role.

Networking Meetings (incl. pricing)

The lunchtime meeting at the Elephant & Castle was successful, although it was difficult to park.

The May breakfast meeting will feature Sustainable St Albans and discuss how to make businesses more sustainable.

Decisions.

- (a) We shall maintain the current pricing structure for networking meetings for the time being and review again in October. (This results in a loss to WEB in respect of lunchtime meetings of £1.50 per person, i.e. the difference between £6.50 per head that WEB is charged by the venue and the £5 per head cost that WEB passes on to attendees.)
- (b) Future lunchtime networking meetings at the Elephant & Castle will begin at 12 noon to make car parking easier.

Volunteers to chair 15 June Turntable & June breakfast networking

Decision:

Maureen will chair the June breakfast networking meeting.

Action point:

20. We shall all think about volunteering to chair the June Turntable meeting and let Ginny know.

Any other Business

Amy Gardiner, a Premium member, is organising a scarecrow festival, and the judging will be on 12th – 13th June.

Decisions.

- (a) WEB will take part in the scarecrow festival, using Billy the Bee on Claire's front drive.
- (b) Future lunchtime networking meetings at the Elephant & Castle will begin at 12 noon to make car parking easier.

Action point:

21. Ginny will confirm to Amy that WEB will take part in the scarecrow festival.
22. Iain will organise the scarecrow.
23. Julie will continue her discussions with Jo Hailey about the logo.



24. Jo and Julie will work on the Google Streetview photographs of Wheathampstead, including branding it and putting it on the website.

Date of next Tuesday Turntable and AGM:

Tuesday, 15 June 2021 at 7.30 pm, to be held virtually