



**Wednesday 20th January 2021 Bi-Monthly meeting – DRAFT Minutes**

**Present (On Zoom):**

Jenny Labbett – (Meeting Chair, FBA Management Committee) Renaissance Training/Jenny Labbett Computer Services

Lisa Hamon (Management Committee, Treasurer) – LA Global Management

Jenny Stockman (FBA Management Committee) – Framlingham Technology Centre, East Suffolk Business Connected

Mick Hutton – (FBA Member) Magic Media Street, Guitar Teacher

Allan Williams – (FBA Member) Freelance Artist and Illustrator

James Overbury – Deputy Town Clerk, Framlingham Town Council

Cllr Penny Wraight – Framlingham Town 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 (FBA Management Committee) – Keith Snowdon Web Design Ltd

Rachel Dawson (FBA Management Committee) – Gotelee Solicitors

Eileen Coe – Town Clerk and RFO Framlingham Town Council

Sonia Lambert – Economic Development Officer, East Suffolk Council

**Meeting Chaired by Jenny Labbett, FBA Committee member**

**1. Attending and Apologies –**

See above. Introductions were made.

**2. Minutes from the last meeting 25 November 2020 - for approval**

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

### **3. Matters Arising from the last meeting – 25 November 2020**

There were none, other than items within the meeting agenda items.

### **4. FBA Management Committee**

Meeting Chairs 2020/21 - Mick Hutton has agreed to chair the February Management Committee and March Bi-monthly meetings. JS will deal with Press enquiries.

A volunteer is needed for 14th April Management Committee and 19th May Bi-monthly pair of meetings. This is open to FBA members, not just committee members. MH and JS were thanked by JL for their voluntary contributions.

**ACTION: Committee members to consider chairing the next pair of meetings.**

2020-21 Plans Confirmed that small events still on hold until more relaxation of Covid rules.

Sausage Festival 2021 Update – JS confirmed that with FBA not involved, and JS, LH and Michael Keo as prime organisers had planned towards SF20 and SF21 but were now too busy. The SF website has been handed to local event manager Steve Calver, who had been involved with SF for some years, and is now looking into what could be done for SF21. JL thanked JS and LH for all their volunteer time and hard work for the many years of SF events. JS commented that FBA would look at developing another Framlingham event at some point.

X20 – Most people managed to get their small Christmas trees up, BB helped a few. Most small trees are down, a few remaining at premises currently closed and can't be removed. FBA main tree lights and baubles were taken down and checked by BB, EC has confirmed they're now in FTC storage with the extra baubles and main tree lights purchased this year by the retailers. It was noted a clarification about FBA contribution to Christmas decoration in the town had been acknowledged in the January Framlingham Council Monthly Newsletter.

JW asked if the FTC storage arrangement for FBA lights and baubles was suitable. It was agreed FBA should retain ownership for the near future, subject to any handover arrangements in the future, and that FTC storage was more suitable for electric lights.

**ACTION: To retain a note about the FBA lights and bauble ownership for future committee member information.**

**ACTION: To review storage and ownership of FBA lights at X21 time.**

**ACTION: JO of FTC to ensure the FBA property is marked as such.**

Heritage Open Day Event - Dates are 10-19 September 2021, theme is Edible England. Previous FBA HOD events had incorporated food. Registration is 01/03/21 to 01/08/21, access to help and materials needs to be early. If going ahead would require a co-ordinator, volunteer team, providers of walking tours, base venue, venues to visit, with current uncertainty it may be difficult to attain these elements. Some towns and venues did virtual events last year but this could be difficult to achieve.

**ACTION: Re-consider in March 21.**

### **5. Framlingham Town Council Update – Penny Wraight and James Overbury**

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

JL explained PW and JO attend FBA meetings representing Framlingham Town Council (FTC), and that Eileen Coe, Town Clerk, is kept informed of FBA news and activity.

PW updated that FTC are moving forward with the Strategic Plan for Framlingham, and the Transport Working Group is progressing and will engage with expertise.

PW commented FTC have Wi Fi data and would be happy to share with FBA, asking if FBA has a member that could look at the data with a view to how it could be beneficial and could generate income. JS commented that KS was experienced with data. It was felt the data is valuable potentially, JS commenting that grants need to be looked at to run this professionally rather than by a volunteer, FTC and FBA could make joint applications for any grants. JO commented that the grant period ends April 22, although it was hoped this could be extended in light of Covid, and noted that the Wi Fi would cost approx. £4.5K annually to run so the data value must be acknowledged and the Wi Fi must be able to pay for itself.

