Monday 9th March 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

Jenny Stockman (Management Committee) – Framlingham Technology Centre

Gabriela Harber – The Crown Hotel

Alex – The Crown Hotel

Chris Plant – The Kitchen Range and Cookshop

Trish Plant – KR Bears and Dolls

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

Cllr Clive Eastwood – Rights of Way, Highways and Lighting Chair, Framlingham Town Council

Dan Coombs – Elephant Wi Fi

Russell Downing – Elephant Wi Fi

Nick Khan – Strategic Director East Suffolk Council

Wil Gibson – Community Support Officer, East Suffolk Council

Sonia Lambert – Economic Development Officer, East Suffolk Council

Neil Akerman – Akermans Chartered Surveyors

Victoria Spurling – Out and About

Karl Legg – Framlingham resident and Business owner

Malcolm Knights – Framlingham resident

Jacqueline Ward – FBA Secretary and Association Co-ordinator

Meeting Chaired by Victoria Perkins, FBA Chair

1. Attending and Apologies –

See above. Meeting commenced at 5.30pm

2. Minutes from last meeting (22 January 2020) for approval

Prior approval made by LH and VP.

3. Matters Arising from 22 January 2020 meeting

No maters arising.

4. Talk by Dan Coombs, Elephant Wi Fi (1 Hour)

Dan Coombs gave a talk about the Elephant Wi Fi hosted Free Framlingham Wi Fi and Geo-Sense, which gives Framlingham the new technology to become a smart town.

The Wi Fi was launched August 2019. Dan showed a map of central Framlingham up to Framlingham Castle gates, pinpointing the access points of the Wi Fi and showing the data line from Fram Town Council offices.

People can log into the Wi Fi by Facebook or a registration process, the latter being the most popular but the Facebook route gives more information. People's email address has to be given by law, other useful information is requested and people can opt in to receiving marketing emails. We can ask if people want information on events, special offers or specific interests. People are often wary of giving their data away but it should be highlighted Fram Town Council own the data and due to GDPR no one else can access it. So far 500 have opted into receiving marketing, a good start at about 25% of those who logged in. It is a simple system, as confidence grows in it and people are informed about what is going on in town this will ideally increase to about 33%. The Wi Fi landing page when people log in should have information on what is going on including future events, a welcome, and engagement such as competitions so that even those not signing into the marketing do receive information. Dan has examples on competitions that can engage with those signing in. This helps events grow, creates a buzz about town and increases social engagement. If people don't opt into marketing they can be asked again, perhaps monthly, and be re-

informed about the safety of their data with FTC (this is especially with older people who haven't grown up with tech, youngsters are savvy about privacy). Numbers will grow naturally. Wi Fi will help with the town's social media which is also a great tool, the data helping to increase communication.

The Geo-Sense has 3 access points and provides useful information on footfall within the town. Geo-Sense provides much more accurate information than simple counting systems, providing information on dwell times, new and returning visits, and where they go. No personal data is accessed, it just picks up on Wi Fi MAC addresses and stores in an unidentifiable way on the server. Geo-Sense picks up on numbers whether logged in or not, as it picks up on the probes sent out from mobile phones looking for Wi Fi and sweeps the MAC address for each individual identity.

We can see if people arrive in town early and stay a short time or come late afternoon and stay into the evening, this can affect shop opening time, event time and parking.

Geo-Sense provides a dashboard and reports and comparison charts that have invaluable information on, see http://elephantwifi.com/geo-sense/

Dan showed the example of 13th October 2019, the date of the Great Framlingham Sausage Festival 19 showed a spike in numbers – with about 4 times as many visitors compared to other October Sundays. The data showed 2500 were new visitors, and people stayed longer than on other Sundays with mid-day the peak of the event. You can see if people came early, left and then came back later. There is anecdotal information people who are more local stay away because they perceive the town as busy, analysis could consider how to encourage them to attend. The event experience is important for repeat business and word-of-mouth, Wi Fi enabling more customer engagement and satisfaction.

It can inform businesses about whether to open during events, and whether opening times should be adjusted to fit with busy times of day or year.

Geo-Sense can show the effect of weather, time of day and night on the local economy. Visitor reports can show who has visited the town before, who hasn't visited for a while and who is new. Some visitors will be one-off visitors to the general area. This is useful year to year and would highlight for instance if an event brings in people who haven't visited for a while.

Dan showed the dashboard and reports for the 7th December Festive Framlingham event, stats showed new people visiting, numbers in town were higher, and dwell time increased. This assists analysis of whether the event has been successful.

Most of the adult population have smart phones, others and young children don't so the accuracy on numbers is 96%. The system does ignore all but very slow moving cars.

The reports and comparisons will highlight differences between times of the year, summer stats may show increased numbers who can be marketed to.

The marketing sign up can be used by businesses to promote loyalty, special offers and other information, helping to spread the word.

The Geo-Sense shows visitor journeys, where people started and finished their visits, highlighting for example that some people visiting the castle do also visit the Market Hill area. It may be possible to market a trail around town, such as the animal statues done in other towns, to encourage people to the areas less visited on the stats. A lack of movement around town might highlight the need for improved signage. Movement and timing around

car parking might indicate changes required in charging, opening hours and time slots – providing evidence for change.

A question was asked about having more Wi Fi and Geo-Sense in the town below Market Hill. Dan said the trial project budget had precluded this but the system had been designed with expansion built in out if budget was available.

Dan explained they can show us how to produce reports such as monthly footfall, the system is filtered for safety.

