

Business Breakfast - Wednesday 14th May 2014

Main discussion/action points:

➤ **Request for website/newsletter content.**

- ✧ Up-to-date and interesting items seen as vital to keep businesses and customers interested in the Poynton In Business website and proposed newsletter.
- ✧ Attendees were asked to provide any item e.g. news of discounts, photos, vacancies etc.
- ✧ Personal stories like testimonials or case studies of PIB members trading together etc. would be especially good.
- ✧ Please send any items, however short, to Mike Gallagher (Primary Websites) at mike.gallagher@btinternet.com.

➤ **News**

- ✧ Planning application for the Brookfield Hydro site on London Road South has been received - Details on line at the Cheshire East website at <http://planning.cheshireeast.gov.uk/applicationdetails>

➤ **Poynton In Business Steering Group**

- ✧ John Albutt (PZVI Architects) gave an update from the PIB Steering Group.
- ✧ PIB constitution Agreed that a formal constitution was now imperative.
Karen Nolan (Nolan James) and Rob Pimblett (Manners Pimblett) are working on this.
- ✧ Membership fees £25 membership fee until 30th September 2014, to allow members who have already paid to “upgrade.”
Blanket membership fee of £40 per annum to be introduced from 1st October 2014.
Previously announced benefits to be included.
- ✧ Shopping bag idea has been shelved due to costs involved.

- ✧ Possible key fob/key return scheme to be investigated with James Cardell-Oliver (Toys & Tales) obtaining quotes and Richard Holland (Town Council) liaising with local PCSO's.

- ✧ Newsletter A newsletter targeted at businesses and customers was being developed by Sue Lindsay (SCL Coaching) and Mike Gallagher (Primary Websites).

This would be published as frequently as there was news to warrant it.

➤ **PIB Website**

- ✧ The website is now live at www.poyntoninbusiness.co.uk

- ✧ Members were asked to check the accuracy of their listings

- ✧ An official, public launch will be scheduled by the steering group.

- ✧ The website will have a Sign-up section for customers to register for the newsletter.

➤ **Social media tool**

- ✧ Andy Lee (F5 IT Recruitment) gave an interesting presentation on a free product that searches the web for business-relevant articles and allows businesses to publish them on Twitter and Facebook.

- ✧ Fire.ly (<http://www.fire.ly/>) generated a lot of interest from the meeting.

- ✧ Although there is currently no Fire.ly mobile app, a new version will be available shortly that should run smoothly on tablets and mobiles, as a web app.

➤ **Anson Engine Museum**

- ✧ Geoff Challinor from the Anson Engine Museum provided an entertaining overview of the history of the museum.

- ✧ Many attendees took up the kind offer of a viewing of the Poynton 1900's model and a short tour.

- ✧ The museum is offering free entry to Poynton residents on the weekend of 17th May.

- ✧ The Anson video is available to view in its full glory at:

http://youtu.be/TUKfJ_YOUcg

The next meeting is an evening meeting on

Wednesday 11th June 2014 - 5.30 pm.

Venue to be arranged.

The speaker will be from Jacobs, the project team for the Poynton Relief Road project. Jacobs are keen to engage with local businesses and would like to discuss the potential benefits and threats of the relief road.

**Many thanks to the Anson Engine Museum for being such marvellous hosts
and thank to everyone who attended.**