

WELLINGTON BUSINESS ASSOCIATION



Minutes of Committee Meeting held Wednesday 27th March 2013 at 6pm at The Alan Rogers Centre, South Street, Wellington

Present:

Ian Stock (Chairman (3 Spheres UK)), P Knight (BJ Dixon Walsh), T Routledge (BJ Dixon Walsh), R Cadwallader (BJ Dixon Walsh), Andy Hunt (Quantum Enterprises), S Ainsworth (MJC Financial), M Crew (Treasurer (MJC Financial)), Sue White (President (Wellington Weekly News)), Alison Stock (Porter Dodson), Cathy Wiggan (The Sandwich Stop), T Fraser (The Frock Shop), Cllr Vivienne Stock-Williams (Wellington Town Council), Tony Hodges (Chazaq Business Consultancy), Jackie Govier (Wellington Town Council) and Jane Burden (Mins)

Ian Stock (IS) opened the meeting by welcoming everyone to the first agenda meeting of the Wellington Business Association, the January meeting having been cancelled due to bad weather.

IS then introduced BJ Dixon Walsh as the Guest Speakers for this evening, with special thanks to Tina and Rob for stepping in a short notice in respect of this evening's presentation. Tina opened the presentation by giving an outline of services offered by BJ Dixon Walsh with Rob then presenting a very interesting and informative budget summary to the meeting.

1. Apologies

Apologies were received from Cllr Mitton, Judith Goss, Frank Morris, Keith Wheatley, Brian Withers, John Pragnell and Jane Osborne.

2. Minutes of meeting held on Wednesday 26th September 2012

Minutes of the last meeting had been circulated prior to this meeting, and as no issues were raised from the Minutes they were agreed as a true record of the meeting.

3. Matters Arising:

Wellington Town Guide App

IS presented to the meeting a summary of the current situation regarding the Wellington Town Guide App (on rear of agenda), indicating that it would appear there are two main features of the App, the first one being an Information Guide about the town and secondly, a listing of town centre businesses being featured.

The main concern at the moment is the cost for the App and work involved in its preparation and whether or not the Wellington Business Association (WBA) can support all or some of the costs. The annual cost of the App is £594.00 for which Sue White (SW) and Terry Sandford had been able to secure a grant from TDBC for ½ these costs, which was still available until the end of Taunton Deane Borough Council's financial year (end March 2013).

Support (non-financial) had been from the Town Council for the App together with some retailers, who when canvassed by IS were initially positive until costs were brought into the conversation.

There then followed a general discussion in respect of WBA's support for the proposal, ie., ½ funding for year 1 and full funding for subsequent years, as well as other funding opportunities, charges to Members and Non Members, publicity for the App, and seeking sponsorship. It was generally felt that the App would be a positive initiative for the town and would be welcomed by the business community and could also be used as a "hook" to encourage new membership.

BJ Dixon Walsh kindly offered to sponsor the remainder of the costs for year 1 as well kindly offering to assist with the PR, in particular with articles in all the local newspapers promoting the initiative as a three way partnership between the WBA, TDBC and BJ Dixon Walsh.

Following the discussion, all **AGREED** to proceed with the App.

4. **Treasurer's Report and Membership Update**

Treasurer, Mike Crew (MC) confirmed to the meeting a current balance of:

£1,410.02p with funds now held in an interest bearing account of 1%

MC was also able to confirm that membership is slowly growing, with 7/8 new Members since Christmas. List of new Members to be passed to Andy Hunt for website updates and JB for admin updates.

The WBA currently has 33 paid up Members and he is still doing some follow up work and chasing of queries.

MC confirmed he has generated a database of 350+ potential new Members/contacts in a 3 mile radius of Wellington, which is a very positive situation to further explore.

5. **Reports**

Make it Your Business 2013

IS reported that further to a recent de-brief meeting in respect of this event, it was generally felt that the Alan Rogers Centre had been a really good venue, but that unfortunately the number of attendees was not so positive. There is also a need to look at PR/Marketing for future events.

WBA/Chelston Business Club (CBC)

IS reported that a very positive, joint networking meeting had been held with the Chelston Business Club (organised by Summerfield Developments) earlier in March, and it was proposed to host similar joint events every 3 months. The presentation had been on Superfast Broadband, and it was generally felt this was a "watch this space" situation.

Wellington Town Council were able to confirm however, that permission has been given for two units to be "enabled" in the High Street.

Wellington Food Town

In the absence of John Pragnell, SW was able to report that there had been a lot of interest in the event with stall bookings very positive and sponsors in place – Wellington Weekly, The Edge and Waitrose. If anyone is interested in being involved in the event on **7th September**, booking forms are available on the website.

Retailers and Farmers Market

Unfortunately no representative from Farmers Market at this meeting, so nothing to report.

In respect of retailers, Cathy Wiggan was able to report that trade appears much slower at the moment, with footfall from local residents down and shoppers coming from out of town in the main. Both Cathy and Tracie felt that the weather is a huge problem at the moment as well.