The marketing portal could be accessed, and FBA and FTC look at how to use the data. Dan said the marketing portal had introduced SendinBlue and suggested looking at YouTube videos on how it can be used.

Dan explained more that can be added on, for example proximity based Apps that give messages such as special offers based on someone's location within the town, bar codes for special offers, collecting points for loyalty. It is possible to segment the information marketed by gender, location, frequency of visits etc. In future a loyalty App could be promoted via the Wi Fi, a community App could promote all the groups and their events within the town. It could be possible to build reports on anti-social behaviour that can highlight trends and potential solutions and resources.

Nick Khan highlighted that the 10 market towns in East Suffolk need to be future fit and the Free Framlingham Wi Fi project is an opportunity to see what information it provides and how to best use it.

Dan highlighted that it requires all the retailers to be active and involved to keep it fresh.

VP thanked Dan for the information and ideas, highlighting that FBA and FTC are currently prioritising looking at what can be done initially with all the data.

Dan commented that he rarely sees a town with all the councils, business association and retailers already working together so well, and felt their efforts will be successful.

5. FBA Events

The Great Framlingham Sausage Festival 2020 is planned for Sunday October 11, run as a stand-alone event not a FBA run event. Two members of the FBA Management Committee will be involved in the event to benefit Framlingham.

For 2020 FBA are planning 4 mini events for members.

6. Framlingham Town Council

Cllr Clive Eastwood acknowledged the current concerns on the changes to parking and explained the background to the changes for parking from 6th April 2020, when responsibility for enforcement on parking will pass from the Police to local authorities. The off road parking changes were to come into effect April 2019, followed by changes to on road parking April 2020. The work for this to go ahead was delayed by government departments focusing on Brexit.

Fram Town Council (FTC) set up a working party to look at parking, a resident's consultation took place, reports on car parks and on street parking made, and a proposal on Framlingham parking sent late 2018 to Suffolk Coastal District Council. The proposed changes would be neutral cost to Framlingham. In August 2019 the now East Suffolk Council gave a Yes to the Framlingham proposals. Nothing further was heard until January 2020 when East Suffolk issued their own changes for off road parking for the whole area rather

than the Framlingham specific ones proposed. The working group fought for some Framlingham specific adjustments, which were accepted. Final confirmation from East Suffolk Council on what changes will be going ahead on 6th April 2020 was received by FTC 2nd March 2020.

Current parking regulations are flouted in Framlingham, but from 6th April will be enforced by a team of enforcement officers, this applies to off road parking and parking on yellow lines. Fore Street, The Elms and on Market Hill will all be pay and display car parks. The Elms and Fore Street will be £1 for up to 2 hours, £2 for up to 4 hours and £4 all day parking. Market Hill will be £1 for up to 2 hours and then no return for 2 hours, this is to encourage more turnover and help businesses.

There will also be 30 minutes free parking to allow quick visits to bank, chemist, paper shop etc. It is believed this will be managed by a smart phone app or through the pay and display machine. Parking charges will apply 8am to 6pm Monday to Saturday.

Pairs of enforcement officers will make random visits 7 days a week, as the yellow lines will need to be checked on Sundays.

Questions from those present included about parking arrangements for employees. Cllr Eastwood reported the working party had been working with the Sports Club on proposals to use their car park Monday to Fridays but the Sports Club had recently withdrawn from this. The working group requires another option to relieve employee parking, unfortunately any land that could be considered goes at housing land prices.

The question of residents parking was raised, Cllr Eastwood reported that this would only come within the second phase of the scheme which will probably be considered by East Suffolk Council from August 2020 and could take a further 12 months to implement. This also applies to proposed changes on yellow lines for example on Double Street and the top of Fore Street.

Concerns were raised that after April 6th parking will be pushed out onto nearby residential roads. This was acknowledged and new regulations may be needed, but the new parking charging and enforcement are country wide and have to be introduced.

Dan Coombs from Elephant Wi Fi commented that all the towns they work with also have parking issues, and that some Wi Fi tools can help pinpoint the parking patterns that inform on the times of day that are an issue and encourage tariffs that could help.

A question was asked about the Co-op car park, Cllr Eastwood commented that the Co-op was not within the 3 car park scheme but that they would be making their own arrangements to enforce a 2 hour maximum stay.

7.FBA Membership Update

As at 02/03/20 total membership represented 70 businesses including a recently returned member. The Management Committee are working to increase membership during 2020.

8.FBA Finance and Banking

Community account: £10766.00

Active Saver account: £5621.85

Total FBA Accounts: £16387.85

Total includes ring fenced amounts: £320.10 for HOD event 2020, £5K digital grant, £500 funding for small events, £179.50 for Christmas lights 2020, funded gazebo.

9. A.O.B.

There were no AOB items raised.

10.Next meetings

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

May Main bi-monthly meeting – on Wednesday 20th May, 5.30pm at The Crown Hotel

Management Meetings - Next meeting – 12.30pm on Tuesday 14th April

Rest of 2020:

FBA Bi-Monthly meetings:
15th July and 25th November – 5.30pm at The Crown Hotel, Market Hill, Framlingham
23rd September Bi-monthly and AGM – 5.30pm at Framlingham Technology Centre, Station Road, Framlingham.
FBA Management Committee Meetings:
14th April, 16th June, 11th August, 13th October, 15th December – all at 1.30pm.

Meeting closed at 7.00 pm, The Crown Hotel was thanked by VP for kindly hosting and providing the screen and projector equipment.