A meeting on Wi Fi has been arranged by Morag McInnes of ESC for 15<sup>th</sup> February 3.30-5.00pm, members of FBA and FTC will be attending and further discussion could take place then.

**ACTION: LH, JS, KS and JW to attend ESC meeting 15/02**

PW and JO outlined the Covid 19 Response meeting schedule, the town is very well organised and there appears to be no-one falling between the cracks. There is a lot of volunteer support notably through Hour Community, and everyone working together well. JW commented the Response team have kept the town very well signed.

**6. Business Items of Interest**

Framlingham Smart Towns, People and Places, Wi Fi Future – Wi Fi discussed in item 5, above. JL asked LH for any update on People and Places and whether there needed to be another FBA committee member involved with the meetings LH has attended on these topics. LH confirmed no further updates or meetings had happened.

**ACTION: LH to contact ESC for any news, and update both FBA and PW and JO at FTC.**

Parking Update – Some retailers have asked FBA when charging will commence on Market Hill and The Elms amid concerns that some people assume they can park as long as they like and not follow the existing parking rules. JO confirmed FTC do continue to request updates from ESC on the situation. FTC had requested there be a tailored local approach on free slots and that season ticket costs were a concern, however current civil parking changes were being introduced on a district wide approach. There had been no enforcement for 2 years, but now taking place in the Fore Street car park and for on-road parking.

JL thanked FTC for the update and all their hard work on the parking strategy.

Covid Response - FBA continues to meet weekly with FTC on Covid response, giving business feedback. FBA engages with members and publicises business news on the FBA website, through the link from framlingham.com to the FBA website, and in the newsletter. The latest news for Lockdown 3 has recently been updated on the FBA News by KS and will continue to be updated.

ESC Shop Local Stay Safe Campaign - The FBA News link was also given to East Suffolk Council (ESC) in relation to the Shop Local Stay Safe social media campaign.

FBA had provided photos and wording to ESC for the mailing that went out to Free Fram Wi Fi users pre-Christmas.

## **7. Marketing/Online presence**

Digital Grant - work completed end December 2020, final invoices paid Jan 21. JW has prepared final finance sheet and sent to VP who will complete the grant monitoring which was requested and now received from ESC. FBA waiting to hear from ESC about the repayment of remaining grant as agreed.

**ACTION: JW to retain a copy of the completed grant monitoring form for FBA records, once received from VP.**

Communication – JW asked if FBA could send appropriate information to FTC to include in the Framlingham Town Council Monthly Newsletter, as had been done for the recent Light-Up Framlingham.

**ACTION: JO would confirm if this was an option once JW sent an email request.**

Social Media – At the December 20 Management Committee meeting it was agreed FBA should reconnect with its social media. Keith Snowdon Web Design has now provided the committee with examples of social media work, stats, and costing for an integrated social media approach that would cover a range of social media platforms.

After discussion it was agreed that to move forward the committee would need to clarify what the objectives are and how they fit with an FBA strategy, and what budget would be affordable, this would require a separate zoom meeting. There is some social media budget within the membership drive grant, FBA needs to look at what supports existing members, what aids membership retention, and what attracts new members.

JS also commented the marketing sub-committee notes could also inform.

MH noted that KS social media advice has been good for his business.

**ACTION: LH (Treasurer) to look at the FBA finances.**

**ACTION: JW to email the committee about a zoom meeting to discuss social media further (JS to book).**

Email Hosting – It was agreed to pay the annual FBA email hosting fee.

**ACTION: JW to pay invoice.**

Discussion on making changes for FBA email, the change to Gmail looked expensive and required an IT expert to transfer old emails and address book information. JS has recently been looking at email set up in another context and suggested a cheap and easy way would be to set up with a new email server, this could be done by FBA and not require an IT company. FBA doesn't use many email addresses, mostly admin address, any change of email address could be communicated.

**ACTION: JS to ask KS for advice**

The planned IT grant application for changing to Gmail had not been completed. It was agreed to not progress the application.

