

The Green Gram Steering Group Meeting

on Thursday 23rd February 2023

Location: Via Zoom

Agenda

1. Apologies for absence
2. Approval of minutes
3. Business plan update
4. Cleaning update
5. Marketing update
6. Planning for AGM
7. AOB
8. Date of next meeting

The Green Gram Community Shop - Minutes of Meeting

Date: 23rd February 2023

Venue: Via Zoom

Present: Jo Anderson, Jo Cheesman, Phil Cheesman, Helen Harding, Louise Tonkin

1. Apologies for absence: Helen Harding, Wendy Reid
2. Approval of minutes of meeting on 26th January and matters arising: minutes approved unanimously, matters arising as follows:
 - a. **PC** still to check with friend re producing tree of thanks.
 - b. **JA** to continue review of website wording.
 - c. **PC** still to follow up Burgate/DoE work experience with Elliott Plowman.
 - d. **JA** checked with agent about stairs – waiting to hear back if OK with wooden structure – and follow up with Mens shed. Empty SESI containers now under stairs by key safe
 - e. **WR** still to provide info to HH on Surfers for Sewage etc. - and help / co-ordinate with Becky Albrow
 - f. JA looked at cereals – lack of stuff other than bran flakes. Bulk Easter Eggs difficult to find. Montezuma's have milk and dark mini eggs – 3kg pots/tubs £66, retails 3.30 100g. Min order of £300 net of VAT – so 6 tubs. Waiting to hear from the Raw Chocolate co about wholesale – **JA** to chase. Coco Loco don't do bulk
 - g. JA/LT switched electricity to Octopus
 - h. **HH/JA** still to investigate / discuss plastic mat for sacks/deliveries

3. Financial update, profit/loss – LT
 - a. Document in Dropbox profit/loss update June > Feb monthly – for info.
 - b. NB: not cumulative, month by month – seems steady between £500-800 profit/month. Reflected in bank balance nudging up month by month.
 - c. Feb not complete yet.

4. Business plan - LT
 - a. HH asked LT to update re: plan. Last time we mentioned meeting to discuss fundraising and grant options. HH has been updating business plan to help with grant application
 - b. First draft done by HH – **LT** to add figures
 - c. Suzy and Judith working on job descriptions for Business Manager, Volunteer co-ordinator, outreach co-ordinator. Less likely to get grant for manager. Increase in profit required and more marketing
 - d. Once figures done and all reviewed in time for next meeting – then once approved can start using to apply for bigger grants.

5. Cleaning update – JA/JC
 - a. JA/JC met with Chris Calder for plan. Two people in for an hour on Monday to do part of the rota. Could mean if four pairs of people, only an hour a month, minimising the amount of time that any one person has to be in there cleaning.
 - b. Extras needed on a daily basis – some concern that we can't add more things to the afternoon shift, already more effort involved than the morning, struggling slightly. HH concerned about adding more in terms of getting volunteers to do afternoons. Especially as people volunteer to work in the shop not to clean. Chris suggested we ask volunteers/leads what they'd be prepared to do.
 - c. JA suggested volunteer feedback – e.g. is the cleaning putting people off volunteering for the afternoons.
 - d. Still nothing finalised, because outstanding questions about volunteer willingness etc.
 - e. Possibly less formalised – tick sheet?
 - f. Various options discussed in terms of cleaning e.g. on a Monday.
 - g. General end-of-shift cleaning probably more significant than regular deep cleaning.
 - h. Information to volunteers would help – task of 'cleaning under scales' seems more arduous than it is.
 - i. General discussion about shop hours – feeling is that we don't want to reduce shop opening hours. Perhaps lengthening morning shift? 0945 – 1315 / 1315 – 1630? Perhaps Google form feedback (along with some other points). **JA** to WhatsApp Committee with suggestions etc. for a form
 - j. Further discussion around volunteer engagement etc. Is there a reason not to offer volunteer discount e.g. 5% or 10%? **LT** to look into financial / tax implications. Again, we could ask in volunteer feedback.

