

WELLINGTON BUSINESS ASSOCIATION



Minutes of Meeting Wednesday 24th July, 2013 at 6pm at The Dolphin, Waterloo Road, Wellington

Present:

Ian Stock, Chairman (3 Spheres UK), John Pragnell (Wellington Food Town), Mike Crew, Treasurer (MJC Coins), Robert Ruffell-Hazell (R H Fibreboard), Sue White (Wellington Weekly), Cllr Dave Mitton (Wellington Town Council), Sue Heys (Sue Heys Stained Glass), Claire De Ruyter (Cheese and Wine), Keith Wheatley, Vice Chair (Around Wellington), Alison Stock (Porter Dodson), Michael Coate (M J Coate, Butchers), Vivienne Stock-Williams (3 Spheres UK); Geoff Beaumont (Integrious), Rob Cadwallar (BJ Dixon Walsh), David Wicks (Aspleys), Elizabeth York (Porter Dodson) and Jane Burden (Minutes Sec).

Ian Stock (IS) opened the meeting by welcoming everyone, in particular the guest speaker for the evening, Elizabeth York from Porter Dodson, together with two new Members, Sue Heys from Sue Heys Stained Glass and Rob Ruffell-Hazel from R H Fibreboard, with round the room introductions also taking place.

1. Apologies

Apologies were received from Cllr Janet Reed, Mrs Goss (Judith Goss Florists), Andy Hunt (Quantum Enterprises) and Cllr Jackie Govier.

2. Minutes of meeting held on Wednesday 22nd May 2013

Minutes of the last meeting had been circulated prior to this meeting.

SW requested that it be re-iterated that monies received for the Welly Boot competition were "monies owed" to the organisers.

The Minutes were then agreed and signed as a true record of the meeting.

3. Matters Arising

All dealt with under relevant agenda headings for this meeting.

4. Treasurer's Report

Treasurer, Mike Crew (MC) confirmed to the meeting that there was a balance of £954.23p in the current account.

5. Membership

MC advised that membership had been growing through the year, and that the WBA was now approaching the end of its current membership year. It was hoped that growth would continue in the same way throughout the new membership year.

6. Business Issues

"Free after Three" Parking

It was confirmed that TDBC were prepared to support a free parking trial for 6 weeks on Thurs, Fri and Sat – last 3 weeks of August and first 3 weeks of September, but in return would be looking for facts and figures to support the success of initiative.

IS had been in contact with 29 retailers who had agreed to be involved in monitoring the success, or otherwise, of the trial. They would be measuring transactions during the 6 weeks prior to and the 6 weeks of the trial.

The trial applies to Pay and Display car parks only with the machines being covered during the trial periods and notices on display in the car parks.

Whilst it was generally felt this was a good initiative, there was some feedback suggesting that the trial could have been better thought through, in particular to have included timings that are more potentially helpful to traders, for example, free parking after 1.00pm.

There was also a general consensus that the Waitrose fire should be taken into consideration in discussions with TDBC.

Planning Application – 32 High Street

JP updated the meeting in respect of this application, advising that with regard to the application for an Alcohol Licence a mediation meeting had taken place between various parties prior to the Licensing Committee meeting, at which the prospective owner had agreed to withdraw “live” music, confirming it was their intention that the music would be light, background music, to create a customer friendly ambience, and to serve alcohol only with meals on the premises or when buying a take away.

Planning application goes before Wellington Town Council on 5th August. Nothing further required of WBA as it was generally felt that the restaurant would be good for the Town.

Make it Your Business Event – 2014

IS suggested to the meeting that consideration be given to an event for 2014, in particular whether to make this an annual event or not. It was accepted that the venue was a good venue but that visitor numbers to the event were very poor. Ideas and suggestions were put forward as to why this might be, ie. signage and marketing, timing of the event (not in school holidays), time of year (weather problems). Suggestions included consideration of a change of focus and that the event is shared around the venues that Wellington has to offer.

It was generally felt that the Event is a worthwhile one and should continue, but that, taking account of all of the comments made, it was too big a decision for this meeting. KW therefore proposed the setting up of a sub group of 6 people, to discuss the project further, and to report back to the AGM in October. This would allow for a first meeting early in September and possibly meet 3 times before the AGM. The group would be starting with a blank canvas in order to be able to bring a definite proposal to the AGM. Volunteers who agreed to make up the group were KW, Claire de Ruyter, Alison Stock, Rob Cadwallader, and Ian Stock.

