



**Monday 24<sup>th</sup> September 2019 Bi-Monthly meeting – DRAFT Minutes**

**Present (at Framlingham Technology Centre, Station Road, Framlingham):**

Victoria Perkins (Chair) – Deep Space Marketing

Jenny Stockman (Vice Chair) – Framlingham Technology Centre

Kelvin Gibbs (FBA Management Committee) – Charnwood Milling Company Ltd/Micronizing Company UK Ltd

Lisa Hamon (Management Committee) – L A Global Management

Keith Snowdon (Management Committee) – Keith Snowdon Web Design Ltd

Rachel Dawson (Management Committee) – Gotelee Solicitors

Jenny Labbett – Renaissance Training/Jenny Labbett Computer Services

Tina Neill – Boundary Farm Cottages

Eileen Coe – Town Clerk, RFO, DPS, Framlingham Town Council

Cllr Penny Wraight – Framlingham Town Council

Jacqueline Ward – FBA Secretary and Association Co-ordinator

**Apologies:**

Dan Wood (FBA Treasurer, Management Committee) – Framlingham College

Mick Hutton – Magic Media Street

Steve Calver (Management Committee) – S R Epic Sound and Lighting

Ingrid Simpson – Simpson's Sweets and Milkshakes

Colin Farrand – Succeed in Spain

Allan Williams – AW Artworks

**Meeting Chaired by FBA Chair Victoria Perkins**

### **1. Attending and Apologies –**

See above. Meeting commenced at 5.55pm

### **2. Minutes from the last meeting (14 July)- for approval**

Approved by VP, and seconded by JS.

### **3. Matters Arising from the last meeting – 14 July 2019**

None

### **4. Speaker – Keith Snowdon of Keith Snowdon Web Design**

Keith gave a short talk on tips to increase website hits and monitoring the results, he gave out the following handout.



KEITH SNOWDON  
WEB DESIGN

## **How to increase hits to your website and monitor the results - 10 tips**

### **First steps – is my website any good? Can I make it better?**

#### **1) Do a few Google searches for your own business**

Can you find your business under relevant searches? If you can't, then your potential customers can't. Talk to your web designer, or talk to an SEO expert to improve your ranking on Google.

#### **2) Run a **FREE** SEO report on your current website (visit [www.seoptimer.com](http://www.seoptimer.com))**

You don't need to understand the whole report, you are just looking for your website grade (A+ to F-). Talk to an SEO expert if you want to understand the report or improve your SEO score (and Google ranking). Good SEO = more hits.

#### **3) Install Google Analytics (**FREE**)**

Just a simple code you add to your website. You can then look at all your traffic and data such as where they are based, what pages they looked at, how long they spend on your website, how they found your website etc.

### **Next steps – how can I get some more hits?**

#### **4) Use social media posts (**FREE**) to get traffic to your website**

People often posts things like: "We build bespoke websites based in Framlingham, Suffolk" - which is fine. But this is better: "We build bespoke websites based in Framlingham, Suffolk. Find out more: [www.keithsnowdon.co.uk](http://www.keithsnowdon.co.uk)"

#### **5) Use social media paid posts (these can be very effective for a small spend)**

You don't want to pay to promote any old post. Things like open days, events and special offers work best.

#### **6) Use email marketing (**FREE**) such as Mailchimp**

A quick newsletter or some offers with links to your website can drive some good traffic.

#### **7) Explore Google Ads (this is a very powerful tool, it can put you above much larger companies on Google)**

Remember it is pay-per-click (so no clicks, no charges). You can target your exact audience and set and manage your spend easily. You can also stop at any point. Full stats show how well your ad is working.

## **Final steps – so my website is good, I am getting more hits, now what?**

### **8) Take a good look at your homepage design, does it have a clear message? Is it impressive?**

Think of a user who is searching for your service. What would they want to see on your homepage? What information will they want or need? What can you tell them quickly with your homepage design?

### **9) Look at your menu. Is your menu clear? Can a visitor find what they want fast?**

Don't hide important services/pages in drop down menus. Keep important links in your main menu for fast access and to make your services clear to visitors.

### **10) Give your visitors a reason to come back and visit again (repeat hits are very valuable)**

So you have had some visitors, will they ever come back? Is there a reason for them to return? You could look at: return? You could look at: photo galleries, videos, special offers, news/blog pages, events page, testimonials etc.

