



Wednesday 25th November 2020 Bi-Monthly meeting – DRAFT Minutes

Present (On Zoom):

Lisa Hamon (Meeting Chair, Management Committee, 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

Jenny Labbett – Renaissance Training/Jenny Labbett Computer Services

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

Mick Hutton – Magic Media Street

Sonia Lambert – Economic Development Officer, East Suffolk Council

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

James Overbury – Deputy Town Clerk, Framlingham Town Council

Cllr Penny Wraight – Framlingham Town Council

Jacqueline Ward – FBA Secretary and Association Co-ordinator

Apologies:

Rachel Dawson (FBA Management Committee) – Gotelee Solicitors

Morag McInnes - Project Manager, East Suffolk Council

Meeting Chaired by Lisa Hamon, FBA Committee member

1. Attending and Apologies –

See above. Introductions were made.

2. Minutes from the last meeting 23 September 2020 - for approval

These had been approved in advance by the committee, posted on the FBA website and members informed.

3. Matters Arising from the last meeting – 23 September 2020

There were none.

4. FBA Management Committee

Meeting Chairs 2020/21 - Discussed need to agree meeting chairs for next few months, starting Dec Management and Jan Bi-monthly meetings.

JS is happy to deal with Press enquiries.

ACTION: Committee members to consider chiring next pair of meetings.

2020-21 Plans for small events on hold until more relaxation of Covid rules.

X20 – FBA have updated and informed everyone about the small trees, including dealing with enquiries, and issuing of replacement trees and parts as required.

Bill Bulstrode had collected the FBA main tree lights and the FBA baubles from Charnwood.

ES grant application for equipment and software update was successful and a useful IT contact has been made, yet to action.

Covid Response - FBA continues to meet weekly with FTC on Covid response, giving business feedback, issuing posters as required by members and non-members. FBA engages with members on how things are going and publicising business news on the FBA website, through link from framlingham.com, and in the newsletter.

Meeting dates 2021 – pre-agreed by email:

Management Meetings Bi-monthly, Wednesdays at 1:30pm,

24th February, 14th April, 16th June, 18th August, 13th October, 15th December.

Open Meetings Bi-Monthly, Wednesdays at 6.00pm,

20th January, 17th March, 19th May, 14th July, 22nd September (&AGM), 17th November.

All meetings will be on zoom for now.

ACTION: JW to publish dates for members.

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

The link to the current FTC newsletter is: <https://framlingham.com/newsletter/>

PW reported that the town council is working on a review of the Neighbourhood Plan.

PW asked if FBA had feedback from members on the parking situation at the moment, asking if there was anything FTC could do to help or answer questions about.

JW reported that FBA had not received any direct comments from members and KG commented that there hadn't been negative or positive feedback generally. JW assured PW that any feedback received would be highlighted to FTC.

PW commented that the Christmas trees were up with the co-operation of FBA and that feedback on how the town looks has been good.

6. Business Items of Interest

LH reported that FBA and FTC had attended 2 meetings with East Suffolk Council on 27.10 and 19/11 about Smart Towns and the Wi Fi pilot which is soon to be rolled out to another 10 towns. There had also been discussion about encouraging people to engage with the ESC 'Shop local and Stay Safe' campaign. Morag McInnes had hoped to discuss some of these areas in tonight's meeting but had been unable to attend, a catch up meeting was proposed.

SL explained that Jo Chapman at ESC has been running the 'Shop local Stay Safe' campaign since October and through the second lockdown, it will now focus on a festive feel with more press and PR.

FBA has published local lockdown business news on the FBA website News (with link from framlingham.com) and also in the FBA newsletter. The FBA News link has also been given to Jo Chapman at ESC for their 'Shop local, Stay Safe' social media campaign.

SL explained that Morag McInnes is the Smart Towns project manager at ESC, currently re-visiting the Fram pilot including the Wi Fi and Square, prior to the roll-out to more towns. LH confirmed that FBA would have a meeting with Morag. LH reported that the previous meeting had included Chris Wade from People and Places giving an update and explaining about moving the East Coast Towns Initiative project forward to phase 2 and that there is £10K funding available. FTC and FBA have met and are moving forward on this.

James Overbury commented that the Fram Free Wi Fi is one year in and work to decide if it is something that should carry on past the 3 year pilot needs to take place, including how that can be funded by generation of income. It was felt it could be a powerful tool for visitors and marketing, and driving up business in the town. It is an exciting idea but resources are stretched at this time. There would need to be consideration of the tech, including any impact of 5G.

ACTION: LH confirmed meeting to be arranged with Morag, to include discussion on the Wi Fi

Nicola Jenner commented Framlingham has been a very pro-active town throughout this year, with signs and resources helping to ensure everyone is safe and has everything they need, including through Hour Community. Advice is also available at Suffolk County Council, contact from NJ.

7. Marketing/Online presence

FBA had been very fortunate to have had ex-Chair Victoria Perkins and Deep Space Marketing for social media and marketing expertise on the committee. FBA needs to look at the best way forward and LH asked if KS had any comments.

