

Minutes of Business Forum held at Sackhouse 5th May 2015 at 5.30pm

Present:

Melanie Harriss (MH)

Sarah Higham (SH)

Alex Howell (AH)

Louise De Lisle (LDL)

- It was agreed by all that the name should remain as the Wells Business Forum (WBF)
- Within the WBF, those members that meet regularly will form the Steering Group, currently MH,SH,AH and LDL.
- Roles within the steering group were agreed:
 - Chair - Melanie Harris
 - Secretary - Louise De Lisle
 - Treasurer - Alex Howell
 - Business Liaison - Sarah Higham
- It was agreed that Simon Walsingham be approached to join steering group **Action: SH**
- Terms of reference for the steering group are to be established. A link to an example will be distributed. **Action : MH**
- Steering group to read link and come up with comments on the terms of reference for next meeting. **Action: All**
- Steering group have two main aims:
 - A portal to communicate with local businesses and receive feedback from businesses
 - Communication to public on what is going on
- Ideas to promote Wells were discussed:
 - Hemp bags showing logos for shops
 - A Wells “Brand”
 - Utilising another existing website to include WBF and what is going on in Wells. There are a few Wells websites. The “Wells Guide” website would be ideal (to be investigated)
 - Utilise the “My Week in Wells” leaflet distributed to B&B’s by Mark Kitto to see if this could be sent out to local businesses. **Action: MH**
 - Facebook page to be established. **Action: MH**
- A survey will be drawn up for local businesses on preferred methods of communication. **Action : MH**
- Carolyn Stocker will be asked to approach Sara Philips as to whether survey can be posted to local businesses via the quay magazine. **Action: MH**

- The Quay Magazine will be used to advise businesses of dates for open WBF meetings and what the steering group are working on and to communicate with the public. **Action MH**
- Any Other Business:
 - Stewart Quick, Business Liaison Officer NNDC, had met with MH to see how NNDC could help. The steering group discussed and agreed that help could be in the form of understanding what grant funding was available to help brand Wells and possibly fund the hemp bags. This will be reported back. **Action MH.**
- Next meeting date was set to 8th June 2015 5.30pm Sackhouse.
- Meeting closed at 6.20pm.

Approved : _____
Melanie Harriss
Chair WBF