## **8. FBA Membership**

Membership - as at 14/01/21 total membership represented 57 businesses, includes 1 new member and 1 more to renew late. The Management Committee are working to increase membership during 2020/21. Old members have been removed from the FBA website and newsletter database.

FBA Membership Drive - at the December 20 Management Committee meeting it was agreed that this should be approached cautiously in the current Covid situation for businesses. It was agreed to carry out some initial steps for the planned membership drive - JW to look at creating a business contact document, and KS to review the marketing information for the digital marketing pack.

KS was not able to be present so there is no update yet. JW has looked at the contact document and has done some work so far.

**ACTION: As work progresses on the contact list it will be shared with the committee, who have offered support in looking for contacts in local areas.**

**ACTION: JW to contact KS regarding the marketing pack**

## **9. FBA Finance/Banking**

Community account: £2985.57

Active Saver account: £9625.95

Total FBA Accounts: £12611.52

Active Saver account increased by £4.10 interest on 31/12/20

Total includes ring fenced amounts: £320.10 for HOD event, £1211.63 digital grant, £2229.00 2 ESC grants to develop membership and improve FBA IT, £500 funding for small events, funded gazebo.

December Finance –

IN – Membership fee £60; Error payment in £50. Total £110.00

OUT- Digital Grant expenditure £418.33; FBA website annual hosting fee £240.00; Refund of error payment in £50; Admin £352.75. Total £1061.08

(Error payment paid to FBA in error for donation for xmas lights, should have gone to retailers group bank account).

JL thanked JW for the clear finance information.

## **10. AOB**

St Michaels Tree Festival – FBA had their annual tree in Church display as agreed. JL thanked JW for her work on this.

St Michaels Church – FBA understands the new vicar Rev Chris Davies organised a children's nativity trail around the shop windows. JW has signed FBA up to the St Michaels newsletter to keep FBA informed. FBA have had a good link with and support from the previous incumbent Rev'd Mark Sanders and it was agreed to make contact with Rev Chris.

**ACTION: JW to make contact with Rev Chris and ask if he would like to receive the FBA newsletter.**

Small Christmas Tree Brackets – We have 0 wall plates and 1 bracket left, with about 10 artificial trees left in stock to allow for new tree holders and replacement of any damaged trees. One wall plate already required for a shop on Market Hill. KG has volunteered to look at getting some more made.

**ACTION: JW to take bracket to KG post Lockdown**

East Suffolk Business Connected/East Suffolk Business Association Handbook/ESC Business Festival – JS update. The ESBC survey is delayed due to ESC sending out a survey this month, will now be sent out to businesses and business associations next month. ESBC is funded and going ahead this year, the staffing on the survey is very experienced. The Handbook still to launch. No update on the ESC Business Festival available at this meeting.

**ACTION: JS to keep FBA informed on ESBC and Handbook progress.**

Fram College Initiative – Fram College have approached FBA about an initiative to enhance student experience of work etc. JS has contacted Fram College to find out more, the College plans a Virtual Careers Fair in February 21 and would be grateful if FBA could promote local businesses getting involved.

**ACTION: JS to ask Caroline Styles of Fram College for copy for the FBA newsletter.**

**ACTION: JW to put article in FBA newsletters asap.**

Being Brilliant and Bouncing Back Workshop August 2020 – JW commented this had been run free of charge for FBA members by FBA member Jenny Labbett of Renaissance Training. The course had been very successful and received great feedback. FBA thank JL for this opportunity for members. JL plans to run more training.

FBA Grant – It was agreed that if FBA are asked to consider any donations the FBA grant form will be sent out initially so that full assessment can take place and inform any decision made.

FBA New IT – JW looking at requirements for new laptop, software and IT back-up.

John Grose Site and Petrol Station – The site has been taken by East of England Co-op, the petrol station is currently closed for update and will re-open after 10 days.

### **11. Next meetings**

FBA Bi-monthly meetings are open to all, including non-members and community.

Management Committee meetings are open to committee members only.

March Main bi-monthly meeting – Wednesday 17<sup>th</sup> March 2021, 6.00pm on zoom

February Management Meetings - Wednesday 24<sup>th</sup> February 2021, 1.30pm on zoom.

Both meetings are to be chaired by Mick Hutton.

JL thanked everyone for attending.

JL was thanked for chairing the last 2 FBA meetings.

JS was thanked for organising the zoom meeting.

**Meeting closed at 7.10pm**