



Monday 14^{5th} July 2019 Bi-Monthly meeting – DRAFT Minutes

Present (at The Crown Hotel, Market Hill, Framlingham):

Victoria Perkins (Chair) – Deep Space Marketing
Richard Whitaker (Management Committee) – Fram B&B, Richard The Architect
Jenny Stockman (Vice-Chair) – Seckford Foundation/Framlingham Technology Centre
Lisa Hamon (FBA Management Committee) – LA Global Management
Rachel Dawson (FBA Management Committee) – Gotelee Solicitors
Jenny Labbett – Renaissance Training/Jenny Labbett Computer Services
Mick Hutton – Magic Media Street
Eileen Coe – Town Clerk and RFO, Framlingham Town Council
Cllr. Penny Wraight – Framlingham Town Council
Sonia Lambert - Economic Development Officer, East Suffolk Council
Georgia Levett – Branch Manager, Framlingham Branch, Barclays Bank
Matthew Applegate – Creative Computing Club
Michael Keo (The Great Framlingham Sausage Festival Chair) – Keo Street
Sam Parnell – Measured Brilliance
Jacqueline Ward – FBA Secretary and Association Co-ordinator

Apologies:

Dan Wood Treasurer, FBA Management Committee) – Framlingham College
Kelvin Gibbs (FBA Management Committee) – Charnwood Milling Company Ltd/Micronizing Company UK Ltd
Ingrid Simpson – Simpson’s Sweets and Milkshakes
Kate Bellars – East Castle HR Consulting

Meeting Chaired by FBA Chair Victoria Perkins

1. Attending and Apologies –

See above.

2. Minutes from the last meeting (14th May 2019)- for approval

Approved by RW, and seconded by VP.

3. Matters Arising from the last meeting – 14th May 2019

None

4. Speaker – Jenny Stockman, The Seckford Foundation

JS asked if anyone knew anything about the Seckford Foundation, going on to explain that working for them is her dream job.

The Seckford Foundation is a charity with a purpose, not just about giving money it has established a Foundation for Work through its Springboard initiative which offers support to learn skills and find jobs.

The Seckford Foundation was set up in 1587 when Thomas Seckford a prominent London lawyer originally from Woodbridge, left his Clerkenwell Estate to endow an almshouse in Woodbridge. The income from the increasingly valuable estate led to funding for the building of a new almshouse (Seckford Hospital) and a free school was set up for the poor, eventually becoming fee paying Woodbridge School.

The Seckford Foundation cares for the over 65s with the almshouses and associated care.

In recent years the Seckford Foundation has set up 3 free schools in Ixworth, Beccles and Saxmundham.

JS works on the charitable side for ages 25 and under, working with disadvantaged young people in education, excluded or not in work. They are referred by schools, doctors, by the Early Help team from Suffolk County Council, or by themselves, usually from 13/14 years up. Disadvantaged can mean a range of things including additional needs, transport and financial issues.

There is grant funding for organisations that help young people, and for youngsters themselves if they have need for transport, equipment or tools. Examples include the FAYAP mobile youth club and the Creative Computing Club.

Mentoring through Springboard offer 6-12 one to one weekly sessions with a mentor and covers both career and wellbeing mentoring - to help young people be work ready, independent, and self-aware. The difference made is measurable.

Apprenticeships – youngsters are prepared before their apprenticeship about workplace etiquette, CV's, how to make phone calls, with an evaluation of their skills to ensure they are heading for an apprenticeship that is their best fit. The whole of Suffolk is covered.

The Seckford Foundation is always looking for volunteer mentors. This is a very rewarding role, the only requirement is that a DBS check is carried out, all the training and online resources are provided. There is no age limit and mentors are matched with a young person in their area.

ACTION: JS to provide JW with her contact details for potential mentors.

NB: jstockman@seckford-foundation.org.uk

www.seckfordspringboard.org.uk

01394 615199

07831 120873

ACTION: JW to publicise Mentor role in the newsletter.

Georgia Levett commented that Barclays can offer match funding to charities.

ACTION: JS to provide link to Seckford Foundation fundraiser for GL.

