



AGM : 23rd September 2020 - DRAFT

Present (On Zoom):

Victoria Perkins (FBA Chair) – Deep Space Marketing

Lisa Hamon (FBA Vice Chair, Treasurer) – LA Global Management

Jenny Stockman (FBA Management Committee) – Framlingham Technology Centre, Seckford Foundation

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

Rachel Dawson (FBA Management Committee) – Gotelee Solicitors

Jenny Labbett – Renaissance Training/Jenny Labbett Computer Services

Mick Hutton – Magic Media Street

Allan Williams – Allan Williams Artist and Illustrator

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

Cllr Penny Wraight – Framlingham Town Council

Jacqueline Ward – FBA Secretary and Association Co-ordinator

Apologies:

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

Colin Farrand – Succeed in Spain

Sonia Lambert – Economic Development Officer, East Suffolk Council

Nicola Jenner – Framlingham and Wickham Market Community Officer, East Suffolk Council

Meeting commenced at 6.00pm, with brief introductions from all present.

Attendees – were noted, and apologies given, as above.

Chair's Annual Report 2019/2020

Current Management Committee

Victoria Perkins	Chair
Lisa Hamon	Vice Chair
Kelvin Gibbs	Committee member
Jenny Stockman	Committee member
Rachel Dawson	Committee member
Keith Snowdon	Committee Member
Jacqueline Ward	Association Co-ordinator and Secretary

Membership and personnel

Currently the FBA has 74 Members and interest in the Association continues to grow as members of the committee engage with the local community and beyond. We saw a rise in new members as we came out of the Covid-19 lockdown of businesses looking for new ways to promote their services.

The current Chair, Victoria Perkins has been Chair for two years and will step down from the position in line with the 2-year limit stated in the FBA constitution.

"It has been a great experience and pleasure to have been Chair of the FBA these past two years. On a personal level, I have learnt so much and have enjoyed immensely working with the FBA Management Committee team who are always there to support and offer their valued opinions. The role has also allowed me to be involved in the local Framlingham community and really get to know the town I live in and love.

The FBA had big plans and exciting initiatives for 2019/2020 focusing on, "What would benefit all of our members, what do they need and how can we help?", but as we all know 2020 did not go as planned! Throughout Covid-19 lockdown we continued to ask this question of ourselves. We communicated on a regular basis to our members to ask how we could help, keep them updated on the latest news from Framlingham Town Council and East Suffolk Council and shared any updates from local businesses whether they were members or not. As we continue to navigate these uncertain times the FBA will be there to support businesses and the local community any way we can."

The FBA Management Committee meet on a regular basis, for the past 6 months and for the foreseeable future via Zoom, to discuss many ideas including how to improve and grow the FBA membership and membership benefits and how to continue to bring awareness to local businesses and the town of Framlingham and District. What happens for local businesses matters very much to them and they give up their time to meet and work on strategies and events. They welcome any feedback and ideas from members to help inform what they do to.

Subs are £60 annually and support increased general running costs, insurance, the many activities of the Business Association that are aimed at promoting the town, creating opportunities for members, putting on events and being a part of activity and initiatives that drive economic growth to benefit members. This year as a thank you to our current members and in light of the current situation, we extended a discount of 25% if they renewed their membership by October 1st.

Events

The annual programme of events continues to generate interest in the town, creating footfall, boosting trade and increasing awareness of all the town has to offer.

In October 2019 The Great Framlingham Sausage Festival attracted huge numbers of visitors into the town for this popular event, which draws people from both the local and a wider area and generates interest in Framlingham as a destination to re-visit. See www.framlinghamsausagefestival.co.uk

The FBA worked alongside the retailers and Framlingham Town Council to organise “Festive Fram” on December 7th, 2019 which included a vibrant Christmas and Charity Market, a Grand Prize Draw, Festive Window competition, Santa’s Grotto and much more to bring the whole community together. By linking up with the FOSM Tree Festival the whole town was able to enjoy a united Christmas event for 2019. The FBA continued to fund and supply the individual Christmas trees to every business on Market Hill and surrounding area regardless of whether they were FBA members or not. We wanted to introduce a more sustainable approach to the trees and purchased life-like, pre-lit, “fake” trees that will last for at least the next 5 years. The feedback was very positive and the town looked beautiful.

The FBA is very grateful to the people that continue to give their time voluntarily to assist with events and make sure the town is presented appropriately, we are very fortunate that both members and other volunteers continue to support us.

Bi-monthly FBA open meetings continue via Zoom providing the latest FBA news and information on matters of business interest. These are open meetings, with FBA members, non-member businesses and the general public very welcome to attend. A FBA representative has also been attending the weekly FTC Covid Response Zoom meetings on a regular basis to share member news and updates on the business community as a whole.

Unfortunately, we had to put our regular monthly networking meetings on hold for now but when we can all meet again in person we plan to host quarterly events that are fun (think summer BBQ, wine tasting and pizza night!), allowing our members to get to know one another in a relaxed and informal setting.

Marketing and Communication

The FBA were very excited to launch a brand new website this year. Our objectives were to create a site that was easy to navigate, simple to use and most importantly we wanted to make sure our member pages really stood out. We are proud to say we achieved all of that and then some. The new member pages are like their own mini website with multiple images to show what they do, an impressive About section, links to their social media profiles and own websites, plus a Google map display – all of which not only looks great but works on the behind-the-scenes SEO algorithms. Please visit www.framlinghambusiness.co.uk.

As part of the East Suffolk Council “Smart Town” Free WiFi project the FBA was awarded digital grant funding which enabled us to work with a few local businesses to enhance their online presence including building a new website and managing their social media marketing. This has boosted business for those involved and we continue to develop this program.