Keith Snowdon Web Design, The Technology Centre, Station Road, Framlingham, Suffolk. IP13 9EZ

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[www.keithsnowdon.co.uk](http://www.keithsnowdon.co.uk)

Keith answered questions from those attending. VP thanked Keith for the useful and interesting talk, adding that Keith has been working very professionally with both the FBA Membership and Marketing committee on the new FBA website, and with clients of Deep Space Marketing.

## **6. Framlingham Town Council Update**

The link to the current FTC newsletter is: <https://framlingham.com/newsletter/>

This item was brought up the agenda as Eileen and Penny have to leave early for a FTC meeting.

Eileen Coe and Penny Wraight explained Framlingham Town Council has a lot of work in progress but have nothing specific to feedback on at this stage. EC reminded that FTC Agendas and Minutes can be found on framlingham.com at:

<https://framlingham.com/framlingham-town-council-agendas-minutes/>

VP and JW had met with EC and Councillors John Jones and Clive Eastwood about the Parking Strategy, looking at low cost permit only parking at the Sports Club for Framlingham business employees, and the planned changes to parking which have been further delayed by Brexit and will now be introduced in April 2020. This means the changes to on street and paid parking charges will be introduced at the same time, and FBA will support FTC in getting feedback from businesses, and informing members.

At the July meeting JS asked if the proposed initiative for a bus to Campsea Ashe had also considered going to Saxmundham instead. EC had kindly given a reply:

*To answer your question from last night it would cost twice as much to run a service from Fram to Saxmundham as 2 buses would be needed. Due to the train times Fram to Wickham Market would work better as the bus could do a return journey as well. It works out cheaper and the distance is shorter and you can get to anywhere you want to go (via Lowestoft, Woodbridge/Ipswich) but most people want to go to Ipswich. However, there is room on the survey to make comments re a service to Saxmundham.*

## **5.FBA Events and Sub-committees**

### X19 – Report by JW

Need an X19 lead to run the meetings and an Event Lead for the 7<sup>th</sup> December.

Small trees - mostly delivered by RW, MH, VP and JW, a few to do and some queries to consider. Thanks expressed for the team. Trees well received and with positive comments about people sorting their own installation. We have spares available if required for any 'spaces' we can fill. Need to collect and deliver the brackets, and advise on possible need for adjustment to fit the old brackets.

Market Hill tree – quotes received for tree and installation costs, disposal should be FOC. Tree is to be ordered. Need to complete sponsor invoicing and the Tree box.

Quiz – was a huge success, extremely enjoyable with great feedback on the quiz questions and the food and drink. The hard work and generosity of Diane Scott, Victoria Bell, Eileen Coe, Sarah Tomkins, Victoria Perkins and Guy Downes had contributed hugely to an event that made a profit of £651.50. Steve Calver supported with sound equipment.

Raffle is being organised, 27<sup>th</sup> and 30<sup>th</sup> November promotion at The Co-op needs volunteers as retailers will be in shops.

Shopping Event – Shopping booklet being organised by Diane Scott, raffle by Diane and Victoria Bell. Road Closure for 7<sup>th</sup> December event done by EC. Choirs and Brass Band booked, Santa's Grotto and Father Xmas have volunteers to organise, need to clarify gifts. Need to sort gazebo cover for choirs and Raffle ticket stall and the layout and organisation on Market Hill, and whether we need sound. Framlingham Churches Together to do a tree blessing and a nativity. Need to consolidate FOSM link on promotion, and the EH, Vintage Market and Makers Market elements plus possibly the Library. Event timetable is being progressed.

Window competition going ahead, needs co-ordinator.

Finance, sponsorships and other funding progressing.

### Membership and Marketing Sub-committee – Report by LH

The sub-committee is working on elements to benefit members and attract new members, the main one at the moment is the new website which is progressing well. Feedback from members who have seen their draft pages has been very positive. The website will be completed in the next few weeks. It should be beneficial to members who don't currently have their own websites.

Also working on the workshop ideas, the workshops will alternate with networking.

The A6 business cards have been and continue to be distributed, they are being used to promote FBA and the team is also looking at a visual A4 document to highlight membership benefits for existing members and to increase membership.

The team is keen to emphasise that all members are equally important, and looking at the Framlingham **and district aspect**, looking at how to reach out to businesses beyond central Fram. At the next Membership and Marketing meeting there will be a closer analysis of the map that defines the FBA area so we can be clear where to approach potential members.

### The Great Framlingham Sausage Festival (TGFSF19) – Report by JS and LH

Event planning is going well, online sales are higher than previously currently at about £2.5K. Trade stand bookings are so high that some have been turned away for lack of space at the event. Still looking for a silent disco location. There are 11 producers, who have

chosen their categories. The 40 page trail map goes to print this week, with more info on producers and more ads. Marketing and PR person has been cost effective with most sales coming from social media and the website. VIP tickets have sales, rest are for current and potential sponsors.

