

# CONSULTATION RESPONSES WITH THE GRANTHAM BUSINESS CLUB MEMBERS ON THE 4<sup>TH</sup> JUNE 2019

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Question followed by the general / overwhelming response(s) from the attendees are as follows:

## **Q 1. What do you like about GBC?**

- Committee members, venues, and a sense of being part of a community that is caring.
- Introductions and networking.
- That the Committee is asking for feedback from local businesses.
- A friendly club and able to meet new people.
- Engaging and nurturing.
- The frequency of the meetings and good communications.

## **Q 2. What don't you like about GBC?**

- Too many presentations.
- Same venues.
- Name of the club / The Club logo.
- Time keeping and poor audio.
- Too few retailers participating / not reaching out to the retailers.
- Too much networking.
- Quality of speakers.
- Unclear objectives / Poor direction.
- Length of meetings.
- E-mails and spam.
- Not knowing what businesses are attending.

## **Q 3. How do you rate the meetings out of 10?**

- The average score works out at 7 out of 10 currently.

## **Q 4 Would you recommend the club?**

- Overwhelming response was yes.
- People liked the way that it has evolved into a club for all types of business.
- Members said that it provided a great opportunity for networking which is very important for local businesses.
- People new to the club said they would be returning and recommend it to others.

**Q5 How do you rate the club for keeping you up to date on local issues, out of 10.**

- Overall people felt the club could do more to keep businesses up to date with local issues. Some felt the club now had the opportunity to step up 'The Pace' and provide bite sized local information slots on the agendas.
- Members said they felt it was very important to them that they have access to up to date information on issues that are likely to affect their business.
- The club must priorities this as part of the new plan.

**Q6 How do you rate the club for networking opportunities, out of 10?**

- The average score for this was 7.1 out of 10 with some members scoring 10 and others giving a score of 5 out of 10.
- Responses included comments such as '*people need to take responsibility for their own networking at events*' others said '*it is what you make it*' and others felt that networking for them needs to be a little more directed.

How important is this (networking) to you out of 10?

- Average score was 8.6. People felt that it was important for sharing ideas, understanding the local picture and it provides 'us' with the opportunity to raise our business profile. One member said "*its one tool I use to promote my business*".

**Question 7: How do you rate the club for key speakers (out of 10)**

- Overall feedback on the key speakers in the past was pretty good. Quite a fair amount stated that this was the either first one they had attended or first one in some time so couldn't comment.
- Quite crucial that we choose speakers that are confident in speaking.
- No selling.
- Important to have Key Speakers so a broad outline of businesses is understood.

**Question 8: Can you suggest speakers or types of speakers that you would like to see at the meetings?**

Motivational | Member led | Local Business Case Studies | Topical | Council | Councillors | SKDC Grants info | Technology i.e. LinkedIn | Local People | Business Development | Stress | Mental Health in the Workplace | Mix of Business and Retail interests | Local Business Innovators | Skills | Financing | Artificial Intelligence | Bite Size | Highways and Infrastructure

**Question 9: How do you rate the Club for keeping up to date with existing contacts (out of 10)**

- Overall this scored very positively, some suggestions for improvements included:  
More newsletters needed | Website Forum | members page on the website | Website could provide the best place for updates | delegate List
- Important for members to be able to locate information on the upcoming meetings

**Question 10. How often do you attend the meetings?**

- Response to this is completely across the board, from “1<sup>st</sup> time” to “every event” – there really was no general or average response to this question. Almost all were different.
- A couple of response saying that they prefer mornings however the overwhelming majority prefer the evening after work timeframe – see Q13. The committee are therefore continuing with the evening meetings

**Question 11. What would make you attend more often?**

- Quality speakers and presentations - including from MP’s and councilors.
- Networking opportunities but being careful not to turn it solely into a dedicated networking event.
- The new timescale of approx. 2 (and a bit) hours as opposed to 3 (and a bit) hours was very welcome and was felt it would encourage people to attend more often. Again, the committee is going to stick to the new 2 hour format as that was more popular.

