

Minutes of Save The Bell Meeting

Date: 16 February 2023

Venue: The Elms Hotel

Present:	Toby Wise	TW (Chairperson)
	Lisa Bailey	LB
	Nick Crabbe	NC
	Stephen Osborne	SO
	Andrew Gillett	AG
	Luke Grant	LG
	Dan Grant	DG

		Responsible Person	Time Limit	Outcome
1.0	APOLOGIES			
1.1	Rob Gready Julian Godwin Julian Turner Tim Lawson			
2.0	MINUTES OF LAST MEETING AND MATTERS ARISING			
2.1	The minutes of the meeting of 8 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>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 TW to set agenda item to consider prospectus and rules.</p> <p>Matters Arising from Minutes of 12-Jan-23:</p> <p>4 .11</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;">ASAP</p> <p style="text-align: center;">ASAP</p> <p style="text-align: center;">ASAP</p>	

	<p>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: 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: 3.4 All working group members to ensure they have read the Code of Conduct and Rules</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>Matters Arising from minutes of 08-Feb-23: 3.3 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> <p>7.1</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>NC/SO</p> <p>TL</p> <p>AG</p>	<p>24/01 /2023</p> <p>TBC</p> <p>TBC</p> <p>ASAP</p> <p>Imme diate</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>16/02 /2023</p> <p>ASAP</p>	
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	All to confirm their position as regards being part of the Community Benefit Society formation at or before next meeting.	ALL	16/02 /2023	
3.0	UPDATES			
3.1	<p><u>Website</u></p> <p>The website is live and DG shared metrics including 79 sessions to date, ~10 email addresses submitted</p> <p>Next steps include some layout tweaks, adding 'History' details and reviewing Share Offer form</p> <p>DG raised that the two different Facebook pages are confusing and proposed that we shut down the original one and just leave a pointer to the current 'Group'</p> <p>DG outlined costs are likely to be ~£108 p.a. for the web hosting and ~£66 for the email (which has more functionality than the previous version)</p> <p>Add costs to Google Sheets tracker</p>	<p>DG</p> <p>TW</p> <p>TW</p>	<p>ASAP</p> <p>ASAP</p> <p>ASAP</p>	
3.2	<p><u>Marketing</u></p> <p>LB shared an update on the progress with distribution of flyers and posters. There has been a fantastic effort by all members of the STB group to cover their local areas going door-to-door.</p> <p>There was a discussion about increasing awareness of the Save The Bell campaign and the forthcoming meeting via some banners erected near to the pub.</p> <p>Confirm cost for two banners.</p> <p>Check with owners of The Bell if they are happy for this to go ahead.</p>	<p>LB</p> <p>TW</p>	<p>ASAP</p> <p>ASAP</p>	
3.3	<p><u>P&L Modelling / Business Plan</u></p> <p>NC had shared the P&L spreadsheet and answers to some additional question with Mark Bevan (MB) who is the MD of The Elms Hotel. MB had offered his industry experience.</p> <p>MB provided input on staff costs, beer costs, how to manage VAT in the spreadsheet, licensing expenses, support available from breweries, industry norms around margins.</p>			

	<p>MB also proposed that more detailed analysis was required with a level of detail that allowed utilisation by season and day of week to be adjusted.</p> <p>NC to produce a further iteration of the model based on this feedback</p>	NC	23/02/2023	
3.4	<p><u>Paid-for Marketing on Facebook</u></p> <p>RPG had received an offer of expert assistance with advertising to local residents via a paid Facebook campaign. It was agreed that this should be taken forward with a small (<£100) initial spend.</p> <p>Confirm approach and cost for an initial paid campaign.</p>	RPG	ASAP	
4.0	PUBLIC MEETING			
4.1	<p>AG and TW had produced a draft agenda for the Public Meeting to be held on 1st March and this was reviewed.</p> <p>Nick Comley (Community First) and Mark Haslam (CAMRA, Brewers Community Pub) have confirmed they are able to attend and to be a part of the agenda.</p> <p>TW has spoken with Abberley Village Hall management and will meet with their technical contact re. A/V arrangements</p> <p>Review technical arrangements</p> <p><u>Aspects of the presentation requiring input:</u></p> <ol style="list-style-type: none"> 1. Slide-show to show on projector before/ after the main meeting (SO) 2. Introduction (TW) 3. Overview of progress to date (NC) 4. Walk-through of the detail relating to the Pledge and potential Share Offer (AG) 5. Wrap-up and details of next steps (TW) 6. Pledge form to hand-out (LB) 	TW SO / TW/ NC / AG / LB	01/03/2023 23/02/2023	
5.0	COMMUNITY BENEFIT SOCIETY			
5.1	<p>TW confirmed that he would be willing and able to be part of the Management Committee and asked all present to clarify their positions.</p> <p>AG reminded the group that only 3 Directors are required to form a Community Benefit Society. Typically,</p>			

	<p>these individuals would take the roles of Chair, Treasurer and Secretary.</p> <p>DG and LB expressed that they would be willing to join if required.</p> <p>AG confirmed that he would not join the Management Committee but would continue to support the group as much as possible, subject to any potential conflicts of interest arising from his membership of Pensax Parish Council.</p> <p>LG confirmed that he would not be a part of a Management Committee but would continue to support the group as much as possible.</p> <p>NC and SO would consider membership and provide a clear position ahead of the next STB meeting.</p>	SO/ NC	23/02 /2023	
6.0	AOB			
6.1	<p><u>Pensax Parish Council</u> The group was updated by TW, NC and AG that Pensax Parish Council:</p> <ul style="list-style-type: none"> • Has a public meeting on Feb 28th to discuss the results of their consultation relating to the proceeds of the village hall sale. • Plan to have a representation at the Save The Bell public meeting on 1st March. • Has elections in May and a period prior to that where no formal council business may be conducted. 			
7.0	DATE OF NEXT MEETING			
7.1	<p>23-Feb-2023 at 7.00 pm. Venue: Abberley Village Hall</p>			