



Wednesday 26th March 2025 6:00 for 6:30pm

The Falcon Hotel Whittlesey

Notes and Actions

1 Welcome

- We welcomed 3 new visitors.
- Thank you to Robert for taking photos!

2 Treasurer's Report

- Cashflow update – circulated in WhatsApp and attached in email.

3 Financial News and Tips

- See attached separately.

4 Business Planning

Poppy walked the group through her cycle of short, medium and long-term planning for her first shop and then her current shop. We looked at the initial need to work very much in your business, taking baby steps and continually reviewing and improving, responding to own reflections and feedback from clients (customers). We looked at making processes more efficient, measuring marketing and different ways of improving the bottom line. This then developed onto looking at increasing capacity, identifying and securing grants and making projections for a larger premises.

Once in the new premises the short, medium and long term planning cycle began again and Poppy walked through what had been achieved during this short term planning, what she is now working on in her medium term planning and gave us a glimpse of what her long term plan looks like.

We then discussed what this might look like for different members and industries and the journeys others had been on.

5 Website Update

- This is now live and the mobile version will be live by the time these notes are circulated!
- There are still tweaks to be done – some information around events to be added; photos to be added; email set up, but these are being worked on as they come in.
- Thank you to Robert for supplying photos and taking some meeting shots tonight, for the website.
- In the longer term, Dave will be able to add to the website but there will be a cost as we have discussed. EG for new events the cost would be £10. For new members, their first entry is budgeted in their membership. Dave has offered to run training for key members of the group, such that – providing they have time and are willing to do it – these people can make small additions or amendments eg add events.

- The cost of this training is £65. However, Dave would like to join the group and has said he would reduce the cost to £60 which is the cost of his membership.

6 Will Writing Workshop – review

- Feedback from those in the room was good.
- Carl has extended the offer to members of £99 for a single will and £199 for a mirrored will. So, if other members are interested, they should contact Carl.
- Carl is also going to offer LPAs at a reduced rate to members. More info to follow (code for I'm not confident I wrote the price down correctly!)

7 What can we do for you? Peer to Peer Session

- Peer to Peer – we have a potential volunteer for the next meeting 😊

8 Correspondence / Events

- Whittlesey Festival information and advertising opportunities – once I have an electronic copy I will circulate
- Marketing Workshop 22/4/25, 9:30 – 2:30pm at the Falcon with Natalie Brannigan (The Little Marketing Company) Electronic copy to follow. NB Natalie is offering a £30 discount to members!
- Marketing Content Workshop 20/5/25, 9:30 – 2:30pm at the Falcon with Natalie Brannigan (The Little Marketing Company) (£149 early bird/ £179 standard) Electronic copy to follow. NB Natalie is offering a £30 discount to members!
- Fenland Crematorium Open Day 16/4/25 12:30 – 4:30 pm
- The Big Walk ([Link to Facebook notice](#)) Julie would like our help to publicise and would be grateful to anyone that could help on the day.
- James O'Rawe has 3 free events on offer. Although they are linked, they are standalone, so you do not need to attend all 3)

He says:

These sessions are primarily aimed at Cambridgeshire residents that are thinking/beginning their business. There is nothing to stop people attending if they have already established their business, but the primary focus is those getting started.

The link to the collection is

<https://e8j6.short.gy/Business-Beginner-2025>

Informal Networking