6. Marketing – HH (via JA)
 - a. HH forwarded doc following meeting with Nicky Rudd

- b. Aim for one Facebook post per week
- c. Target multiple Facebook pages
- d. Chris Calder put text only post – pictures can be more effective
- e. Set up co-ordinated campaign to focus on events e.g. Easter
- f. 22nd April is Earth day – something in conjunction with Fordingbridge Greener Living
- g. 6th May Coronation – tie in recipes?
- h. Anniversary celebrations – cake for AGM
- i. Press releases and posts on Facebook for all of above – more coverage
- j. Survey customer profile – why shopping with us? Allowing more focused marketing in future? Possibly prep figures for AGM
- k. Resources limited, so better for targeted marketing over general newsletter. Regular posts / PR better than drawing together a big document
- l. Volunteer socials – recommend bring a friend
- m. Publicity – emphasis on targeted. Parish magazine not so effective. Focus / Ad board at garage could be exceptions. Hyde parish magazine need renewal soon –
- n. Marketing at schools – e.g. healthy snacks with
- o. Burgate enterprise day
- p. Possibility of after-hours visits? **PC/JC/JA** to consider trying trial for Alderholt BBGA group
- q. Follow up to Wimborne St Giles first school project. **JA** to chase for photos etc. Runs on Friday afternoons – could get a volunteer down there to help boost?
- r. Ads in shop – only accept on a reciprocal basis. Train volunteers to ask for that
- s. Community notice board outside shop? With a bench?
- t. Ask Wolvercroft to sponsor hanging basket outside the shop
- u. Targeting cyclists? Stickers for bags? General feeling pre-bagging is a nightmare – and we don't want waste etc.
- v. Green gram printed cotton/jute bags
- w. Quirky marketing / lighter touch on e.g. board
- x. Christmas lights switch on – review for next year
- y. Craft fairs at Town Hall. Table at Co-op bit of a waste of time.
- z. Fair trade fortnight – socially responsible suppliers / SCA coffee etc.
- aa. Possibility of a table at Big Alderholt Fete – 15th July. Most Alderholt committee people already involved elsewhere. Could ask if others available? May be easier to have leaflets
- bb. Leaflets? LT asked about flyers for all of town 3000 / £200 or so? Awareness – want people to know the shop is there
- cc. Schools may be a better way with parent helpers – Fordingbridge First School. Forres Sandle Manor for washing up refill project. Not just parents/kids – school catering?!

7. Planning for AGM

- a. Accounting year to March. Need to prepare accounts / return for FCA etc.
- b. Accounts have to be approved at AGM – submit copy to members in advance and approved before return/submitted to FCA.

- c. Therefore mid-end of June sensible date for AGM – clear of anniversary and coronation etc. Potentially Sunday afternoon – make it a social occasion
 - d. 120 or so members – how many might attend? 30 maybe. **JA** to enquire at Avonway for Sat afternoon mid-late June.
 - e. Good opportunity for committee to talk about what's happening / how to distribute profits in future etc. ahead of **next** year's AGM
8. AOB
- a. Easter Social date – suggest 22nd April (15th is Repair café so trying to avoid) Committee to decide with HH/WR etc.
 - b. Collier Dobson building free – Paul Harding wondering whether it might be a possibility. Break clause for current premises after 18 months. Community hub building – purchase via a grant? Would need an enormous amount of effort. LT said we'd need a sugar daddy to buy etc! Would be amazing, but general feeling is that it's too much effort for any of us to take on at this stage. Maybe a Journal article with a proposal/idea asking for suggestions/help – **JA/LT/WR** to talk to Paul Harding to put an article together perhaps?
9. Next meeting- TBC – end March
- a. **TBD in WhatsApp** - committee to try to find a time when WR could get there (other commitments).