



Wednesday 17th March 2021 Bi-Monthly meeting – DRAFT Minutes

Present (On Zoom):

Mick Hutton – (Meeting Chair, FBA Member) Guitar Coach Suffolk

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

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

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

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

Allan Williams – (FBA Member) Freelance Artist and Illustrator

Rachel Dawson (FBA Management Committee) – Gotelee Solicitors

Eileen Coe – Town Clerk and RFO Framlingham Town Council

Meeting Chaired by Mick Hutton, FBA member

1. Attending and Apologies –

See above.

2. Minutes from the last meeting 20th January 2021 - for approval

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

Meeting approved the February 21 draft management committee minutes after 2 minor
amendments had been made.

**ACTION: Feb management committee minutes to go on FBA website and members
informed.**

3. Matters Arising from the last meeting – 20th January 2021

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

4. FBA Management Committee

Meeting Chairs 2020/21 - Mick Hutton has been meeting chair for the February Management Committee and March Bi-monthly meetings.

It was agreed that LH, JL and MH would chair the next 3 pairs of meetings up to the AGM, and were thanked.

LH to chair the 14th April Management Committee and 19th May Bi-monthly pair of meetings.

JL to chair the 16th June Management Committee and 22nd September Bi-monthly (and AGM) meetings.

MH to chair the 18th August Management Committee and 14th July Bi-monthly meetings.

ACTION: Meeting Chairs to check and confirm above dates.

2020-21 Plans Confirmed that small events are still on hold.

Heritage Open Day Event – One day non-profit making national event runs during week of 10-19 September 2021. The Management Committee had been given a summary of what this event would require to organise – including financially, manpower, volunteer and guides – and likely attendance numbers. JW confirmed FBA have £320.10 ring fenced for the next HOD event, future sponsorship and grants are uncertain. After consideration it was agreed not to plan a HOD event for 2021 as FBA manpower will be too thin on the ground due to FBA post Covid activities. 2021 events are still uncertain and noted 2022 will be the Queens Platinum (70th) Jubilee with bank holidays on 2nd and 3rd June.

ACTION: Re-consider HOD in January 2022 for September 2022.

5. Framlingham Town Council Update – Penny Wraight

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

PW highlighted that the issues concerning the Elms car park, which had affected the implementation of the new parking charges, had now been resolved by East Suffolk Council. FTC had been keen that the charges start for both The Elms and Market Hill at the same time. The charges should begin soon but no official date yet announced.

ACTION: JW to highlight in newsletter.

FTC was asked if they had received any response on the request for employee parking spaces, PW confirmed the next FTC meeting to discuss parking would be in April.

FBA had requested if they could send appropriate news to FTC for the Town Council newsletter. James Overbury Deputy Clerk was to check with the FTC PR committee.

ACTION: JW to email JO.

6. Business Items of Interest

FTC Covid Response - FBA continues to meet FTC weekly, sharing business news in the newsletter and the FBA website with link from framlingham.com

Framlingham Smart Towns, People and Places, Wi Fi Future – JS confirmed FBA had been in discussion with ESC on a number of matters including the marketing for FBA membership grant, the Wi-Fi going forward, and the uses for leftover FBA Wi-Fi grant funds.

KS is to produce a marketing plan in about a week. FBA now receives the monthly Geo-Sense Footfall Headline Report and will be allocated a couple of log-ins to enable a review of the Wi-Fi data by KS. FBA believe the Wi-Fi is potentially a powerful resource and hope that everyone can work together to avoid losing it at the end of the 3 year contract.

Morag McInnes from ESC would be contacting FTC shortly about ideas for the Wi-Fi future, including the Wi-Fi landing page.

PW confirmed that FTC is looking at updating their website.

ACTION: JW to share monthly stats with newsletter.

ACTION: Await information from KS on marketing strategy and use of Wi-Fi stats

7. Marketing/Online presence

Digital Grant – Surplus of £1213.63 is in FBA bank a/c and may be re-deployed to Wi-Fi work (see agenda item 6).

It had been noted that ESC have recently praised FBA work on Wi-Fi project from early on, this work had largely been by Guy Downes and Victoria Perkins. The committee would like to convey its thanks for the many hours involved in this, including the Wi-Fi launch, by Guy Downes and Victoria Perkins of Deep Space Marketing.

ACTION: LH to sign grant monitoring form and return to JW

ACTION: JW to post to MM at ESC once address confirmed, or scan across.

ACTION: JW to forward a thank you to Deep Space Marketing from the FBA Management Committee

Social Media – On March 9th FBA had held an additional Management Committee meeting to look at FBA marketing including social media, Wi-Fi and budget. This means social media is currently under review along with the rest of the marketing strategy.

ACTION: Review at the next meeting.

FBA Website – An amendment is to be made for a News and Offers Page as part of the membership marketing, all linked to and being reviewed with the marketing strategy.

ACTION: Review at next meeting in relation to membership drive timetable.

8. FBA Membership

Membership - as at 10/03/21 total membership represented 57 businesses. The Management Committee are working to increase membership during 2020/21.

FBA Membership Drive -

JW has looked at the business contact information so far. KS to review the digital marketing pack. The Management Committee plan to work on a soft approach for the membership drive - post businesses re-opening.

ACTION: Continue to create a contact document.

