Wednesday 28th August 2024 6:00 for 6:30pm

The Falcon Hotel Whittlesey

AGENDA

1   **Welcome**
- Attendance/ Apologies

2   **Treasurer's Report**

3   **Notes from previous meeting:**

   3.1   • **Marketing**
   Agreement of the technical scope for the improved website (see attached)

   3.2   • **Business Community Updates**
   Moving towards the Lancashire model …..

4   **Updates and Business Tips**
- Business support available at no (or at the worst, very little) cost
  James O'Rawe (The Business & IP Centre Cambs.)

5   **What can we do for you? Peer to Peer Session**
- Feedback
- Peer to Peer

6   **Correspondence**
- Whittlesey Festival Parade

7   **Date of the next meeting** Wednesday 25th September 2024

8   **Informal Networking**

Proposed Website Changes:

Home page:

➢ Logo at top
➢ Add carousel with member logos, link click through to their websites
➢ Add a group picture of members
➢ Add text:
   A thriving community based on business, networking and referrals.
   Fostering growth across Fenland.
   Come and join us the last Wednesday of every month, for just £35 a year.
   (Add in button to payment gateway here)

➢ Add in picture of Erica and click through to page 'Welcome from our Chair'
➢ Add carousel to bottom, featuring 7 member testimonials. Text to be supplied.
➢ Add in button linked to new page: *Our Business Neighbours*.

About Us page:
➢ Add text:

   We are an inclusive, not for profit organisation which actively promotes local businesses within our thriving and growing community.

   From restaurants to retail, accountancy to consultancy and trades to financial advice, we bring local businesses together at the heart of the community.

   With a shared entrepreneurial spirit, and a drive to collectively grow, we offer a supportive, understanding and motivated place to meet likeminded business people.

Members' Bio Page:
➢ Remove overlaps of business name on logo, difficult to read and colour profile no good for some visual conditions, sensory and neuro/ divergent.
➢ All bios same length so uniform. Poppy's bio length is preferred example.
➢ Each bio has company logo and pic of owner.
➢ All logos dynamic link to business Website or Facebook – check links are correct

Events Page:
➢ Populate events with all meetings to year end.

Blog Page:
➢ Hide for now

Google Analytics:
➢ Add in code

Assure all Web content is disability confident