



Wednesday 22nd January 2020 Bi-Monthly meeting – DRAFT Minutes

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

Victoria Perkins (Chair) – Deep Space Marketing

Lisa Hamon (Vice Chair) – L A Global Management

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

Mick Hutton – Magic Media Street

Gabriela Harber – The Crown Hotel

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

Sonia Lambert – Economic Development Officer, East Suffolk Council

Jacqueline Ward – FBA Secretary and Association Co-ordinator

Apologies:

Jenny Stockman (Management Committee) – Framlingham Technology Centre

Rachel Dawson (Management Committee) – Gotelee Solicitors

Keith Snowdon (Management Committee) – Keith Snowdon Web Design

Jenny Labbett – Renaissance Training/Jenny Labbett Computer Services

Ingrid Simpson – Simpson's Sweets and Milkshakes

Rev'd Mark Sanders – Framlingham Churches Together

Meeting Chaired by FBA Chair Victoria Perkins

1. Attending and Apologies –

See above. Meeting commenced at 5.30pm

2. Minutes from last meeting (20th November 2019) for approval

Approved by LH, Seconded by VP.

3. Matters Arising from 20th November 2019 meeting

None

4. Talk by Kelvin Gibbs, Charnwood Milling Company Ltd and Micronizing Company UK Ltd

Kelvin gave a very interesting talk about Charnwood Milling Company, set up 55 years ago by the Newton family, it also has a sister company Micronizing Company UK Ltd. Charnwood has an annual turnover of £5.6 million and is run by 2 directors, Kelvin Gibbs and Ricky Newton. The company produces animal and pet food largely in 20/25 kg bags, producing a large number of specialised and exclusive products. 12% of sales are export, with 6% going to the EU. There are no sales staff employed within the 30+ employee team, including a Production Manager, Technical Manager, Nutritionist, PA, and front office dealing with transport and admin. The staffing levels are high within the industry, partly because just one line is automated.

Charnwood have 4 production lines. The Compound line mixes ingredients in a 30 ft mixer to produce pellet in various sizes which are cooled, cut and bagged. The Coarse Mix line mixes and packs loose foods for birds, rabbits etc. some of which include pellets. The Micronized line involves a quick infra-red cooking process, for example turning maize and barley into flakes. The Small Pack plant produces premium horse treats as many owners have moved on from traditional carrots and apples to products that include Christmas Pudding treats for horses and Fairy Dust pony treats. The demand for these products has seen the line increase from 3 staff working 3 days a week to full time.

There is an on-site nutritionist to ensure the custom designed products are correctly balanced. All products are sold on-site and collected, or sent by freight. 70% of the production is made for other companies, and 50% is horse feed. Micronized linseed is the biggest company product. Milling companies tend to specialise, making products for other milling companies as well as for themselves, and buying in items they don't process themselves as required.

No medications are added to any of the foods produced, and tests carried out to ensure no naturally occurring substances are included in the raw material and products. An example would be poppies (and their seeds) growing in a field and inadvertently harvested with a feed crop. This is of particular relevance to horse feed as even minute traces would be found when competing race or competition horses are tested. Milling companies carry out tests, any issues are reported to the British Equestrian Trade Association, the controlling body who then lets everyone else know the anonymised information. The milling company would get rid of the contaminated supplies and inform their supplier, Charnwood has had to reject a 1 ton load in the past. The risk of contamination by caffeine for example means that coffee, chocolate, biscuits etc. are not allowed in the mill. Interestingly the stringent rules are not so high for dogs and humans.

Charnwood customers include pet owners, and Zoos both home and abroad. Products are sent via military dock to the Falkland Islands for everything other than the penguins, for Richard Branson's 300 birds in the Virgin Islands, to The Queen, and a special feed quickly sent out at great expense for an individual horse in India. Products for the Olympic competition horses are shipped half way across the world heavily checked and guarded. Charnwood supply a huge number of types of animal feed, from ostriches to racing pigeons, Cranes, Turkeys to reindeer.

To meet demand Charnwood have 1100 tons of raw material arrive by 24 ton lorry. Wheat and barley are purchased from local farms, soya from Brazil, and other products from Europe. £800K is spent annually on linseed from 4 suppliers. This means Charnwood has a huge storage area. Products have a 6 month shelf life to ensure the nutrients are still of high specification. Security is high, every batch and bag are numbered to ensure traceability.