Matthew Applegate explained how the Seckford Foundation funding had helped Creative Computing Club set up at Campsea Ashe Station House, so that youngsters can learn computer science skills out of school in a rural location with little else going on for their age group.

5.FBA Events and Sub-committees

The Great Framlingham Sausage Festival (TGFSF19) – Report by Michael Keo

Event planning moving ahead, social media following is building. 10 producers signed up, actively seeking a few more. MK has sourced producers from all around Suffolk including small butchers and those with a niche product. Before the event producers will be matched with local restaurants to showcase their products. There is an annual champion of champions event in London which past TGFSF winners have attended, and this year's winners will be able to go to. The build up to the TGFSFS event is much bigger this year and will follow into the post event period too.

Budgets are monitored and money has been coming in thanks to LH and JS efforts, more sponsorship had been agreed in the past few days from Co-op and Care UK. JS asked if anyone present has information on digital voting systems, which would facilitate the event awards being made very close to the end of the event. Pads could be available at voting stations and the VIP venue, using the new free WiFi.

VIP is about to be launched with a 2 week time limited half price offer on 30 tickets only. JS gave an outline of the VIP experience at The Lemon Tree which is event exclusive for the day. Starting with champagne at 8.30am, highlights include coffee tasting, food, demonstrations including from a Brazilian coffee farmer, and mid-morning refreshments. At 12 there will be wine tasting followed by a tasting lunch from 1.30. From 3.30 there will be the opportunity to exclusively cast votes on the best venue, a tea tasting, and more refreshments. Ticket holders will wear a lanyard to fast queue sausage tasting, and will receive goody bags provided by EH and filled with products from the event.

X19 – Report by RW

The working group has met monthly, with representatives from the retailers, FBA and FTC.

Three Foot trees: the 100 trees need to be distributed soon, the trees to be collected by van which will park on Market Hill. Volunteer help to distribute should take about 1 ½ hours, there is a sign off sheet. The instruction sheet highlights the trees to be up and lit for 29/11 and down by 06/01, the lights should be on standard non-flashing setting and left on 24/7.

ACTION: Georgia Levett volunteered to print the labels for the tree boxes, RW to provide.

RW applying for funding.

Big tree: RW has found a sponsor for the main tree which should enable having the desired height tree, has sourced the tree baubles, and made the tree box plans. Storage will be required for the baubles (VP or MH).

Shopping Event: 7th December 10 am to 3 or 4pm, to run alongside the FOSM Tree Festival. A booklet will be produced with shop info and vouchers. Brass band booked by EC, 3 choirs booked so far, 1-2 hot food stalls, the Saturday market will be on as usual but with extra stalls including from Fram Makers Market, the Christmas tree will be blessed by Framlingham Churches Together, there will be a Santa's grotto, hopefully the Vintage Market will be at the old Con Club. The Ice Rink planned by Framlingham Castle may not

now take place unless an alternative provider can be found. FBA will maintain contact as there may be an alternative early evening event possible on Castle Meadow, this would help keep people spread around town and stay for longer.

Fundraising: Will raise funds for this year and for a funding pot for future events.

Quiz Night on 14/09, £10 a ticket including supper, tables of 6, hope to raise £600+, food by experienced retailers, fun quiz written by RW who is happy to be quizmaster but has an alternate if he has moved by then, hopefully a raffle.

Georgia Levett volunteered a cake sale at Barclays to fundraise for the Christmas funding.

Raffle is to be organised. Co-op table booked for 2 dates to promote and sell tickets.

Some of the retailers are exploring holding a fashion show.

ACTION: Meeting arranged for 22nd July, all invited and reminder sent out.

Membership and Marketing Sub-committee – Report by LH

The sub-committee is working on elements that will benefit members and attract new members. There has been progress on the new website, information from all members is needed.

The membership survey final response was 30%, there had been a high response wanting workshops especially for social media. A series of workshops are being worked on, which would run bi-monthly with FBA networking running bi-monthly in between.

To promote the FBA A6 postcards have been approved, these will be given out at events and to prospective new members.

6. Framlingham Town Council Update – by Eileen Coe

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

Eileen Coe ran through what has been happening on the Town Council:

There are 11 councillors, including 4 new ones who have been working very hard in their new roles.

