



**MINUTES OF MEETING HELD ON  
7 DECEMBER 2010**

**Present:** Ralph Maloney (Chair)  
Jane Maloney  
Adam and Clare Merton  
Dave and Jo Blackett  
Martin Bell and Mary Edwards  
Nanda De Rosa  
Will and Zoe Ruddell  
Carol Wyles  
Brian Williamson  
Chris and Michelle Deller  
Gareth James, Dragon Welding  
Gary Melnyk , Bradgate Fencing  
Paul Crank and Krystyna Wojcik (Guests)  
Bridie Arnold and Martyn Gillmore (Guests)  
Marcello, Business by Design (part)

**Apologies:** Louise Sullivan and Russ Spector  
Kim Burberry  
Jacqui Hedington  
Martin Owen  
Richard Malachowski  
Mark Windsor-Hampton  
Eileen Le Voi  
Marcia Bird  
Wendy Carr

1. **Apologies:**

Apologies are noted as above.

2. **Introductions:**

Introductions were made for the purpose of all members present.

Guests today included Bridie Arnold and Martyn Gillmore from Innovation (Young Enterprise)

Sawtry College. Innovation is a competition based between colleges where students compete for the best business design/idea. The competition ends next summer and Ralph Maloney would like to explore the idea of SSBP possibly supporting Sawtry College Innovation in the future.

3. **Membership renewal:**

There are currently 23 paid up members of the Group. Anyone with any membership queries please contact Michelle. **Action: Michelle Deller**

4. **Directory enquiries/success update**

It was noted that members are still receiving enquiries/work as a direct result of receiving the Directory. Members have also received work as a result of networking with other members as well as bartering trades with other members.

5. **Recruitment campaign:**

Dave Blackett has sent out 26 enquiries to various businesses in the local area with very little response so far. Initial enquiries will be followed up by phone contact. Members were reminded to invite guests along to the meetings. **Action: Dave Blackett**

6. **Website update:**

Analytics data regarding hits on the website were passed around for members to view.

Members were reminded that membership entitles them to a page on the SSBP website. Please contact Adam for details.

The Group does have a Facebook and LinkedIn page which members are encouraged to join. Adam will speak to Ralph Maloney regarding a Twitter account. There is an SSBP badge link which members are reminded to place on their websites.

Members were reminded to supply Adam with any News and Events that they would like placed on the SSBP website. **Action: Adam Merton**

7. **Interim advertising leaflets:**

Ralph has spoken with the Sawtry Eye who will charge £81 for distributing 2,600 A4 leaflets. These will go out in the Sawtry Eye.

Suggestions were made of members paying £40 to have a full page black and white advert on the reverse. Suggestions were also made of the Group having a regular advert in the Sawtry Eye. Ralph to look into this and feedback at the next meeting. Ralph will also speak with Adam Merton about possibly designing the leaflet. **Action: Ralph Maloney**

8. **Speaker: Marcia Bird: "You and VAT" Questions and Answers:**

Marcia was not present this evening. Arrangements will be made for this talk to take place at a future meeting.

9. **Speaker: Marcello (Colleague of Stuart Jones) Business by Design:**

Business by Design run the promotion videos on the TV screens within Serpentine Green. Businesses are able to buy air time for a minimum 12 month contract. They are currently

running a promotion where the first month is free. Marcello to email further details to Ralph Maloney to forward to all members. **Action: Ralph Maloney**

10. **Christmas social and quiz night:**

The SSBP Christmas social night will take place on Friday 10 December. The cost of tickets is £7.50. There are approximately 40-45 attending.

A prize of £35 M&S vouchers will be given to the winning quiz team.

A Christmas cake has been donated by CARESCO for raffling off at £1 per ticket. There is a children's party at the Club on Sunday 12 December. It was suggested that tickets be available to sell at the party and the winning ticket being pulled at this event also.

Anyone wishing to buy tickets for the Christmas social night please contact Ralph Maloney.  
**Action: All**

11. **2011 SSBP objectives:**

Members have been asked to come forward with their objectives for the Group in 2011. Suggestions were made of: Sawtry carnival, a possible promotional video, April fundraising event, the Group to have a variety of businesses/trades as members and to see membership grow to up to 50 in the coming year.

As an aside it was raised by a member that he has the free use of a disco that could be part of our April fundraising event. All other entertainment ideas please put forward to Ralph Maloney.  
**Action: All**

12. **News and updates including guest speakers for the future:**

Future guest speakers to include: Marcia Bird, Martin Owen, Ralph Maloney, Brian Williamson and David Dennis (guest speaker regarding small business legalities).

Tickets are on sale for the Sawtry Chorale taking place on Sunday 11 December at 7.30pm at All Saints' Church, Sawtry. Tickets are available from members of the Chorale or can be bought on the night.

13. **Any other business:**

None.

**Next meeting: Tuesday 4 January 2011 at 7.30pm**