IS drew the meeting's attention to a suggestion received in respect of an "Artisan Market" being held on a regular basis in Wellington. SW was able to advise the meeting that Dave Carham from the Community Centre was currently looking into hosting similar events in the Community Centre, to coincide with the Farmers Market. Idea currently in its early stages and to be discussed with relevant parties, including Town Council in the near future.

Wellington Town Council

Cllrs Jackie Govier and Vivienne Stock-Williams reported that it had been a quiet time for the Town Council recently, with just a few points of note:

- It had been a very busy time for the Mayor and Mayoress over recent weeks

- Somerset County Council current reviewing the Library service – Wellington is the second most used library in Somerset
- Police – discussions currently taking place in respect of a Police Review into Station opening hours. Wellington Town Council would like to see increased opening hours. A surgery does take place on Wednesday afternoons in the Council offices, where there are shared facilities and a confidential room available.
- Somerset Flood Summit – consultation looking at infrastructure needs but as expected they are very costly. Reported that the Rockwell Green Repairs works are well done.
- Christmas car parking – reported that the car parking monies achieved incorrectly on 1st December (scheduled to be free parking) had been spent on a Blood Centrifuge machine for Wellington Hospital.
- Waitrose sign is now up and has been well received. Similar signage in the car parks is now being considered.

MC raised a query in respect of the removal of sand bags.

Advised that SCC Highways will come and remove them if required and Jackie Govier will also raise this with Greg Dyke at TDBC.

6. Wellington Experience/ Welly Boot Competition – Request for Financial Assistance

IS gave a brief summary of the history behind this initiative, confirming they were part of Chamber activities up until the AGM in October, where it had been agreed to separate the Welly Boot Competition and its associated finances from the Chamber. IS also reiterated what a very well supported and well attended event this is.

IS then handed over to SW to put forward a request for financial support from the WBA in support of the Welly Boot Competition, with SW circulating supporting paperwork summarising the financial situation to date. SW went on to explain how the event supports the town of Wellington, how it is supported by the Town Council and local businesses, the latter volunteering raffle prizes, and that monies raised from the raffle and tombola are donated to a local charity.

Wellington Town Council made a draw down facility available as a means of underwriting the losses of the event, even though in 2011 it made a profit. The Council has assessed the situation on an annual basis as it is their understanding that there has always been an aspiration that the event becomes self-funding.

The request for financial assistance was made up of two elements –

- (a) £100 as a token gesture towards helping to kick start the Wellington Experience and get it going forward
- (b) £309.38p towards the Wellington Boot Competition

(The latter figure being monies left in the “pot” after all expenses had been cleared for the 2012 event).

There then followed a general discussion in respect of the finances associated with the past events, the benefits of the event to the town centre traders, particularly with it being held on a Saturday, whether or not it was appropriate for the WBA to be funding the Wellington Experience at this time.

Further to the discussion, AS then proposed that the WBA support the request for £309.38 for the Welly Boot Competition, but were not so happy to support the £100 request for the Wellington Experience. MC seconded this proposal. All in favour that the financial request of £309.38p be granted in support of the Welly Boot Competition.

IS concluded this item by adding that it was the feeling of a lot of retailers that the Welly Boot Competition when held on a Saturday doesn't actually support the traders, as it draws visitors away from the town, and suggested that it would be seen as a positive move if consideration be given to changing the day of the event to a Sunday. SW to feedback to organisers of the event.

7. Correspondence and Notices

Somerset Chamber of Commerce – IS confirmed that the WBA is affiliated to Somerset Chamber of Commerce and a full page feature on WBA had recently appeared in their March 2013 magazine

Kjelgaard Ltd – IS reported that WBA received monthly updates on business funding sources from Phil Sharratt of Kjelgaard Ltd, and that Andy Hunt posts these on the website.

Rigid Packaging – IS confirmed that Rigid Packaging are establishing a new business on the former Co-op site. They have re-employed some former staff and have recently advertised 12 posts and received 60+ applications. This is an investment of £3/4 m by Rigid Packaging, which is really positive news for Wellington.

8. Any Other Business

Town Map – TF queried the situation regarding the “pen and ink” map of Wellington as she felt this was a really good map but that it needed updating and if there were any finances available in the future, this would be an ideal project for consideration. TF knows from feedback received that it definitely brings people into the town.

McCarthy & Stone – it was confirmed that this development is now under way and that it was good to see that everyone pulled together for the good of Wellington regarding this project.

Future meeting dates

Networking meeting:	24 th April 2013 @ 6pm – Tonedale House, Tonedale - former Fox's home. Sponsored by the Big House Co / On your Bike
Next agenda meeting:	22 nd May 2013 @ 6pm – venue to be advised

IS closed the meeting by thanking all for attending, in particular BJ Dixon Walsh for stepping in at short notice and for their kind offer of sponsorship of the App.

There being no further business the meeting closed at 7.50pm.

Post meeting notes:

- 1 Networking meeting for 24 April changed to 23 April @ 6pm
- 2 TDBC happy to pay monies for the Mobile Phone app in 2013/14 financial year.