KS commented the FBA website could develop a special offers page, an opportunity for members and to drive traffic to the FBA website. Examples that could improve sales, especially during such a difficult year would be a Black Friday or January Sale offer. Using social media to promote special offers would also be an effective way to highlight the local shops, using festive photos too. The use of Likes and Shares and Instagram would be effective. JW commented the FBA admin email now receiving info from Instagram on who is following FBA and new notifications by members and others.

ACTION: Management Committee to review social media and website offer page at the Management meeting 15th December

Digital Grant work still ongoing until December 2020, any remaining funds may be redeployed by ESC, to be discussed with Morag McInnes. VP and KS have updated the committee with progress so far, JW has provided a finance report.

ACTION: JW to sort a meeting date with Morag McInnes

8. FBA Membership

As at 25/11/20 total membership represented 55 businesses, including one new member, one more wishes to re-join but not yet paid. There are 20 confirmed or unconfirmed leavers of which 4 are closed or selling up, a few have left as there are currently no networking opportunities. The number of members at the same time last year was 61, the year-end total had been 74. The leavers all received a final letter of thanks and will be hidden on the FBA website and taken from the FBA member newsletter database. JW commented that

with the leaver's membership pages to be hidden it may be time to consider re-engaging with the 13 members who don't currently have a member page on the website. The FBA have an ESC grant to carry out a membership drive to increase FBA membership, including improving the website and carrying out social media. There is an opportunity to reach out to new members. PW asked if this includes nearby areas, this was confirmed. LH also explained that FBA had a number of small events planned for this year to which people could have been invited to network and find out about FBA but Covid happened.

ACTION: Tasks to be allocated for the membership drive at the next FBA meeting.

ACTION: FBA revisit the small events when it is able to hold them.

9. FBA Finance/Banking

Community account: £4711.20

Active Saver account: £9621.85

Total FBA Accounts: £14333.05

All as at 25/11/20

Total includes ring fenced amounts: £320.10 for HOD event 2021, £2090.01 digital grant, £2229.00 ESC grants to develop membership and improve FBA IT, £500 funding for small events, funded gazebo, and money for potential 2021 events.

October Finance –

In Total £2754

Out Total £820.14

Discussion about redeployment of £1.1K Digital Grant.

ACTION: To be finalised in discussion with Morag McInnes in a meeting to be arranged by email by JW.

10. AOB

Community Officer for Framlingham and Wickham Market

Nicola Jenner introduced her role as Framlingham and Wickham Market Community Officer at East Suffolk Council, in post since September 2020. Nicola's area includes surrounding villages as far as towards Chediston and Halesworth, with 29 parish and town councils. A lot of her work concerns community groups and funding allocation that helps them achieve objectives. The 3 main objectives for her area are: development of opportunities for young people; the reduction of rural social isolation; and alternative, active and sustainable transport. £25K is available to community and voluntary groups to help ESC action local objectives. NJ highlighted some of the local group projects that had benefitted from money in the funding pot such as a wheelchair accessible transport for Hour Community, a travel grant for young people, and a Friendship Bench.

NJ explained that ideas on what people would like to see are critical so that projects are community relevant rather than from ESC ideas only.

NJ asked that if anyone would like more information of available funding or getting involved in projects to contact her at:

Nicola.Jenner@eastsoffolk.gov.uk

LH and JS expressed interest, JS in mentoring and grants around work with young people.

East Suffolk Business Connected (ESBC)– Report by JS

This new organisation follows on from the business association umbrella Suffolk Coast Business. ESBC wants to know what businesses need, aims to connect people and join up the ten main towns and the business associations for mutual benefit such as through the

Smart Towns Wi Fi. ESBC can bring things to the towns that might not otherwise easily happen. There will be a questionnaire out to businesses and business associations in the next few weeks to find out what is needed, how businesses have adapted and changed this year, and what would help businesses in the future. There will be a launch in the New Year linked with when the postponed ESC Business Festival can take place. The new Business Association Handbook launch would also be connected and will trial with a new and emerging business association. It is hoped the new handbook will encourage people to join BA committees and take up Chair positions.

ACTION: JS to keep FBA informed on progress.

SL explained that after a lot of work the autumn planned Business Festival had to be on hold. SL thanked FBA for the sharing of all the ESC information on help for businesses during this difficult year, especially on grants available for businesses such as Local Restrictions Support and Additional Restriction grants.

ACTION: JW to publicise grants again in the FBA newsletter.

ACTION: SL to keep FBA informed on the Business Festival.

Screen Suffolk

SL is the Film Champion for Suffolk promoted through Screen Suffolk and explained there are opportunities for youngsters and locations.

ACTION: SL to send the Screen Suffolk link to FBA.

ACTION: JW to highlight Screen Suffolk in the next newsletter.

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.

January Main bi-monthly meeting – Wednesday 20th January 2021 by zoom, time tbc

Management Meetings - Next meeting – 1.30pm Tuesday 15th December on zoom.

ACTION: Volunteers requested for meeting Chairs, to be appointed and year's dates published.

LH thanked everyone for attending.

JS was thanked for organising the zoom meeting.

Meeting closed at 6.52pm