**Question 12. Would you prefer a main location for the meeting or to visit different venues?**

- Overwhelmingly the consensus was for a different venue each time. It seems that people like the fact that not one singular venue ‘gets all the business’ and we are seen to be sharing the opportunity across varying venues in and around Grantham, and keeping it different makes it interesting.
- The big one with this was also getting the timetable sorted for the year (where possible) in advance and getting this communicated to everyone (website and email..?) so that people could diary date the events in advance. This also came to light in point 11 too.

**Question 13. GBC has always been an evening meeting; would members prefer morning or lunchtime?**

- The general consensus by a country mile is Evening Meetings to stay. Preference seems to be for the new 2 (and a bit) hours timescale.

**Question 14. Should there be a sponsorship opportunity for members to present at a meeting? If so, what would that include? How much should this cost?**

- Seemed to be a fairly even mix as to whether this should be introduced; some tables an emphatic no, other tables - all yes.
- Prices ranging from £30 - £100.
- A lot of people do not want to be sold to, and the consensus would be to limit the time of the sponsorship slot.
- Some suggest not at every meeting.

**Question 15. Do you think GBC should be: A lobbying group? A networking group? A support Group? An Action group? Something else?**

- The GBC is THE voice for businesses in Grantham; if it becomes purely a networking group - then it's unlikely to be sustainable.
- Nearly all the tables want to see a mix of these elements - take sales pitches out of the equation.
- Personal development support - subjects that affect lots of people, e.g, social media, Accounts, HR
- Possible opportunity to network with smaller groups within the meeting.
- GBC – should lobby local authorities and issues which affects local business.

**Question 16. What support do you need to grow your business?**

- Training – social media, accounts, HR, marketing
- Specialist Sub-Group meetings to include or address retail, tourism
- Funding opportunities
- Cross networking, natural networking, regular structured networking, platform to connect with other local businesses – online and in person
- Wider circles of business referrals
- General business advice – legal, employment, marketing, IT, regulatory, HR, public speaking, social media
- List of delegates in attendance at the business club meetings
- Showcase story
- Opportunity to advertise in the Journal for free for new businesses
- Trade Fair or event
- Discounts
- Web links
- Businesses working together instead of simply self-promotion
- To have an established social media platform
- Business and consumer attendance at the business club – not just B2B

**Question 17. Would you like to be able to join topic themed workshops?**

NB. Not every table answered:-

- HR – 17
- Legislation - 21
- Staff Development – 15
- Self-Development – 35
- PR & Marketing Masterclass – 32
- Sector Peer Learning – 20
- Personal Resilience - 11

Other suggested workshops:-

- Social Events
- Mental Health, Stress Management, Self Awareness
- Running your own business

- Social Media, Sales Techniques, Marketing, branding
- Building a bank of business related topics which can be repeated each year - useful development sessions for small businesses

**Question 18. Would you like to be part of a peer support network?**

- With the exception of 5 the answer was unanimously “yes” (of those that answered).
- One member offered to provide peer support in finance and accounting.
- One member stated that they were a “qualified coach, trainer, facilitator with experience of running mastermind groups”

**Question 19. Can you tell us, do you think there should be a membership fee for the GBC?**

- Yes – 7
- **No – 32 (78% of the 41 responses)**
- Unsure - 2
  
- There were comments regarding being able to pay at the meetings by card, and if a yearly membership fee would negate the monthly attendance fee.

**Question 20. How would you like to be notified of meetings?**

- Email – 32
- Facebook/social media – 13
- Grantham Journal – 1
- App (Richard P to provide details of the App mentioned)
- Eventbrite – 7
- Text - 1

**Question 21. How often should GBC meet?**

- **Bi-monthly – 21**
- Monthly - 11
  
- There was a general comment about having the odd social event in between the main events.