Kelvin then answered many questions including how long he had been involved with FBA (about 9 years), about the price for individual bags of product compared to trade prices, competition within the milling market (each company is unique but Charnwood have a huge range), and how they protect against pests and foreign objects. Kelvin explained that they have metal detectors, professional pest control and every day supervision by him, the Production Manager, Technical Manager and Nutritionist . He was asked about customer groups – Horse racing yards, pet owners, recreational horse owners, zoos and other milling companies. The 3 biggest customers are for horses and also a fish bait company. Kelvin was also asked how Brexit will impact, he replied that the British feed market is highly thought of and products are desired and as a company they will adapt to any extra paperwork as required.

VP thanked Kelvin for his fascinating talk and for all he does for FBA.

5. FBA Events and Sub-committees

The Marketing and Membership sub-committee is now integrated into the Management Committee. The member profile was similar on both and it made sense to reduce the number of meetings to manage time better as the Membership and marketing sub-committee had made a lot of progress.

Events and budgets for 2020 will be discussed at the Management Committee FBA 2020 Planning meeting on 28th January. There needs to clarity on finances for the year. Currently there are no working parties set up.

6. Framlingham Town Council

The new pavilion on Pageant Field is in place, there will be an official opening when the weather is better.

Tree surveys have been undertaken on all areas for which the Town Council has responsibility such as – the Churchyard, Cemetery, Fens and Pageant Field. Subsequently a tree management and tree planting plan will be done.

Civil Parking Enforcement will be in force from 6th April, with East Suffolk Council employing 20 CEO's (Civil Enforcement Officers) and 4 NPO's (Notice Processing Officers). Two weeks before the introduction of Civil Parking Enforcement there will be engagement from East Suffolk Council both verbally and by leaflets. There will be an update for the next FBA meeting March 9th, subject to availability of FTC Councillor.

FTC events for 2020 will be the fireworks on 7th November, VJ/VE Day, Love Your Local Market, Armed Forces Day, and PR & Markets Committee plan a Medieval Market to celebrate to 750th Anniversary of Framlingham Market.

7. Marketing/online presence

The new FBA website is successfully up and running at <https://www.framlinghambusiness.co.uk/>

VP is about to send out a survey to gauge the level of interest for social media and website support available due to the Digital Grant awarded to FBA. People will be able to apply for

the support, 4 businesses will be worked with on the two types of support, which will take place over a 3 month period and will also give feedback to East Suffolk Council on the initiative to introduce the Wi Fi.

8.FBA Membership Update

As at 15/01/20 total membership represented 69 businesses with one or two applications in the pipeline. Number of members Jan 19 was very similar.

A new membership pack is being developed to encourage new members, clear on the benefits as we need to address what the businesses need from FBA. There will also be an emphasis that it we are the Framlingham **and District** Business Association as it was felt we had been off focus on that.

9.FBA Finance and Banking

Community account: £11374.66

Active Saver account: £5621.85

Total FBA Accounts: £16996.51 All as at 15/01/20

Interest of £13.12 was added to the Active Saver Account on 31/12/19.

Total includes ring fenced amounts for HOD event 2020, digital grant, funding for small events, and Christmas lights for 2020, approx. £6000. Approx. £1150 still to be paid out for SF19, due to late invoices in – reminders have been sent. We have a cheque for £1000 due to be paid in this week. Overall total funds are fairly consistent for time of year.

10. A.O.B.

Sonia Lambert highlighted the following:

Suffolk Business Hub is running a series of events at Framlingham Technology Centre. FBA members had been informed on Newsletter 107 21st January. More information at www.framlinghambusinesscentre.co.uk

Community Partnership meetings have been taking place across the 8 districts including the Framlingham, Wickham Market and villages district. The next meeting will take place soon.

ACTION: SL to send JW to date for the FBA newsletter

VP highlighted that the March Bi-monthly meeting will have Elephant Wi Fi and Nick Khan of East Suffolk council attending to speak about the data collected and how businesses can use this data for their businesses. We hope also to have an update from FTC on the new parking changes in Framlingham.

ACTION: FBA members and committee to encourage attendance of all businesses to engage about the important updates at the March meeting. An RSVP invitation will be issued.

11.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.

March Main bi-monthly meeting – Monday 9th March, 5.30pm at The Crown Hotel

Management Meetings – Next meeting – 12.30pm on Tuesday 28th January

Meeting closed at 6.30pm, The Crown Hotel was thanked for the hosting.