



	<p>David Chambers is the area WCC County Councillor. He has a discretionary £10,000 "Divisional Grant". He should be approached.</p> <p><b>6.2</b> TW to set agenda item to consider prospectus and rules.</p> <p><b>Matters Arising from Minutes of 12-Jan-23:</b></p> <p><b>4.11</b> 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><b>4.12</b> 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><b>Matters Arising from minutes of 19-Jan-23:</b></p> <p><b>4.1</b> 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><b>Matters Arising from minutes of 02-Feb-23:</b></p> <p><b>3.4</b> All working group members to ensure they have read the Code of Conduct and Rules</p> <p><b>5.4</b> Radio slot – RPG to organise</p> <p><b>5.5</b> The Pledge form to be distributed at the Public Meeting and made available on the website</p> <p><b>Matters Arising from minutes of 08-Feb-23:</b></p> <p><b>3.3</b> DG to ask a publican he knows for details of energy costs and to review the P&amp;L spreadsheet.</p> <p>NC and SO to look at adding some of the activities proposed in the survey responses.</p> <p>TL to review and provide detailed feedback on the current iteration of the P&amp;L modelling.</p>	<p>TW</p> <p>TW</p> <p>NC</p> <p>NC</p> <p>TW</p> <p>TW</p> <p>ALL</p> <p>RPG</p> <p>TW</p> <p>DG</p> <p>NC/SO</p> <p>TL</p>	<p>ASAP</p> <p>24/01/2023</p> <p>TBC</p> <p>TBC</p> <p>ASAP</p> <p>Immediate</p> <p>08/02/2023</p> <p>ASAP</p> <p>ASAP</p> <p>16/02/2023</p> <p>16/02/2023</p> <p>16/02/2023</p> <p>ASAP</p>	
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	<p>AG to get input on coffee / cake margins.</p> <p><b>7.1</b> All to confirm their position as regards being part of the Community Benefit Society formation at or before next meeting.</p> <p><b>Matters Arising from minutes of 16-Feb-23:</b></p>	<p><b>AG</b></p> <p><b>ALL</b></p>	<p><b>16/02 /2023</b></p>	
<b>4.0</b>	<b>UPDATES</b>			
4.1	<p><u>Website</u></p> <p>DG shared an update on website activity: 150 sessions so far; 16 email addresses; mostly first-time viewers with an average dwell time of 7 mins</p> <p>First page navigated to is typically the 'Buy shares' page</p> <p>Sample Pledge form up for review</p>			
4.2	<p><u>Marketing</u></p> <p>LB confirmed that an 8' x 3' banner advertising the Save The Bell group and public meeting is in position near to the pub and is very visible.</p> <p>The majority of flyers have been distributed door-to-door</p> <p>Distribute a 'newsletter' email to all those we have addresses for</p> <p>Create a simple Poll on Facebook asking if people will be attending the Public Meeting</p> <p>Contact the survey respondent who is a photographer and ask if he can cover the public meeting</p>	<p><b>DG</b></p> <p><b>TW</b></p> <p><b>TW</b></p>	<p><b>ASAP</b></p> <p><b>ASAP</b></p> <p><b>ASAP</b></p>	
4.3	<p><u>P&amp;L Modelling / Business Plan</u></p> <p>NC updated the group on the latest iteration of the P&amp;L spreadsheet which included input from two people with extensive industry knowledge.</p> <ul style="list-style-type: none"> <li>• Modelling for seasonal factors and differing numbers of covers through the week</li> </ul>			

	Review the latest version and stress-test it with differing assumptions around covers	<b>ALL</b>	<b>ASAP</b>	
4.4	<p><u>Paid-for Marketing on Facebook</u></p> <p>.RPG has a contact who specialises in online marketing and who has offered to help run some targeted marketing on Facebook</p> <p>It was agreed to start small with a trial campaign capped at £100 spend and with the aim being to drive traffic to the dedicated website</p> <p>Initiate initial test campaign</p>	<b>RPG</b>	<b>24/02 /2023</b>	
<b>5.0</b>	<b>PUBLIC MEETING</b>			
5.1	<p>It was agreed that the Pledge process should be launched at the public meeting and that the website and printed forms should be available in time for the meeting.</p> <p>A number of existing pledge forms were reviewed.</p> <p>TW to review the draft document created by LB and include any relevant content from the other examples. Updated draft to be shared for review.</p> <p>Those presenting during the public meeting agreed to meet for a run-through on Feb 27<sup>th</sup> or 28<sup>th</sup></p>	<b>TW</b>	<b>26/02 /2023</b>	
<b>6.0</b>	<b>AOB</b>			
<b>7.0</b>	<b>DATE OF NEXT MEETING</b>			
7.1	<p>01-Mar-2023 at 7.30 pm. Venue: Abberley Village Hall</p> <p><b>PUBLIC MEETING</b></p>			