



Wednesday 23rd September 2020 Bi-Monthly meeting – DRAFT Minutes

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

Natasha Lawrence – Travel Counsellors

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 Chaired by FBA Chair Victoria Perkins

Victoria Perkins stood down as Chair at the close of the AGM but had agreed to chair this meeting in lieu of a new appointed Chair.

1. Attending and Apologies –

See above. Natasha Lawrence joined at this point and introductions made. Meeting commenced at 6.20pm

2. Minutes from the last meeting 15 July 2020 - for approval

These had already been approved on email by VP, and LH.

3. Matters Arising from the last meeting – 15 July 2020

None.

4. FBA Management Committee

VP noted she is leaving the Management Committee and welcomed Jenny Labbett as a new committee member. The Management Committee will look at filling the Chair and Vice Chair posts, meanwhile they will continue meet regularly, carry out discussions and make decisions by email as before, and make arrangements for the bi-monthly and management committee meetings to be chaired.

ACTION: JW will ensure this is an agenda item.

VP will tidy up the Chair jobs in the next few days and hand over to admin and committee.

Some ESC grants have been applied for by VP, LH and JS to help the FBA move forward with a membership marketing plan, and improve efficiency and communication with equipment and IT.

ACTION: JW to keep Management Committee updated on grant progress.

Events currently on hold due to the pandemic, as soon as it is possible plans will be revisited.

ACTION: Retain as agenda item.

FBA continues to meet weekly with Fram Town Council Covid-19 Response team, giving business feedback and finding out about new signage, impact of second waive etc.

ACTION: meeting attendance to continue.

5. Framlingham Town Council Update – Eileen Coe and Penny Wraight

The link to the current FTC newsletter is:

<https://framlingham.com/newsletter/>

EC commented the FTC monthly newsletter was due out 5th October.

ACTION: JW to forward the link and any information relevant to members

PW commented FTC is working on projects for the future 30 years in the town, and that strategic policies are in place. They continue to work on the Covid-19 Response Plan.

PW commented it had been a disappointment Christmas event plans hadn't been possible due to the pandemic. Outline plans to organise an alternative tree had not been possible due to the unavailability of the person retailers hoped could build it, FTC were now looking at a real Christmas tree for Market Hill for 2020. VP asked if the retailers were involved in this plan.

EC stated she had written to FBA via JW about the possibilities around organising a big tree for Market Hill 2020 and arrangements for the small artificial trees, and was awaiting a reply in time for the 1st October Full Town Council meeting. It was felt that with all events currently cancelled a Christmas tree would be cheering for businesses and community.

ACTION: Once the Management Committee had discussed the email JW to send a reply as soon as possible.

EC commented that FTC and FBA had agreed to look at how to extend the Fram Free WiFi initiative including looking at funding, 2 years were left of the 3 year scheme. EC needs to speak with Morag McInnes from East Suffolk Council and discuss with FBA.

VP has already given feedback on the scheme to East Suffolk Council as it had progressed, feeling that the benefits need to be looked at, and the fact that technology could be very different in 2 years and an upgrade could be due. VP had also fed back that the towns need more physical and continuous support from East Suffolk Council on this project as partner organisations such as FBA are made up of volunteers who have their own businesses to run as well.

VP thanked EC and PW for their input and efforts.

6. Business Items of Interest

Stay Safe and Stay Local Campaign

This is being developed by East Suffolk Council who requested information about Framlingham businesses for the video they are organising. FBA sent the info out on the newsletter and all responses passed to Jo Chapman at ESC. Seems to be retail/high street focused, one non-retailer also applied so FBA passed information to East Suffolk contact to consider for a second campaign for other businesses. VP commented that all businesses are important and have had challenges at this time..

7. Marketing/Online presence

Grants have been applied for to assist the development of marketing plans to increase membership and promote FBA and its members.

Work has continued with the digital grant which provided a website for a member without one and social media work with a few members as well. While the timing with lockdown hadn't been ideal there were signs that the work carried out had allowed progress for, and support of, the businesses involved.

8. FBA Membership

As at 23/09/20 total membership represented 32 businesses, the renewal period is ongoing. FBA has lost 5 members, 1 business closed earlier in the membership year, one has closed their business to take up a new career, one has closed their business currently, two (joint) members are not renewing for the time being. FBA has received some very nice feedback, both from those renewing and those not renewing, for help and support during lockdown - one has offered to keep volunteering in the future despite no longer being in business.

9. FBA Finance/Banking

Community account: £3909.73

Active Saver account: £9621.85

Total FBA Accounts: £13531.59

Figures as at 23/09/20

Ring fenced amounts HOD event £320.10, £2790.01 Digital Grant, £500 for small events, funded gazebo and towards events.

10. AOB

Thank You from VP

VP thanked everyone for all their support, patience and guidance while she learned to become Chair and carry out the role for the past 2 years. It had been a very interesting role that she had enjoyed and learned a lot from, and there had been laughter along the way. VP thanked and showed everyone the bouquet she had received in appreciation of her being Chair. Jenny Labbett thanked VP again for all she had done for FBA and its members.

FBA Insurance – Being updated for late September for 20/21 year, a number of additional forms had been required for the 2 quotes.

FBA Small Lottery License

KG had agreed to continue as promoter, and the new license received.

The Suffolk Coast DMO

Confirmation that membership has been updated as agreed by Management Committee.

Framlingham Plans

Following on from Nick Corke's presentation at the August Management Committee meeting about some potential future plans he is working on JW has attended a meeting on the potential inter-generational housing element.

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.

November Main bi-monthly meeting – Wednesday 25th November by zoom, time tbc

Management Meetings - Next meeting – 1.30pm Tuesday 13th October on zoom.

JS was thanked for organising the zoom meeting.

Meeting closed at 6.41pm