



Wednesday 15th July 2020 Zoom Bi-Monthly meeting – DRAFT Minutes

Present :

Victoria Perkins (Chair) – Deep Space Marketing

Lisa Hamon (Vice Chair) – L A Global Management

Jenny Stockman (Management Committee) – Framlingham Technology Centre

Rachel Dawson (Management Committee) – Gotelee Solicitors

Jenny Labbett – Renaissance Training/Jenny Labbett Computer Services

Allan Williams – Allan Williams Artist and Illustrator

Sonia Lambert – Economic Development Officer, East Suffolk Council

Jacqueline Ward – FBA Secretary and Association Co-ordinator

Apologies:

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

Keith Snowdon (Management Committee) – Keith Snowdon Web Design

Mick Hutton – Magic Media Street

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

Penny Waight – Councillor Framlingham Town Council

Sarah Clarke – Aboutmedia

Kathy Churchill - Aboutmedia

Ingrid Simpson – Simpson's Sweets and Milkshakes

Meeting Chaired by FBA Chair Victoria Perkins

1. Attending and Apologies –

See above. Meeting commenced at 6.30pm

2. Minutes from last meeting (9th March 2020) for approval

Approved by VP, seconded by LH.

3. Matters Arising from 9th March 2020 meeting

None

4. Talk by Victoria Perkins and Lisa Hamon – FBA Committee

VP explained that FBA Management Committee had continued to meet regularly during lockdown by zoom and will continue to use zoom for now. This is the first Bi-monthly meeting by zoom and a decision on the September bi-monthly and AGM mode will be confirmed. FBA had been working alongside Framlingham Town Council and East Suffolk Council, have been involved in keeping the area updated on business status and services during lockdown and keeping members informed on business news in relation to Covid-19.

Planned 2020 mini events for FBA members were on hold for now.

FBA Management Committee Positions – Victoria Perkins

VP explained the current FBA Management Committee will stand down at the September 2020 AGM, and be eligible for re-election. All FBA Members are eligible to stand for election onto the committee and committee positions at the AGM.

VP will be standing down as chair as she has completed the maximum 2 years in the role, please see FBA Constitution 5.3 (<https://www.framlinghambusiness.co.uk/fba-constitution>).

LH will also stand down as Vice-chair at the AGM, but wishes to remain on the committee.

VP would like the membership to be aware of the committee roles, including the Chair and Vice-chair roles and asks they consider putting themselves forward or perhaps suggest others who may be interested.

The Management Committee, Chair and Vice-Chair work as a team and makes joint decisions for the benefit of all the members. Decisions are made at meetings but can also be discussed and decided by email. It is up to the Chair and Vice-chair to decide the amount of time they can give to the roles. The Vice-chair supports the Chair, both roles are supported with 20-30 monthly hours admin by the Secretary and Association Co-ordinator. The duties of the Chair may vary depending on the priorities the Management Committee is working on - growing membership, working with Framlingham Town Council and East Suffolk Council, promoting business related benefits such the new FBA website and Free Framlingham Wi Fi, and events. The Chair is usually the point of contact for Press quotes and represents the FBA, but everything is discussed and decided by the whole committee. The Chair role is a platform to engage with the membership, have a say, bring ideas and make a difference.

Anyone who is interested and would like to find out more about joining the Management Committee can email Victoria on chair@framlinghambusiness.co.uk for further discussion or Jacqueline on admin@framlinghambusiness.co.uk

What it means to be an FBA Committee member – Lisa Hamon

The FBA committee meets bi-monthly in alternate months to the FBA Open meetings.

Being part of the FBA Committee enables you to play an instrumental role in using your expertise and experience to steer the FBA in a direction that benefits all of its members

The Committee is an open and friendly group of people who discuss ideas and formulate plans to enhance the benefits which FBA members obtain from the Association.

In the last year, we have worked on the generation of a questionnaire asking what members would like to see from the FBA; on a new FBA website, which has been launched; on promoting our members actively via social media and in our newsletters and planning new quarterly micro events for members. These have unfortunately been put on hold as a result of the Covid-19 pandemic.

In summary being a Committee member gives you the opportunity to bring to life and give structure to ideas from all members and ensure this a meaningful organisation for all our members.

5. Forum Discussion Topic – “What would help your business post Covid-19 lockdown?”

The Covid-19 situation has been a unique experience and the purpose of this forum discussion is to ask what challenges there are and what help may be needed. Any suggestions will be taken back to committee for discussion and research on resources that may be needed. VP asked those present to talk about their recent experiences and what help they feel they need.

Jenny Labbett of Renaissance Training and Jenny Labbett Computer Services-

JL had been able to work remotely but feels it is different to face to face, and misses the direct contact. JL's main focus moving forward is Renaissance Training, the lockdown allowed the time to reflect on the direction she would like this to develop and what would facilitate the transition to achieve this and investing in what was required. JL can help other businesses interested in looking at where their business is now, where they would like it to be and how get there, how to tap into their own resilience.

JL is offering to hold a free zoom meeting with anyone interested in sharing experiences and help see how to facilitate moving forward with their business.

VP commented that was a great offer, and good to share resources and ideas. Everyone is in this situation together while individual business experiences vary. VP asked if JL needed any help such as training or grants moving forward. JL has worked on her website and focused on how to use her own resources in a better way rather than needing more help.

ACTION: JL to send JW information for the newsletter.

