



Self Employed Professionals Group

Overview of meeting 26th September 2011

St Aidan's C of E School, Harrogate

Attendees

Alan Reynolds (Chair)	Teresa Cook	Rachel Black
Marian Farrar	Peter Lumley	Tricia Jephcott
Sue Porter	Allan Dixon	Charlotte Ledgard
Simon Bray	Diana Smith	Graham Hales
Andrea Anderson	Dianne McLaren	
Steve Pepper	Steve Bedford	

1) Introduction

- **Welcome** to Simon Bray, Andrea Anderson, Tricia Jephcott, Charlotte Ledgard, Graham Hales (New Members)
- **Apologies:** Steve Flinders, Mike Prenton, Sarah Seastron, Paul Ackerley, Chris Gilkes, Jamie Butler, Rob Walters, Pauline Taylor, Steve Gorton, Katie Thorpe, Dorothy Matthews, Fiona Robinson, Sally Turgoose, Keeley Edge, Margaret Sentamu, Lynn Ross, Juliet Cox

2) Pearls of Wisdom

AR QR Update: Betfred has secured a QR code on the shorts of the GB Women's Volleyball team ...result!!

SP Gave the group a timely warning about wasps which are particularly active at this time of year

GH Recounted a recent ruling that voyeurism was not consider an illness under the terms of the DDA!

3) Members Presentations

- **Peter Lumley** facilitated a discussion under the broad heading 'Riding the Storm, or in the Doldrums'
- **In three headings** – Reflections, Strategies and how the SEPG can support

Outputs

Reflections

More for same (clients expecting value)

Work doesn't come to you

Nature of work has changed – less 'bread & butter', more specialisation.

Uncertainty = more difficult to plan

Less confident

Strategies

Closer contact with clients (and competitors!)

Using our networks more to get help and ideas (SEPG)

More formal purchasing protocols – sending out summaries of phone calls on enquiries

Diversifying to broader offerings

Build and develop quality relationships

Better use of social networking

Maintaining a balance between long term commitments and maintaining existing relations (it is easy to forget your contacts if you are involved in a long term project)

Strategic allegiances – teaming up with fellow professionals

Measure price against value – may not have to reduce our prices providing we can evidence the value we add

Our USP is saving clients' money in medium/long term

SEPG

Outputs to provide basis of future meeting topics

- **Next meeting – October 31st St Aidan's School, Harrogate**
- **If anyone is interested in taking over the role of Chair please contact Alan Reynolds**
- **Thanks to everyone for their contribution**