We also continue with our own online presence via social media sharing news from the FBA, members and local community.

Regular newsletters are sent out to members highlighting member news, upcoming meetings and items of interest to businesses including available grants and training opportunities.

www.framlinghambusiness.co.uk
chair@framlinghambusiness.co.uk
admin@framlinghambusiness.co.uk

The FBA Chair Victoria Perkins highlighted 2020 had been a strange year, it started with the Management Committee looking at priorities and how to help all members, but the pandemic changed everything. Small member events had been planned, providing a relaxed atmosphere for businesses to get to know each other and refer business. Despite lockdown FBA had continued to engage with members, VP stated that FBA is here to help, aiming to find out what people need and look towards what can be achieved especially when things become more normal. Planning events had been difficult and networking, Heritage Open Day and The Great Framlingham Sausage Festival had not been able to go ahead in 2020.

On a more positive note FBA had launched the new easy to use website, highlighting member businesses with a 'mini—website page' that has details, pictures, a map, social media links etc. This helps members to come up on Google, especially those without website or social media presence. Regular member and committee meetings had gone ahead on zoom and will continue to do so, and FBA had used the Digital Grant to work with some Market Hill retailers on website and social media that gave a boost to what they could achieve during lockdown. The FBA newsletter had promoted business news, offers and useful information to assist businesses, and had asked Framlingham Town Council for a link from framlingham.com to the FBA website news page to inform and encourage people to use the local businesses.

2.Consideration of FBA Accounts and current balances

Lisa Hamon ran through the headline figures on the Balance Sheet, explained that ring fenced amounts are held within the FBA Accounts and are discussed at all FBA Bi-monthly and Management Committee meetings and published in the minutes for members to be fully informed.

BALANCE SHEET 1st September 2019 to 31st August 2020

INCOME

	£
TOTAL FOR YEAR	£30451.70
INTEREST ON SAVINGS	£ 13.12
TOTAL INCOME	<u>£ 30464.82</u>

EXPENDITURE

	£
TOTAL FOR YEAR	£33731.08
TOTAL EXPENDITURE	<u>£33731.08-</u>

PROFIT/LOSS	£3279.38-
ADD FUNDS FROM END 2018/9	£6845.66

BALANCE £3566.28

REPRESENTED BY ACCOUNTS 31st AUGUST:

COMMUNITY CURRENT ACCOUNT £3566.28
SAVINGS ACCOUNT £9621.85

TOTAL £13188.13

Submitted by JW and LH
September 2020

NB Ring fenced amounts are held within the FBA accounts.

A full monthly detailed balance spreadsheet was also prepared, copies available from admin@framlinghambusiness.co.uk

There was an opportunity for questions, there was one asking if the balance was a useful amount. The reply was that the balance amounts are similar to the previous year and that all FBA accounts are open and reported at all FBA Management and Bi-monthly meetings for members to see. There are ring fenced amounts, but also membership renewal income coming in. The Management Committee reviews ongoing costs such as admin and insurance and applies for grant funding as appropriate. The Chair commented that the bank balance informs decisions on what the FBA can do. Last year it spent money on a much improved new website to raise member profiles, four member events had been planned but postponed due to the pandemic. The Management Committee asks members what they need and welcomes ideas and feedback from members on what they would like to see and what the priorities should be.

Any further questions can be sent after the meeting to admin@framlinghambusiness.co.uk

3.Retirement and Election of Management Committee

Information about the election procedures had been made available on request to FBA members via the newsletter in advance of the AGM. Information on the role of Management Committee members and Chair and Vice Chair had also been communicated to members in preceding weeks and months. No nominations, advance or proxy votes were received prior to the meeting.

All Management Committee members stood down at this point of the AGM, those willing to continue on the Management Committee stood to be re-elected. There was one retirement from the committee – Victoria Perkins who stated that she was unable to continue at present on the committee due to other commitments but would continue to be fully supportive of FBA. The remaining committee members agreed to stand again and they were duly re-elected by a show of hands. These are Kelvin Gibbs, Lisa Hamon, Jenny Stockman, Keith Snowdon, Rachel Dawson, and Jacqueline Ward. In addition Jenny Labbett indicated she would be willing to stand for the Management Committee, this was agreed with by all present.

ACTION: The Management Committee will be in touch with Jenny Labbett to organise her attending Management Committee meetings and being included on the group emails.

The Chair and Vice Chair positions were considered as both Victoria Perkins (Chair) and Lisa Hamon (Vice Chair) were standing down from their positions. Victoria Perkins had completed the 2 year term as Chair as stipulated in the Constitution. The Management Committee will continue to meet and email, they will consider at their next Management Committee meeting how to move forward in finding a new Chair and Vice Chair and new committee members. Mick Hutton commented that his other commitments mean he isn't able to join the committee at the moment but is happy to continue to volunteer where needed. Victoria Perkins thanked Mick for his valued support, in particular at Christmas 19.

Victoria thanked the Management Committee for all their hard work, and was thanked.

4.Subscriptions

It had been agreed by the Management Committee that the annual FBA membership fee should remain at £60 for individual membership and £99 for 2 joint memberships. Noting that 2020 had been a very challenging year for members it had been agreed by the Management Committee that a 25% loyalty discount be applied for members renewing by 1st October for the 20-21 membership year.

5.Forthcoming Events

To be discussed in the September Bi-monthly meeting that follows the AGM.

6. A.O.B.

There were none.

Mick Hutton expressed that Victoria Perkins and Lisa Hamon be thanked for all they have done for FBA, this was agreed in comments by all present.

The FBA 2019/20 AGM was declared closed at 6.20 pm.

7. September Bi-Monthly Meeting

This meeting follows the AGM, separate minutes are available.