ACTION: Committee to look at the digital marketing pack.

9. FBA Finance/Banking

Community account: £2404.42

Active Saver account: £9625.95

Total FBA Accounts: £12030.37

As at 17/03/21

Total includes ring fenced amounts: £320.10 for HOD event, £1213.63 digital grant (to be redirected), £2229.00 2 ESC grants to develop membership and improve FBA IT, £500 funding for small events, funded gazebo.

February Finance –

IN – Total £0.00

OUT- Refund of 25% membership discount £15, Office supplies £32.40 Total £47.40

Application to FBA for a Grant

FBA had received a £1K grant application from the Framlingham Retailers group. This was declined after discussion, a reply was sent to the Framlingham Retailers Group 10/03. If a further detailed application is submitted it could be considered.

10. AOB

Castle Community Rooms - At the 09/03 extra Management Committee meeting RD had discussed the Castle Community Rooms fundraising and some of misconceptions around the project. A Q &A addressing the facts will be publicised by St Michael's Church and FTC websites, including that the ESC funding was specifically allocated to this project and if not used would be allocated elsewhere in East Suffolk. It was agreed it was a positive development for the town, the current St Michaels Rooms had been beneficial to FBA and other events in the past, and FBA is happy to endorse the project.

ACTION: JW to publicise Q and A's in the newsletter.

LH left at 6.45 for another meeting

Main Tree Lights/FBA Storage/Small Christmas Tree Brackets – Bill Bulstrode had recently returned the FBA main tree lights to Charnwood, commenting the storage was a mess. JS had thoroughly re-organised the storage some months ago and FBA had not used anything from there since, BB was informed and thanked for letting FBA know. BB also commented that half the main tree lights no longer work as they are at the end of their 4 year life. It was agreed the FBA main tree lights need to be checked and disposal made of broken lights.

It was agreed that the storage needs to be checked and tidied again. MH and JW offered to look at. KG may be able to store some of the FBA items inside a main building.

KG is to look at the making of more wall plates and brackets for some of the spare artificial small Christmas trees.

ACTION: JW to contact KG and MH for convenient time slot (s) to check and re-order the storage and check the lights condition and storage arrangements.

ACTION: JW to take bracket to KG at the same time

FBA Email - JS had contacted KS and Robert Chittock about FBA email , issues have included the sending emails from outitgoes, loss of sync between email and old versions of Microsoft, and low storage. When FBA email was set up we were advised to use the outitgoes platform (like Thunderbird or outlook), but those committee members with @framlinghambusiness.co.uk email addresses found this not very compatible. JS has discovered it isn't the hosting that's the problem, after advice and updating her outlook with Microsoft 365 her @framlinghambusiness.co.uk email is now ok on phone and computer. JW will soon have this update in relation to the IT grant. The current remaining FBA email addresses are LH and Vice Chair only.

ACTION: To continue with the current email, with @framlinghambusiness.co.uk users to not use outitgoes but update on Microsoft 365.

East Suffolk Business Connected/East Suffolk Business Association Handbook/ESC Business – JS update. JS currently amending the new business survey which will go out soon. ESBC will fully launch from 21st June. The BA Handbook now being trialled by Halesworth, the handbook is available as a download.

ACTION: JW to request a handbook download for FBA from Sonia Lambert/Jo Chapman at ESC.

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

Fram College Initiative – JS has been in contact with the Caroline Styles at Fram College about their Careers Fair and business involvement. When JW contacted the college on another matter Caroline was full of praise for JS advice.

FBA Grants – It was agreed that FBA should have a grant monitoring form to go with the FBA Grant Form. This would ensure FBA could review the impact any grant had made in terms of footfall and economic growth.

ACTION: JW to look at creating a monitoring form in the next few weeks, using the ESC form as a guide.

FBA New IT – JW looking at requirements for new laptop, software and IT back-up, currently awaiting details for a new highly recommended IT contact.

ACTION: JL to provide JW with contact details.

ACTION: JW to look at.

Covid Marshalls – FBA partner The Suffolk Coast DMO had contacted about if Framlingham would have Covid Marshalls to assure visitors to the area, they are able to publicise such news on social media to visitors to the wider area. It was agreed FTC Covid Response team have been responsible for all the excellent Covid messaging over the past 12 months, so would be the people to ask about this.

ACTION: JW to reply to The Suffolk Coast DMO and forward their information to FTC.

Sunday Open Air Eating – FBA had been asked by an FTC councillor for an opinion on the possibility of having outside tables and chairs on Market Hill during Sundays to allow local food businesses and mobile food units to serve outside, subject to a survey to gauge interest and joint marketing by the businesses. It was agreed that it is an interesting idea, and agreed FTC doing an initial survey was key, with consideration given to whether road closure, insurance and lifting of parking would be required, parking for visitors etc – and how funded.

ACTION: JW to contact Cllr Marion Hines with meeting comments.

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.

Main bi-monthly meeting – Wednesday 19th May 2021, 6.00pm on zoom

Management Meeting – Wednesday 14th April 2021, 7.00pm on zoom.

Both meetings to be chaired by LH.

MH thanked everyone for attending.

MH was thanked for chairing the last 2 FBA meetings.

JS was thanked for organising the zoom meeting.

ACTION: JW to note the apologies from JL for the 14th April meeting.

Meeting closed at 7.15pm