



## Wheathampstead Business Group 20 July 2021 held virtually

<b>Present:</b>			
Ginny Cooper	Chantal Fisher	Julie Bell	Richard Brett
Claire Farley	Catherine Jones	Anne Howie	

Apologies: Maureen Lamburn, Iain Begg

### Welcome to Committee 2021-22

**Action points:**

1. Ginny will add a Who's Who, including pictures, to the new website.
2. All committee members will email Ginny a photograph of themselves (unless one is already available).

### Priorities / Strategy for 2021-22

**Action point:**

3. Ginny will invite Robyn Stephenson to a meeting in September 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.

### Emails to WEB Members

*Decision:* We shall in future send a single email, to Premium, Standard and Resident (Subscriber) members only, with links to the minutes for the previous Turntable meeting and the agenda for the next. This will be sent out around two weeks after the previous meeting. Anyone wishing to add an item to the agenda for the next meeting will advise the Secretary by two weeks after the previous meeting.

## Initiatives/Projects/Events

### WEB Database, WOW and WEB Website

*Note.*

A blog post is not part of a business's profile.

*Decisions:*

- (a) It is preferable for the businesses in the website directory to be in a random order. (If they are in alphabetical order, the same businesses always appear at the top.) However, this is on the understanding that the random order refreshes automatically and different businesses appear at the top.
- (b) We need to pay more attention to search engine optimisation.
- (c) In WOW we shall not include a complete list of not-for-profit organisations, clubs, etc., but we shall include key information plus a link to the website where fuller information will be available as part of the Welcome Packs project.



#### **Action points:**

4. Ginny, Julie and Richard will add a page to the website where the minutes of Turntable meetings can be accessed and/or create a Minutes folder in, for example, Google Docs.
5. Ellie will ask Ben Schneider if the words “Just another Wordpress website” that appear when looking for WEB in a search engine can be changed to “Promote, Support and Protect”.
6. Ellie will review the Blog /New page with a view to keeping all entries since the beginning of 2021 and asking if earlier entries are still relevant.
7. Either:
  - (a) Ellie will add a “Read More” link to take a website visitor from a business profile to a blog post for that business. The tab will be called “Business Information”. Or:
  - (b) Ellie will see if a blog can in fact be included under a profile and still maintain an interesting format. If so, Ellie will implement this.
8. Ellie will add banners to the entries in the website directory for Premium and Standard members. (Ellie will record the time taken so that WEB can pay her.)
9. Ginny will investigate whether she can get someone free of charge to make company names in the website directory bold.
10. Ellie will ask Ben Schneider how to add a Business category to the website directory, and will then add one for Pop-Up markets & Shops.
11. Ellie will proof check the website to check for correct tenses, repetition, etc.
12. Claire will supply some suitable words to act as metatags and so increase SEO.
13. Ginny will chase Annie Brewster about letting WEB have some money out of her community budget to help pay for WOW.

#### **Buy It Locally campaign (BILLY)**

*Note.* The first BILLY video has been filmed and will shortly be ready for social media and the website. Work will begin shortly on the second video.

#### **Action point:**

14. Julie will send Ginny the link to the first BILLY video.

#### **Short-term parking in High Street**

*Item deferred until Iain is present.*

#### **Action points:**

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

#### **Parish Council Business Promotion Day**

*Notes.*

Based on a Government initiative, this will take place in Rectory Meadow between 12.00 and 4.00 pm on Saturday, 18 September. The Parish Council are applying to the Welcome Back Fund for a grant. Spaces will be provided inside a marquee for non-High Street



businesses free of charge, but nothing else will be provided. An orchestra will play in Rectory Meadows, and there will be lots of bunting.

The idea is very much to encourage people to move between Rectory Meadows and the High Street so that the High Street will also be part of the focus of the event. There could also be a few stalls in the High Street. It will not however be possible to close the road. A map will be produced to help people find Rectory Meadows and move between there and the High Street.

The pop-up market that Robyn Stephenson is organising at the Chapel Gym (inside and in the car park) will take place on the same day. This will feature craft-workers and there will be demonstrations.

#### *Decisions:*

- (a) WEB will contact local businesses to make them aware of the event.
- (b) It would be good to have some additional attraction in the High Street, e.g. someone on stilts.
- (c) It would also be a good idea to arrange a competition that required entrants to visit a variety of businesses. We could ask businesses to contribute to the prize(s).

#### **Action points:**

- 17. Ginny will email businesses informing them of the event.
- 18. Catherine will find out the views of other High Street businesses.
- 19. Claire will see if any suppliers of holidays would be prepared to contribute a prize.

### **Litter Campaign**

#### **Action points:**

- 20. 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 28 Premium members for 2021-22 (of whom 25 are Pump advertisers) and 3 Standard members. (Last year we had 60 members.)

#### *Decision.*

We need to attract more Premium members.

#### **Action points:**

- 21. 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.  
22. Julie will then follow up previous members that have not yet paid.

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

Ellie is doing bi-weekly Facebook posts, and this is getting engagement.

## **Finances**

### *Decision.*

Two people should be required to sign off an electronic payment.

### **Action point:**

23. Ann will find out if the Parish Council have agreed to payment terms of 3 months for Pump advert money.
24. Maureen will complete a new mandate form with herself and Julie as new signatories and will remove Ben.
25. Ginny will ask Maureen when she can sign the mandate.

## **Networking Meetings**

The May meeting with Sustainable St Albans was very engaging, and some useful tips were shared on how to make businesses more sustainable.

At the lunchtime meeting held at Mid-Herts Golf Club WEB was allowed its own corner.

Around 9 or 10 members have attended the last few meetings.

## **Any other Business**

WEB's entry in the scarecrow festival on 12th - 13th June was located outside Manor Pharmacy and was very successful. In all there were 42 scarecrows and the event made a profit of around £1,000.

### *Decision:*

Future Turntable meetings will take place on the fourth Tuesday of the month, starting on 24 August.

### **Action point:**

26. Julie will continue her discussions with Jo Hailey about the logo.
27. Jo and Julie will work on the Google Streetview photographs of Wheathampstead, including branding it and putting it on the website.
28. Julie and Richard will add to the website the link to the Google Streetview photographs of Wheathampstead.

## **Date of next Tuesday Turntable**

Tuesday, 24 August 2021 at 7.30 pm, to be held virtually