



**MINUTES OF MEETING HELD ON  
5 APRIL 2011**

**Present:** Ralph Maloney (Chair)  
Jane Maloney  
Adam Merton  
Dave Blackett  
Martin Bell  
Mary Edwards  
Nanda De Rosa  
Michelle Deller  
Gareth and Susan James  
Richard Malachowski  
Will Ruddell  
Alison Hares  
Kelly Huntingdon  
Kim Burberry  
Brian Williamson  
Krystyna and Paul  
Darius McDonald  
Billy Connolly  
Stephen Williamson  
Stuart Turner

**Apologies:** Martin Owen  
Neville Diss  
Chris Deller  
Hayley Gillespie  
Carol Wyles  
Marcia Bird  
Jacqui Hedington  
Justine Eldred  
Steven Pratt  
Eileen Le Voi  
Trevor Nicholson  
Louise Sullivan

1. **Apologies:**

Apologies are noted as above.

2. **Introductions:**

Introductions were made for the purpose of all members present.

3. **New members' details:**

1 new member has recently signed up to the Group bringing the membership to 27. There is the possibility of 3 new members joining.

A members list was recently emailed out by Ralph Maloney. Please contact Ralph if you do not have a copy of the list.

4. **Changes to SSBP and Officers:**

It was acknowledged that member Richard Malachowski of Fortify Investments Limited is our new Vice Chairman.

Dave Blackett is now our Website Design Officer and will be responsible for web updates.

Michelle Deller will be vacating her post as Treasurer from September 2011.

The Group are hoping to be recruiting to the vacancies of Recruitment Officer and Social Secretary shortly.

The Group will now be known as the Sawtry Small Business Partnership. The new logo will be issued to members. **Action: Dave Blackett**

5. **News and updates:**

The First Responders fundraising event for a second medical bag raised £1,472. It was suggested that funds raised at the Sawtry carnival go towards this charity to help them reach their £2,000 target. Any suggestions/ideas for fundraising activities please contact Richard Malachowski.

Website update supplied by Dave Blackett. 65% of hits on the website were new visits and the Group received three hits on the Facebook page. Analytics data regarding hits on the website were passed around for members to see.

6. **Charity night Friday 8 April:**

90 tickets have currently been sold for this Friday's charity night. A DJ for the night has been confirmed as Mark Jeeves with a guest vocalist performing in between Tampa Road Blues' sets. An excellent list of raffle prizes and auction items were confirmed.

7. **Young Enterprise 2011 & SSBP involvement:**

Ralph Maloney was recently involved from a marketing point of view with Innovation who was Sawtry College's entry for the Young Enterprise 2011 Awards. Innovation won one award at

the event. The college have asked for the Group to support them for next year's awards. If any member would like more details on this please contact Ralph Maloney.

8. **Guest speaker: Ralph Maloney on Marketing:**

Chairman Ralph Maloney gave an insight into good and bad marketing tools with regards to marketing your business. This included providing clear, precise and honest details on business websites whilst always providing the benefits of your service. Anyone wishing to discuss their marketing needs further please contact Ralph Maloney.

9. **Minimum expectation from advertising:**

This agenda item will be carried forward to the next meeting.

10. **Sawtry carnival Saturday 11 June 2011:**

Ralph Maloney has the names of five members who wish to participate in this year's carnival. Any other members wishing to be part of the day please contact Ralph. Dave Blackett will be providing the marquee. The SSBP will be charged for the plot but how many plots we require has yet to be determined. **Action: All**

First Responders will also be having a pitch at the Carnival and it was suggested that they pitch near the Group.

11. **Any other business:**

Member Will Ruddell and his wife Zoe are running a Charity night for the Foundation for the Study into Infant Death at the Sawtry Club on 7 May. Free entry is from 3pm onwards and includes a children's disco, BBQ, cake stall and raffle. From 7.30pm onwards a buffet will be available for a small donation along with more raffles and an auction. They are raising money for the FSID in memory of their son Michael who died suddenly on 3 March 2007 aged 20 months. Ralph Maloney is to issue an email to members regarding this fundraising event. **Action: Ralph Maloney**

Member Darius McDonald of 100% Fitness has a charity event at the weekend with monies raised going to CARESCO. Entry is £5 per day. The event is an American football charity draft combine and will be located at St Judith's Field.

**Next meeting: Tuesday 3 May 2011 at 7.30pm**