

Minutes of Save The Bell Meeting

Date: 23 March 2023 @ 7pm

Venue: Zoom

Present:

Toby Wise	TW (Chairperson)
Nick Crabbe	NC
Stephen Osborne	SO
Andrew Gillett	AG
Lisa Bailey	LB
Julian Godwin	JG
Rob Gready	RPG
Dan Grant	DG

		Responsible Person	Time Limit	Outcome
1.0	APOLOGIES			
1.1	Luke Grant Tim Lawson			
2.0	MINUTES OF LAST MEETING AND MATTERS ARISING			
2.1	The minutes of meetings of 23 February 2023, 1 March 2023 (Public Meeting) and 16 March 2023 were Approved as accurate records.			
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 12-Jan-23:</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</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;">TBC</p> <p style="text-align: center;">ASAP</p> <p style="text-align: center;">24/01 /2023</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>Matters Arising from minutes of 02-Feb-23: 5.4 Radio slot – RPG to organise</p> <p>Matters Arising from minutes of 08-Feb-23: 3.3 TL to review and provide detailed feedback on the current iteration of the P&L modelling.</p> <p>Matters Arising from minutes of 16-Feb-23: None</p> <p>Matter Arising from minutes of 23-Feb-23: None</p> <p>Matter Arising from minutes of 16-Mar-23:</p> <p>Merchandise to be created, initially t-shirts, mugs and pint glasses. Agree design.</p> <p>Discuss getting some initial samples from existing supplier.</p>	<p>NC</p> <p>TW</p> <p>RPG</p> <p>TL</p> <p>LB</p> <p>JG</p>	<p>TBC</p> <p>ASAP</p> <p>ASAP</p> <p>16/02 /2023</p> <p>ASAP</p> <p>TBC</p>	
3.0	UPDATES			
3.1	<p><u>Pledges</u></p> <p>TW shared details of the number and value of Pledges received to date.</p> <p>The rate of receipt of Pledges has fallen off in the last week and new ways of reaching people need to be explored.</p>			
3.2	<p><u>Community Benefit Society</u></p> <p>NC confirmed that the application for the CBS has been submitted and assuming no issues raised by the FCA we should have the Company formation completed shortly after Easter.</p> <p>NC also confirmed that Corporate purchase of shares is possible.</p>	<p>NC</p>	<p>ASAP</p>	

	NC has started exploring banking options and proposed that we apply to Lloyds Bank for two accounts; one to manage day-to-day expenses and one for the share issue.			
3.3	<p><u>Website</u></p> <p>DG provided an update on the website content, plans to add a gallery and link section.</p> <p>The website analytics allows us to see hits coming in from the recent press articles but mostly from the Facebook group and google searches.</p> <p>Prepare a demo of other functionality available in the WIX platform</p> <p>Cancel Typeform subscription</p> <p>Publish Rules as shared with Plunkett</p> <p>NC's article on 'Why Community Pubs work'</p>	<p>DG</p> <p>TW</p> <p>NC / DG</p> <p>NC / DG</p>	<p>ASAP</p> <p>ASAP</p> <p>30/03 /2023</p> <p>30/03 /2023</p>	
3.4	<p><u>Marketing</u></p> <p>LB updated the group on press activity following the press release after the Public Meeting</p> <p>RPG confirmed that he will contact local radio for a one-off or possibly a regular update slot on the project.</p> <p>TW has spoken with Central News and agreed to follow-up after Easter.</p> <p>Get details of any CAMRA contacts</p>	<p>TW</p> <p>ALL</p>	<p>11/04 /2023</p> <p>ASAP</p>	
3.5	<p><u>Events</u></p> <p>SO updated on the event planned for April 15th in Abberley Village Hall. We have a bar, pig-roast and live music confirmed.</p> <p>SO + LB expect to have a flyer ready in the coming days for distribution via email and web</p> <p>A follow-up event to celebrate the forthcoming Coronation of King Charles III was discussed; ideas for a suitable venue are needed.</p>	<p>LB/SO</p> <p>ALL</p>	<p>ASAP</p> <p>30/03 /2023</p>	

	<p>It was agreed that the more events we have will all help to raise awareness and provide an opportunity for the STB committee to ask questions in person.</p> <p>Engage with survey respondents and FB posters keen to organise events.</p> <p>Create posters advertising village hall event and arrange for distribution</p>	<p>SO</p> <p>LB</p>		
3.6	<p><u>Grant Funding</u></p> <p>TW completed the 'Expression of Interest' form on the web in relation to the Community Ownership Fund</p> <p>The group discussed the option of making a full application (if the expression of interest qualified) before the CBS registration was complete. The deadline for applications is 15.Apr-23</p> <p>TW will contact other possible grant funding sources.</p>	<p>TW</p>		
4.0	PURCHASE NEGOTIATIONS			
4.1	<p>The group agreed that it was important that the owners of The Bell were engaged at the earliest opportunity in a discussion about the purchase of the pub by the Community.</p> <p>NC and JG offered to represent the STB group and request a meeting with the Bell owners.</p> <p>The group also agreed that it is important to have transparency with the community around the possible target price, pledges received to date and possible timings.</p>	<p>JG / NC</p>	<p>01/04 /2023</p>	
5.0	FUNDRAISING			
5.1	<p>It was agreed that marketing efforts and channels should be increased to maximise reach and 'getting the message out'.</p> <p>Create a Twitter account for STB</p> <p>JG has a contact who is very successful on social media and may be able to help extend the group's social media presence beyond Facebook. There is also a contact who previously worked at the Bell who has offered input on Instagram and TikTok content.</p> <p>Add a page to the Google Docs for the tracking of forthcoming marketing content / calendar.</p>	<p>TW</p> <p>TW</p>	<p>ASAP</p> <p>ASAP</p>	

	JG raised that we should now be encouraging those that have pledged to be 'Ambassadors' and spread the word to their friends and neighbours			
6.0	STRATEGIC PLANNING			
6.1	DG highlighted the need for a mechanism to track progress and planned activities with target dates and owners. DG had shared a PoaP (Plan on a Page) template for this purpose. It was agreed to discuss this in more detail at the next meeting.			
7.0	AOB			
8.0	DATE OF NEXT MEETING			
8.1	30-Mar-2023 at 7pm. Venue: TBC			