

Minutes of Save The Bell Meeting

Date: 8 February 2023

Venue: Abberley Village Hall

Present:	Toby Wise	TW (Chairperson)
	Lisa Bailey	LB
	Nick Crabbe	NC
	Andrew Gillett	AG
	Julian Godwin	JG
	Luke Grant	LG
	Dan Grant	DG
	Angela Podmore	AP

		Responsible Person	Time Limit	Outcome
1.0	APOLOGIES			
1.1	Steve Walton Stephen Osborne Julian Turner Tim Lawson Rob Gready			
2.0	MINUTES OF LAST MEETING AND MATTERS ARISING			
2.1	The minutes of the meeting of 2 February 2023 were approved as a correct record.			
2.2	<p>Matters Arising from minutes of 28-12-22: All action points were reviewed and those outstanding are listed below.</p> <p>4.3 There was also brief discussion of approaching one of the four local brewers to see if they might be interested to become the tenant. This subject will be considered in more detail at a future meeting.</p> <p>8.3 The group discussed the need for a Treasurer to keep good financial records and to manage a bank account. It was agreed that TW would approach Tony Palmer (TP).</p> <p>9.2 It was agreed that local MPs, District Councillors and County Councillors should be updated at a date to be decided. It was agreed that there would be a start date for this communication and press release.</p> <p>Matters Arising from minutes of 05-Jan-2023:</p> <p>5.3 David Chambers is the area WCC County Councillor. He has a discretionary £10,000 "Divisional Grant". He should be approached.</p> <p>6.2</p>	<p style="text-align: center;">TW</p> <p style="text-align: center;">TW</p> <p style="text-align: center;">TW</p> <p style="text-align: center;">JG</p> <p style="text-align: center;">TW</p>	<p style="text-align: center;">TBC</p> <p style="text-align: center;">05/01 /2023</p> <p style="text-align: center;">ASAP</p> <p style="text-align: center;">ASAP</p>	

	<p>TW to set agenda item to consider prospectus and rules.</p> <p>Matters Arising from Minutes of 12-Jan-23:</p> <p>4.5 Tim Lawson offered to complete further work on the business plan with Nick Crabbe and have a further draft available for consideration at the meeting of the working group on 24 January 2023 (which it is hoped will be held at The Brewers Arms).</p> <p>4.11 It was agreed that a strategic development plan would be required for The Bell which might include developing more dining space. This to be considered at a future meeting.</p> <p>4.12 It was agreed a core business plan would be needed to be agreed as the basis of discussion at the proposed public meeting and to demonstrate viability.</p> <p>A more detailed business plan would be needed to support the share prospectus and to assist in attracting a tenant and/or manager.</p> <p>Matters Arising from minutes of 19-Jan-23:</p> <p>4.1 TW had drafted a Timeline of key action points which was discussed in detail. Negotiation to be added.</p> <p>TW to update Timeline and find people with key skills required from questionnaire.</p> <p>Matters Arising from minutes of 02-Feb-23:</p> <p>3.3 RPG to send Share Offer form to Dan</p> <p>3.4 All working group members to ensure they have read the Code of Conduct and Rules</p> <p>5.3 LB to check with MHDC regarding distribution of flyers</p> <p>5.4 Radio slot – RPG to organise</p> <p>5.5 The Pledge form to be distributed at the Public Meeting and made available on the website</p> <p>6.1 TW to review draft letter to PPC and send across with a meeting to discuss</p>		<p>ASAP</p> <p>TL</p> <p>TBC</p> <p>TW</p> <p>24/01 /2023</p> <p>NC</p> <p>TBC</p> <p>NC</p> <p>TBC</p> <p>TW</p> <p>ASAP</p> <p>TW</p> <p>Imme diate</p> <p>RPG</p> <p>08/02 /2023</p> <p>ALL</p> <p>08/02 /2023</p> <p>LB</p> <p>08/02 /2023</p> <p>RPG</p> <p>ASAP</p> <p>TW</p> <p>ASAP</p> <p>TW</p> <p>08/02 /2023</p>	
3.0	UPDATES			
3.1	<u>Valuation</u>			

