

**SAVE THE DUKE
STEERING COMMITTEE
Minutes of Meeting Held 30th December 2014 7.30 p.m.
The Pavilion, Somersham**

Present:

Rob Spackman (Deputy Chair), Gerard Kroon (Treasurer), Linda Storey (Joint Secretary, Minutes), Alison Betts, (Joint Secretary), Lucy Batchelor-Wylam, Frances Brace, Rick Gooding, Maggie James, Keith McKeown, Mike Shelmerdine, Ian Smart, David Thorne, Stephen Wright.

No.	Item	Actions
1.	<p>Welcome and Apologies for Absence</p> <p>Rob Spackman welcomed everyone to the meeting and explained that he would be deputising for Sarah Caston as Chair of the meeting. Apologies for absence had also been received from David Bowen, Nick Dodd, Rebecca Downie, Gerard Kroon, Jemma Maynard and Richard Toone.</p>	
2.	<p>Minutes from Meeting Held 16th December 2014</p> <p>The minutes of the meeting held on 16th December 2014 were received and agreed as an accurate record with the following amendment to be made:</p> <ul style="list-style-type: none"> • Section 5.1 Legal Structures: the minimum share price for an individual share in the Somersham Community Shop had been set at £250 and not £5.00. 	
3.	<p>Matters Arising from Meeting Held 16th December 2014</p> <p>There were no matters arising from the minutes of the meeting held on 16th December 2014 that were not already on the agenda.</p>	
4.	<p>Chair's Report</p> <p>Rob Spackman gave a verbal report on behalf of Sarah Caston. Key issues were:</p> <ul style="list-style-type: none"> • The pub had now closed necessitating a requirement for greater visibility of the campaign. • A formal application had been submitted to the Plunkett Foundation. The application would be considered at the Plunkett Foundation's next meeting on the 6th January 2015. A successful application would secure support from the Plunkett Foundation. • Following the discussions at the previous meeting regarding the options for a legal structure and subsequent email correspondence between the Chair and members of the Committee, it was clear that the majority of members had favoured the establishment of a Community Benefit Society. The simplest way to do this would be to adopt the model rules from the Plunkett Foundation and then to make the application to the Financial Conduct Authority at a cost of £40.00. • The draft community survey and draft business plan would be discussed later on the agenda. 	

	<ul style="list-style-type: none"> • The survey and valuation of the pub would be conducted prior to the next committee meeting. • The issue of SEIS and EIS was raised and it was explained that the difference between the two was a tax benefit of 50% as opposed to 30%. The Committee agreed that as this was a complex area further information would be sought, potentially from the Plunkett Foundation once the outcome of the application was known. 	
5.	<p>Business Group Report</p> <p>The first draft of the Business Plan and Vision Statement had been distributed to the Committee prior to the meeting and the following comments and questions were raised:</p> <ul style="list-style-type: none"> • There was a need to make specific mention of the requirement to have a chef within the plan as this would have financial impact. • A discussion was held as to whether staff costs needed to be broken down further than that currently shown within the profit and loss statement. It was agreed that further adjustment to the figures within the profit and loss statement would be required as this was a first draft. In addition a discussion was held about how the figures had been built into the plan and it was noted that financial information had been received from the Punch Bowl as an example to assist the first draft figures. • In addition, a number of other pieces of information including photos and the results of the community survey once completed would be incorporated into the Business Plan. • The importance of the careful positioning of words was discussed in the context of the pub's place in the community. The difference between a community centre and a pub was noted, with the pub being a centre for all parts of the community, as opposed to a community centre. 	
6.	<p>Treasurer's Report</p> <p>Rob Spackman reported that work was progressing with the opening of the bank account.</p>	
7.	<p>Fundraising Report</p> <p>Maggie James gave a verbal report on progress in relation to fundraising. Key issues were:</p> <ul style="list-style-type: none"> • Suffolk County Council had announced the availability of funding and applications were required by the end of March. Application for funding could be made once a legal entity had been established. A discussion was held about the speed of accessing funding and it was noted that capital funding was potentially quicker to access as opposed to other funding which could take longer. Keith McKeown reminded the Committee about accessing Heritage Funding which would also require the legal entity to have been established and the business plan completed. Keith McKeown had a contact who had offered to speak to the Committee in relation to Heritage Funding. 	