More volunteers are needed, even an hour is valuable, the volunteers will receive a free SF tasting ticket in return.

**ACTION: VP to put a shout out for volunteers on social media.**

**ACTION: JW to do the same on the newsletter.**

### **7. Business Items of Interest**

Town Centre WiFi – The launch took place 3<sup>rd</sup> August and was generally very well received. Meetings continue to take place looking at what information is gathered and how it can be used. Looking at other aspects such as Digital Art on buildings, and working with Nick Kahn, Strategic Director at East Suffolk Council. The numbers are high, 1000's each day, need to see the build over a period of months to effectively consider feedback. There had been an issue that maintenance took place by a third party on Saturday mornings, this has been addressed. Businesses to be kept informed. A couple of businesses not on Market Hill were concerned that the WiFi didn't reach them. They had been told that budget for phase one had led that decision, but looking forward it would be borne in mind.

It will be interesting to see the impact at the Sausage Festival, helping with numbers and perhaps being used for competitions.

**ACTION: JS to speak to marketing person about using the WiFi to advantage.**

Revitalising East Suffolk Towns Survey – The survey analysis will be fed back in a 45 minute slot with feedback at the November Bi-monthly FBA meeting, details to be finalised and members informed.

### **8. Marketing/Online presence**

VP showed the new website pages to those present, highlighting ease of use and the links to information pages, social media and member pages. Not all members have yet sent in full details for the new member pages, Keith will set up simple pages for them. The website should be completed in mid-October.

Most social media has been focused on Facebook, once the new website is up and running social media will be ramped up, with more attention able to be given to Instagram and Twitter.

### **9. FBA Membership**

As at 24/09/19 total membership represented 37 businesses, the renewal period is ongoing. Another 4 have indicated they are renewing. There have been 6 members not renew, all gave reasons including 3 moving out of the area or closing their businesses, 1 because they are international rather than local, 1 due to adverse trading current conditions. 4 of the businesses were within joint memberships.

Networking – it is planned to alternate the meeting times for breakfast/lunchtimes, and possibly day of the week. Will also take place bi-monthly to fit with the planned workshops.

### **10. FBA Finance/Banking**

Community account: £11032.10

Active Saver account: £5608.73

Total FBA Accounts: £16640.83

Ring fenced approx £6770.10 – HOD Sept 20 £320.10, FTC Ad £200 Oct 19, £600 FBA website, £5K Digital Grant, £651.50 for xmas from the quiz night. There will also be Sfest event expenses and income during October.

Figures as at 24/09/19

### **11. FBA Management Committee**

VP commented there are currently positions available on the committee, please contact her on [chair@framlinghambusiness.co.uk](mailto:chair@framlinghambusiness.co.uk) if you would like to have an informal chat about joining. VP commented that a wide range of skills are welcomed on the committee, and that quite a lot of the work is done by email.

### **12. AOB**

Lime Tree flower beds – These have looked lovely over the summer, thanks expressed to the group of retailers who initiated, funded, watered and weeded. Many businesses also had hanging baskets and planters which looked also lovely. The FTC planted bikes had been praised, EC reported there had been vandalism to 2 of the bikes. Some present commented that CCTV could be a deterrent.

Suffolk Coast Business – JS reported there was no real update at the moment, she has a meeting soon.

FBA Insurance – Main PL quote received, the Legal Expenses policy to be looked at the next Management Committee meeting.

### **13. Next meetings**

FBA Bi-monthly meetings are open to all, including non-members and the community, Management Committee meetings are open to committee members only. Networking meetings open to all local businesses.

November Main bi-monthly meeting and AGM – 5.30pm on Wednesday 20<sup>th</sup> November at The Fowler Pavillion at Fram College, speaker Kelvin Gibbs, (and Chris Wade of People and Places to present findings).

Management Meetings - Next meeting – 5.30pm Tuesday 8<sup>th</sup> October at The Crown Hotel

Networking Meetings - Next meeting – on Wednesday 25<sup>th</sup> September, 1.30pm at The Lemon Tree.

X19 – Monday 30<sup>th</sup> September, 5.30pm at The Cell, Framlingham Town Council Offices.

Membership and Marketing – 1.15pm on Tuesday 15<sup>th</sup> October at The Technology Centre

Meeting closed at 6.40 pm

**ACTION: JW to thank Ian Chapman for setting up The Technology Centre.**