	<p>A professional valuation of The Bell was conducted on Monday 6th February 2023 with a written report expected by Monday 27th at the latest.</p> <p>TW to emphasise to the valuer that we would really like to receive his report by Friday 24th Feb.</p>	TW	ASAP	
3.2	<p><u>Pensax Parish Council</u></p> <p>RPG has shared a draft document which contains details of potential funding options available to Pensax Parish Council (compiled with input from CALC and NALC).</p> <p>TW to share document with summary of funding options with PPC and arrange a meeting to discuss.</p> <p>AG shared that the Chair of Pensax P.C. has asked for details of future Save the Bell meetings and proposed that one or more Councillors attend.</p> <p>TW to share details of forthcoming meetings with PPC</p> <p>Pensax P.C. has a Public Meeting scheduled for the evening of 28th February. Residents of Pensax and Menith Wood parishes have been asked to complete a survey relating to the use of funds generated from the sale of Pensax Village Hall and the results of this survey will be presented for discussion.</p>	TW	ASAP	
		TW	16/02 /2023	
3.3	<p><u>P&L Modelling / Business Plan</u></p> <p>NC shared an update on the latest iteration of the P&L modelling exercise with updates to rent, energy costs and wages. Industry Benchmarks have also now been applied.</p> <p>DG to ask a publican he knows for details of energy costs and to review the P&L spreadsheet.</p> <p>NC and SO to look at adding some of the activities proposed in the survey responses.</p> <p>NC and AG to start building out the Business Plan – draft for review on 16.Feb.</p> <p>TL to review and provide detailed feedback on the current iteration of the P&L modelling.</p> <p>AG to get input on coffee / cake margins.</p>	DG	16/02 /2023	
		NC/SO	16/02 /2023	
		NC/AG	16/02 /2023	
		TL	16/02 /2023	
		AG	ASAP	
4.0	WEBSITE			
4.1	Dan Grant was introduced to the group.			

	<p>DG has already liaised with Scot who registered the domain and has transferred this to his own account.</p> <p>A wireframe of some web-pages is already in place and DG asked for input on various aspects of content, need for an 'email capture' box and links to Survey etc.</p> <p>AG to circulate GDPR policy from Plunkett.</p> <p>TW to provide content for 'Our Vision' section.</p> <p>DG to add a 'Keep me informed' option.</p> <p>TW to add DG to the list of Admins on the Facebook page.</p>	<p>AG</p> <p>TW</p> <p>DG</p> <p>TW</p>	<p>ASAP</p> <p>ASAP</p> <p>ASAP</p> <p>Immediate</p>	
5.0	PUBLIC MEETING			
5.1	<p><u>Marketing</u></p> <p>3,000 flyers and some posters arriving this week.</p> <p>LB arranging distribution to Abberley, Rock, Stockton, Menith Wood, Great Witley with help from volunteers. Aim to start distribution this weekend (11/12 Feb)</p> <p>Posters to be placed in shops, garage etc</p> <p>Need to find a volunteer for Great Witley</p> <p>Distribution to local areas as agreed with LB</p>	<p>LB</p> <p>ALL</p>	<p>ASAP</p> <p>16/02 /2023</p>	
5.2	<p><u>Meeting Agenda</u></p> <p>NC gave overview of "Why, How, What" golden circle concept.</p> <p>It was agreed that it is important to outline why the group was formed and who is currently involved.</p> <p>There was a discussion as to whether attendees should be asked to complete The Pledge as an immediate action following the meeting. Consensus was that they should and that paper forms should be offered to those that would prefer this method.</p> <p>An address would be needed for physical pledge forms to be returned.</p> <p>AG offered to create a draft running order for the Public Meeting to be reviewed at our next meeting.</p>	<p>AG/TW</p>	<p>16/02 /2023</p>	
6.0	Public Relations			

6.1	<p><u>Campaign Calendar</u></p> <p>Angela Podmore walked the group through a draft Campaign Calendar and encouraged everyone to frame the message for the Public Meeting in terms of what we would like those present to Think, Believe and Feel</p> <p>AP to send an updated version of this document to TW for circulation to the wider group</p>	AP	ASAP	
6.2	<p><u>Social Media</u></p> <p>The possibility of widening the social media presence to LinkedIn, Twitter or Instagram was discussed but it was agreed that at present the Facebook group page was effective and a challenge in itself to keep 'fresh'.</p>			
6.3	<p><u>Email marketing</u></p> <p>AP emphasised that any outbound communications should be easy to Unsubscribe from.</p> <p>LB and DG to discuss the use of MailChimp for email marketing.</p> <p>TW to review the integration of this or other email marketing tools with TypeForm.</p>	LB / DG	ASAP	
		TW	ASAP	
6.4	<p><u>Interactive session at Public Meeting</u></p> <p>NC and SO to review survey results to identify volunteers that might be asked to 'host' breakout sessions at the public meeting.</p>	NC / SO	16/02 /2023	
7.0	<u>AOB</u>			
7.1	<p><u>Community Benefit Society formation</u></p> <p>AG raised that this is now pressing given the time it may take and the further time needed to get a bank account opened.</p> <p>Members of the current Working Group may be unable or unwilling to become Directors for a number of reasons.</p> <p>All to confirm their position as regards being part of the Community Benefit Society formation at or before next meeting.</p>	ALL	16/02 /2023	
8.0	DATE OF NEXT MEETING			
8.1	<p>16-Feb-2023 at 6.30 pm.</p> <p>Venue: The Elms Hotel</p>			