Lisa Hamon – LA Global Management

LH commented that her client base has been mainly in hospitality and catering industries which had been quiet during lockdown. LH had used the lockdown to reflect on her future business focus. Her experience, skills and enjoyment are in the finance sector and management accounting and will be a main focus now.

LH felt that FBA had been a support and help during recent months, including collaborating with the committee. LH has been doing her own research on the best way forward and feels the general support is useful rather than any specific help.

Allan Williams – Allan Williams – Artist and Illustrator

AW had not experienced significant changes in his 3 roles, working differently on zoom and with commissions based around using high resolution photographs rather than personal visits, and resulting artworks sent out in the post. He had been busier than before lockdown,

while travelling less. Moving forward he would like to increase referrals for his artworks for special occasions, using social media etc.

ACTION: AW to send latest information to JW for promotion on newsletter and social media.

Rachel Dawson – Gotelee Solicitors

Gotelee had opened its new Framlingham branch at Framlingham Technology Centre just before lockdown, and would have been promoting in person that its services were available more locally. The business had furloughed some staff while others worked normally but remotely, some departments had been less busy, others such as wills and probate had remained busy and matrimonial had been busier. Some socially distanced appointments had taken place in offices or at client's gardens where people were shielded.

Moving forward Gotelee plans to promote in person the new branch as soon as everything opens up more, meanwhile online marketing is taking place.

Jenny Stockman – Framlingham Technology Centre and Seckford Foundation

Framlingham Technology Centre had been working remotely except for those tenants who couldn't work from home, they are open again now and running very well, receiving increased enquiries about office space.

JS is busier than usual with the Seckford Foundation, more young people need help during these challenging times especially years 11 and 13, some of their business mentors have been made redundant and have been offered career advice. JS has enjoyed the new way of working and finding the resilience to move forward.

Other Points

JS feels that moving forward businesses need to know about free government business loans. Information on grants can be found at East Suffolk Means Business <https://eastsuffolkmeansbusiness.co.uk/grants-and-funding/>

JL commented there were issues around using Zoom as connectivity is not good for everyone. There was discussion around other meeting platforms such as Team. JS uses Zoom as it is secure, while schools are doing learning on the Cloud as it allows easier feedback and questions.

SL commented that East Suffolk Council has been using Zoom, Team and Skype, other organisation such as New Anglia LEP have used Team. For SL Team has been the most stable platform at home.

JS commented that other Suffolk towns such as Aldeburgh will be getting the Free Wi Fi, but asked if there was consideration given to hubs for young people and some businesses to be able to login in a socially distanced space rather than rely on equipment being given out. These spaces could be in empty offices, libraries etc.

ACTION: SL to ask about potential hub and space potential.

FBA ES Grant – VP and JS have been working on a grant application from the ES business association grant pot, looking at our strategy and what is needed to fulfil it. Local Business Associations need to keep their resources for their own plans, things that affect the wider area economic development and growth can't be funded from the BA's.

VP commented that it isn't easy to know what grants are available, how to know what projects are appropriate, or how to successfully make an application unless you have

experience or guidance. This, and if forms are not simple, could be a barrier to businesses and organisations making applications and getting help. BA's have ideas and the will but as volunteers time resources are lower, so assistance is vital.

ACTION: SL will speak to the ES Funding Team about possible zoom training for completing funding applications for both businesses and business associations.

SL commented ES Council have Economic Development officers looking at the business sector and all feedback from business and BA's on working post lockdown is useful and welcome. SL has made some town visits but the risk assessment process involved does take time to organise. (JW has sent SL some feedback on Framlingham business responses). SL commented that a lot of time has been spent on received grant applications, they are assessed by one team then panel assessed, and most are successful. The grants are open to as many businesses as possible so that money can be directed to need, but it has been very hard working with those that haven't been able to be helped by the process.

RD commented that some businesses are still trying to figure out the best way forward for their individual business and unsure of what they need to facilitate this, others are very concerned about spending money making changes in the light of a potential second spike of Covid-19.

6. Framlingham Town Council

The FBA meeting coincided with an FTC meeting tonight, so no-one from FTC had been able to attend, sending their apologies.

VP and JW have been attending a FTC weekly Zoom meetings including the discussion of business related items and feeding back business experiences. The meeting 15/07 had included discussion on the impact of wearing face coverings in shops from July 24th and how to ensure the rules are followed.

7.FBA Membership Update

As at 15/07/20 total membership represented 74 businesses, two more applications in the pipeline. Newest members include The Suffolk Photographer, Vidoo Film, and Claba Creative. The Management Committee are working to increase membership during 2020/21.

8.Finance and Banking Report as at 15/07/20

Community account: £4336.28

Active Saver account: £9621.85

Total FBA Accounts: £13958.13

Total includes ring fenced amounts: £320.10 for HOD event 2021, £3719.01 digital grant, £500 funding for small events, funded gazebo. £4K transferred from Community to Saver account to maximise year end interest.

The Management Committee is currently finalising the ES grant application, looking at FBA budget, and at what can be offered to FBA members going forward into the next year.

9. A.O.B.

No items.

10.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.

FBA Bi-Monthly meetings:

25th November – details TBC

23rd September Bi-monthly and AGM – details TBC

FBA Management Committee Meetings:

11th August (Zoom), 13th October, 15th December – all at 1.30pm.

Meeting closed at 7.37pm