

WE Actions 26 April 2021

Apologies Arif, Ellen

Blue hearts

Thanks to Sally, Men in Sheds have made 50 hearts at £1 each. So far Sally has bought 30. Jean has made a charming bee to test things – see below, by using some left over blue paint, and by dint of a two simple yellow circles and a black waterproof marker – she says – in about 5 minutes! Wow! Jean also says she has material for stakes and a staple gun. Agreed it is fantastic, and would be even better if the words can be bigger.



- **Jean and Sally** to join forces to make some of these for the stall. Up to them how many they make.

Bee Squared

Funding bid

- **Jean** submitted bid – thank you Jean!

Seed packing

1/2kg of seed and about 250 envelopes have been delivered to: **Kara**, a friend of **Kara's**, and thanks to Kara to **Sally** and then to **Jean**, to **Sarah Coope** (Hazlemere), **Ellen**, **Steve**, **Saf**, and on Weds this week to **Holly** – and of course **Nigel** previously. So that means 5kg have been 'distributed' for packing, leaving 3kg behind.

Feedback from packing so far is its 1-1.5hrs. Remember, folks, its half a teaspoon (2-3g) not half a tablespoon! ☺

Leaflets

So maybe we spend a bit long on this (sorry!) – but concluded we preferred the graphics of the Hazlemere, as it was likely to be more attractive to more people (putting aside our personal preferences!), and the words were very similar.

- **Jean** to see what she can do. Specific feedback included:
 - Headline to include 'bee squared' rather than free seed – free seed may be more for the local street facebook/whatsapp groups
 - Liked the banner
 - Need to replace the 'collect your seeds from' with the website (collecting seeds from is again more for the community posts)

- Take out ‘ask your neighbours’ (again for the posts rather the leaflet)
- Need to explain who WE is, and on the leaflet this can be the ‘full fat’ version: Wycombe Environment is part of the Environment and Climate Change sub-group of the High Wycombe Community Board, set up by Buckinghamshire Council.
- Need to include the Council logo
- Need to include funding is from the High Wycombe Town Committee
- Penelope to let Jean have web address and QR code for the leaflet
- Penelope to print of 200 for the stall for Saturday.

Labels

Concluded we preferred our wording, in quite a number of ways, to the Hazlemere wording, but it might be too long for the label.

- **Sally** to have a go at formatting
 - Label size 99.1 x 42.3mm; left and right margins 9mm, top and bottom margins 22mm; labels all about one another.
 - Instead of ‘fresh bought compost is too rich’ say ‘old compost is best’
 - Could take out ‘stand back, watch and admire if too long
 - No need to have ask a friend and neighbour as that’s on the leaflet
 - Probably need to squeeze on more about what WE is – may not get the full fat version (see leaflets above).
- **Penelope** to let Sally have web address
- **Penelope** to print 16 sheets for Saturday

Reporting & Monitoring, and Website.

Penelope talked to Stuart Gaunt, who is an IT person by profession, and doing the Hazlemere website. He kindly gave up the whole of his Saturday afternoon! Stuart has built a website (Climate Action Now – but not currently available on google searches) which has some common info on it, and then ‘sections’ for individual groups. Currently just Hazlemere and High Wycombe. It will be where we will store all our meeting notes, and also for our projects.

Stuart has set up a GDPR compliant form to collect people’s contact details, so that we can build a list of interested people, and do newsletters etc in due course. Stuart has offered to get our web pages sorted for Bee squared for Saturday. Thank you Stuart!

This will allow us much more easily to monitor – and report – where seed has been distributed and where planted. It also means that our stall shifts from an opportunity to hand out seed, to an opportunity to grow the group.

- **Penelope** will liaise with Stuart.

Promotion

- **Saf** agreed to see if he can find someone who knows about facebook to help set up a group. No particular plans to promote the stall in advance of Saturday – if people are able to put it on their own social media accounts, then great.

Distribution

We didn't discuss this tonight – no change from last week's notes

Market stall

Kara has been in touch with the Market to confirm our booking for 8 May.

- **Penelope** to draw up a rota in discussion, starting from 9.00, through to mid afternoon if we can. Ellen and Penelope can be there most of the day, Sally can do a few hours, Holly and Steve may be able to do a few hours. Saf will see how long the count takes, may or may not be able to make it. Others may be able to help too.
- **Penelope** to see if she can find someone able to bring a laptop which is able to be locked to the stall.
- **First volunteers** of the day to bring their envelopes of seeds
- **Penelope** will bring labels to the stall and we can stick them on there
- **Penelope** to bring leaflets
- **Sally** to bring blue hearts
- **Saf** to provide lollipops for kids and kidults – decided against balloons as not very environmentally friendly.
- **Saf** to see if Arif has a community board banner
- **Steve** has a table cloth for the stall. Depending on shifts will bring it with him or let someone collect
- Top secret: Jean may, or may not, be able to provide bee shaped biscuits...

In terms of handing out seed, because of the website, the process will go something like this:

We get into conversation and someone wants a packet of seed.

- They scan a QR code.
- That brings up the page on the Climate Action Now! Website
- They enter their email address and postcode (minimum)
- They tick the box to say we can contact them about other initiatives (or not)
- They click OK

They will see an envelope (or possibly a square) appear on the map

They pootle home

- They plant the seed
- They scan the QR code on the envelope
- They re-enter their details (as much as they want to)
- They see a bee (or a flower) appear on the map.

We will then run a data cleansing process to merge the data, to remove duplicate records.

If, **in conversation, someone is really keen**, we see if they are willing to distribute to their neighbours. If so, **in addition to entering their data above** we take, in an old fashioned notebook, their name and postal address (and email and phone), and the number of packets they might take (suggest 10?). We then get them the seed subsequently. That saves us having to guess what stock we need on the day, and we can take stock after the stall to tweak labels/leaflets etc.

Other projects

Nothing more to report

AOB

Suggested that we set up a WhatsApp group for WE, especially ahead of the market stall. All agreed.

- **Penelope** will be in touch to get people's mobile numbers

Date of next meeting

Monday 10 May 6.30 Zoom.

Ends