	<ul style="list-style-type: none"> • It was noted that the feedback from the community survey would also identify further funding sources. • A discussion was held about the fundraiser which had a provisional date of the 28th February at Church Farm. Help would be required to make the evening a success. Specifically help was required in relation to drinks, food, music and selling tickets. The ticket price was discussed and it was agreed that an appropriate price would be £15.00 per ticket, assuming there would be a cash bar. It was suggested that these could be sold at the Somersham Community Shop. A discussion was held about the food to be offered and a suggestion was made that this be along the lines of a one pot dish such as chilli. The following actions were taken: <ul style="list-style-type: none"> ➤ Maggie James agreed to talk with her contacts about heating the barn. ➤ Ian Smart would work on sourcing a band for music and would ask David Houghton about the availability for his band. ➤ Mike Shelmerdine would assist with securing the social license. ➤ Ian Smart to check out contacts for catering. ➤ Lucy Batchelor-Wylam to create a poster. ➤ Lucy Batchelor-Wylam to organise small working party specifically for the fundraiser event. 	<p>Maggie James re heating. Ian Smart re band.</p> <p>Mike Shelmerdine re social licence. Ian Smart re catering contacts. Lucy Batchelor-Wylam re poster and organising working party.</p>
<p>8.</p> <p>8.1</p>	<p>Communications Report</p> <p><i>Community Survey</i></p> <p>The Committee reviewed the draft community survey that had been distributed Committee members prior to the meeting. The following comments and suggestions were made:</p> <ul style="list-style-type: none"> • A suggestion was made to better utilise space on the page by setting out the answer options as number options from 1 to 5 across the width of the page as opposed to down the page. • The survey to be one A3 folded sheet. • In recognition of the importance of getting a complete picture from feedback it was agreed that a more compelling message was required at the start of the survey as to why people should complete it. • Section 2 of the draft was considered to be very specific, and it was suggested that something less specific was required in terms of people’s view on ambience, whether people would visit on their own or with friends/family etc. Specific figures on this area would be important for obtaining grant funding. • A suggestion was made that the survey be personalised with a message of thanks to those who had completed the initial survey. • A discussion was held as to the best way to provide additional information to support Section 5 in relation to investing in a community pub, e.g. explanation of SEIS and EIS. It was proposed that this be further reviewed, possibly with links to the website. • It was agreed that at this stage reference to the amount of financing 	

8.2	<p>required to be raised should be kept broad e.g. several hundred thousand pounds, as the figure was as yet not known.</p> <ul style="list-style-type: none"> • It would be important to include very clearly offers to potential investors in terms of what they might benefit from investing. A number of proposals were made for further consideration including discount on functions. The importance of balancing a good pitch with not getting too detailed was noted. • The survey could potentially be distributed with the Link newsletter. • Lucy Batchelor-Wylam would investigate printing costs. <p>Brand Image/Communications</p> <p>Lucy Batchelor-Wylam reported that further work had been undertaken on communications as follows:</p> <ul style="list-style-type: none"> • Further work would be done on the logos to create larger lettering with stronger colours. • There remained a requirement to create a link from the existing Duke of Marlborough website to the campaign website. In addition there was a requirement to put up a notice board. A number of options were discussed including putting a notice on a horsebox in a field in a prominent position that vehicle users would see as they entered the village and also the possibility of putting a notice on the wall of the pub. • A discussion was held about the name of the pub and whether this should remain unchanged. There were a number of differing opinions and this would be reviewed further at another time. • Work would continue to promote the campaign with the trade newspapers. • A discussion was held on establishing a plan to highlight to the licensing authority the importance of the pub to the community. This would require showing what the demand for the pub was and why it shouldn't close. It would be important to establish the logistics for due process and use the survey for campaigning. It was agreed that this was an area to seek advice from the Plunkett Foundation about. 	<p>Lucy Batchelor-Wylam to investigate printing costs.</p> <p>Lucy Batchelor-Wylam to do further work on logos.</p> <p>Lucy Batchelor-Wylam to investigate creating link between existing and new websites.</p> <p>Lucy Batchelor-Wylam to investigate locations for notices.</p> <p>Rob Spackman to investigate due process re licensing authority.</p>
9.	<p>Any Other Business</p> <p>There was no other business.</p>	
10.	<p>Date of Next Meeting</p> <p>The next meeting would be held on Tuesday 13th January 2015 at 7.30 p.m. at the Pavilion, Somersham.</p>	