The Town Council is reviewing their communications, both internal and external.

Parking Strategy – they are looking at low cost permit only parking at the Sports Club for Framlingham business employees.

Town Centre CCTV – This has been reviewed and an alternative plan considered. This will require a new survey to collect evidence of need for CCTV.

Fram Free WiFi – BT put the new lines in last week, Elephant WiFi are in this week completing their work. A soft launch is then planned, with the main launch on Saturday 3rd August on Market Hill.

Framlingham Market – there are new stalls for the Tuesday and Saturday markets.

Trees – the trees in the Churchyard, Cemetery, Pageant Field and Fens will all be surveyed in 2020. The Town Council are also considering the re-surfacing of the cemetery driveway.

Pageant Field – FTC are considering plans for a new pavilion on Pageant Field, to include a kitchenette/meeting room, toilets that are open all the time, and FTC equipment storage. They are also considering floodlights for the Skate Park area.

Traffic Flow and road safety – FTC are looking at this with Suffolk County Council.

Use of CIL Money – there are two initial requests for projects by the Scout and Guide HQ and for Saxtead Parish Council.

FTC Grants – EC reminded that the next deadline for FTC local grants applications is 30th September 2019.

ACTION: RW to apply.

Bus Survey – there have been over 100 responses, more would be welcome.

JS asked if a bus to Saxmundham instead of Campsea Ashe had been considered as there was more at Saxmundham and it could benefit young people. EC commented that James Overbury deputy Town Clerk would know the answer on this.

ACTION: EC to speak to James and reply to FBA on this matter.

FTC Agendas and Minutes – EC reminded FBA that these can be found on framlingham.com at: <https://framlingham.com/framlingham-town-council-agendas-minutes/>

St Michael's Rooms – Ongoing.

RW asked if FTC had made any decision yet on mid-year events such as the Go-Kart Race. EC commented that this year's Go-Kart event hadn't taken place as there was no-one to lead it, there were issues sourcing small hay bales, and funding. FTC had been very busy with a variety of other projects and had organised Love Your Local Market in May and Armed Forces Day in June, also the Firework Spectacular in November. RW commented that the retailers have been keen for a mid-year event and The Big Lunch which takes place annually on the first weekend in June could be a good fit. EC commented that the FTC Councillors have community and wellbeing as priorities. Those present felt The Big Lunch could be a suitable inclusive event.

ACTION: RW to send EC some more information for FTC.

7. Business Items of Interest

Square/Cashless Pilot Offer– The offer is a free reader and dock and £1000 in fee-free card processing, followed by a 1.75% fee. There has been uptake of the special offer, still 4 or 5 available. VP is still waiting for specific information to help St Michaels decide if Square will work for them. MH commented that he had applied and not heard back, VP said there had been a few registration issues that have been ironed out and asked him to forward further details to her if the problem continued. Michael Keo asked for more information on Square offer. EC asked about training, VP assured this would happen.

ACTION: SL to pursue information for VP.

ACTION: VP to forward information to MK.

ACTION: JW to remind on newsletter once VP has checked issues ok now.

Town Centre WiFi – Meeting the previous week, installation happening this week, with a soft launch in a week where people will be encouraged to test and report any blackspots back to FTC. Main Launch on Market Hill on 03 August – encouraging people to try WiFi, offer freebies and there may be other offers available from businesses to encourage people to login.

ACTION: Publicise soft launch in newsletter, and the main launch.

Matthew Applegate commented that he has Google funding for Internet Safety Training for the 12-18 age range. Georgia Levett commented that Barclays can help with money and life

skills training and helping train people with tech, possibly at a Tea and Tech event at Framlingham Library.

WiFi will bring many benefits to the businesses, but there are also unexpected benefits. VP explained there will be a stage 2 where Framlingham as a digital town can decide what to do next. This can include: remotely monitoring the elderly rather than waking them during the night in care homes; teaching youngsters coding and gaming; digital art; digi music. An example could be digital art/music/light show on Framlingham Castle for X19.

Sam Parnell commented that Measured Brilliance has been granted some government funding for a feasibility study to look at priorities and any costs. She commented it was good to see a joined up approach with the FBA, businesses and councils working well together.