Mobile Phone App

IS confirmed the database is being compiled, with additional information having been added with the help of Mike Crew’s apprentice, Sarah. Confirmed this project would now move to the next stage.

7. Reports

WBA – Visit to David Pipe Stables

IS reported that this had been a really great visit enjoyed by all those who attended.

Street Fair – 2nd June 2013

It was reported that this was a very successful event, bringing lots of people into the town.

Wellington Town Council

Cllr Dave Mitton reported that the following items had been discussed at the last meeting of the Town Council:

- By election for Wellington East taking place on 25th July
- Roundabout at Cox’s Corner – residential development
- Possibility of a regular South Street market – to be further investigated
- Christmas Lights – these cost over 10% of the Town Council’s income and are owned by TDBC who will be cutting their support grant to the Council in future, so the Town Council is currently facing a major financial dilemma in respect of the Lights
- Twinning 2014 – 50th Anniversary of twinning with Lillebonne, celebrations during 2nd week of June. SW also working with Carnival Committee in respect of this project.
- Re-establishment of Wellington as a “Market” town

Farmers Market

After 10 years indoors in the Scout Hall, the Farmers Market has gone outdoors for the first time, but this hasn’t proved popular with some retailers, with complaints having been received both from 2 South Street retailers as well as members of the public. MC reported that the first

outdoor market was very good, with good takings, etc, but he is extremely frustrated about how difficult it is to get anyone interested and motivated in helping out with the Market at the moment, and the current circumstances could very well exacerbate an already difficult situation.

Wellington Food Town – 7th September 2013

JP updated the meeting in respect of current progress regarding this event: currently 40 confirmed traders, with discussions still ongoing as to where the Farmers Market will be located. High Street will be the main focus for the Food Town, but if enough bookings are taken to fill South Street as well, then permission has been achieved to close South Street for the day as well as High Street. JP did add that that a major unforeseen issue which is currently being dealt with, in that TDBC have today advised that the costs of road closures are to increase, which will impact on this event. The Food Town Committee will be working very closely with TDBC over the next few weeks to resolve this issue. Mrs Jill Mitton co-ordinates helpers and volunteers for the event, so if anyone is available and can offer assistance, then please get in contact with Jill.

Welly Boot Competition

SW reported in respect of current progress regarding this event. Flyers have been widely distributed advertising the event, which is taking place on 14th September from 12 noon to 5.00pm. Again, any volunteers that can help on the day are most welcome. SW asked if the usual arrangements could be put in place for the litter pick.

Somerset Chamber of Commerce

SW reported that she had attended a recent Somerset Chamber business breakfast which had gone well. SW confirmed that if WBA events are forwarded to Jenn Chidley at Somerset Chamber, then they will be advertised on WBA's behalf.

Wellington Business Lunch Club

Alison Stock updated the meeting with regard to the Wellington Business Lunch Club, which is an informal get together of like-minded businesses, with 30 in attendance at the first meeting held at the World's End. The next meeting is in September.

8. Correspondence and Notices

Taunton Chamber of Commerce extended an invitation to WBA Members to their networking lunch in September, where Sue Mountstevens the new Avon and Somerset Police and Crime Commissioner was to be guest speaker – details to be circulated via email.

IS advised about a national invitation received from Chuka Umunna, MP, Shadow Secretary for Business Innovation and Skills, regarding an event to celebrate small business – “small Business Saturday UK” on 7th December.

9. Any Other Business

SW drew the meeting's attention to the following items:

- Upcoming feature on Wellington in Somerset Life (August edition)
- Wellington Carnival in September
- The Cleve Hotel's new spa facilities

Future meeting dates

Networking meeting:	25 Sept 2013 @ 6pm at Ken Coles, Chelston (date to be confirmed)
Next agenda meeting:	23 October @ 6pm – Annual General Meeting Guest Speaker from TDBC Revenue and Benefits regarding Business Rates

There being no further business the formal business meeting closed at 7.10pm.

There then followed a Speaker presentation:

Elizabeth York, Porter Dodson, then gave a very informative and thought provoking presentation regarding the legal aspects of marketing and in particular the use of social media. A copy of the presentation is filed with these minutes.