VP commented that a 'Want List' for what comes next needs to be drawn up, to decide how to move forward most effectively.

Revitalising East Suffolk Towns Survey – The survey analysis of the 10 towns is now complete, FBA have been contacted by Chris Wade of People and Places to say that the Framlingham feedback will be in August. Business and community needs should be matched up. In September there will hopefully be a pop-up business event for stakeholders, looking at potential projects moving forward.

SL commented that at the East Suffolk Business Festival 4-15 November will have Chris Wade leading on information sharing, helping to identify funding pots for projects that could benefit all the towns.

ACTION: SL to keep FBA informed of dates.

8. Marketing/Online presence

The new website is going well, about 20 members have so far sent in their details for the new member pages. A decision will be made soon about what other information should be transferred from the old to the new website. It is hoped that the new website will be completed by the start of the new membership year.

9. FBA Membership

As at 15/07/19 membership represented 84 businesses, including 2 recent new members.

Renewals have been a long process, largely due to the workload around TGFSF and Xmas event. After discussion it was decided that the renewals should go out in late August with a set date for payments to be made by. A reminder would be sent out after 2 weeks. RD suggested a standard business number of days to make payment be applied. JS commented that it is quick and easy to both remove and re-add member pages from the website.

ACTION: Next Management Committee meeting in August to finalise renewal payment by dates.

10. FBA Finance/Banking

Community account: £ 1261.73

Active Saver account: £ 5608.73

Total FBA Accounts: £ 6870.46 (including ring fenced amounts). All as at 15/07/19.

ACTION: A decision has been made to restart and simplify the change of signatories.

11. FBA Management Committee

VP reported that the Management Committee was delighted to announce two new members have joined the committee, ready to stand at the AGM. They are Keith Snowdon and Rachel Dawson, both have been working on the Membership and Marketing sub-committee. Sadly we will shortly be losing two members from the committee due to a move to another part of the country, and for workload reasons. RW commented that there would need to be a new FBA lead for the X19 working group.

VP explained this means there are currently positions available on the committee, please contact her on 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

Z Folding Booklets – had been produced for the 2018 Men's Cycle Tour with East Suffolk Council and FBA working together, driven by RW. Sonia Lambert wanted to thank RW for his efforts, reminding that Southwold had also used the idea for that event after seeing the Framlingham plans, and a further booklet had now been produced for East Suffolk and had been showcased at a local LGA meeting. RW commented that the booklets are very popular especially with EH Framlingham Castle, FBA are considering a reprint for 2020, with the event calendar replaced by a main sponsor. Eileen Coe commented that FTC is also keen to use the format for their next town guide, and have funding. This could be a joint FBA/FTC venture.

ACTION: EC, SL and RW to look at moving this initiative forward

Station Road Potters Site – SL asked for information about current and potential developments on this site. RW gave local information and JS provided a contact tel. number for SL.

Suffolk Coast Business – JS reported there was no real update, work still moving forward.

Networking BBQ – Georgia Levett would like to attend.

ACTION: JW to send invitation to GL, plus a reminder to members.

Van for X19 tree distribution – MH commented that he is happy to help with the small tree distribution as he has a suitable van.

ACTION: RW to sort a suitable date and team at the next X19 meeting and get back to MH.

ACTION: JW/RW to produce letter and email for tree holders and distribute ahead of the agreed distribution date.

13. Next meetings

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

Christmas 19 meeting: 5.30pm on Monday 22nd July, at The Castle Inn.

July BBQ Networking Meeting: 1.30pm on Wednesday 24th July, at The Kitchen Range and Cookshop, Well Close Square.

FBA Management Committee Meeting: 1.30 pm on Wednesday 7th August at RW's house.

Membership and Marketing meeting: 1.15pm on Tue 13th August, at The Tech Centre

September Main FBA Bi-monthly meeting and AGM : 5.30pm, Tuesday 24th September at Framlingham Technology Centre, Station Road, speaker Keith Snowdon.

VP thanked everyone present for all their efforts.

Meeting closed at 6.45 pm

ACTION: JW to thank Chris and Gabriela for hosting the meeting.