



Wednesday 19th May 2021 Bi-Monthly meeting – DRAFT Minutes

Present (On Zoom):

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

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

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

James Overbury - Deputy Clerk, Framlingham Town Council

Cllr Tim Higham – Framlingham Town Council

Jacqueline Ward – FBA Secretary and Association Co-ordinator

Apologies:

Mick Hutton (FBA Member) - Guitar Coach Suffolk

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

Meeting Chaired by Lisa Hamon, FBA Management Committee. Meeting commenced at 6.00pm.

1. Attending and Apologies –

Please see above.

2. Minutes from the last meeting 17th March 2021 - for approval

March Bi-monthly minutes approved in advance by MH, JL, RD and JS, to go on the FBA website.

The April 21 draft management committee minutes approved by LH and JS to go on the FBA website

ACTION: JW to request April minutes go on FBA website, highlight in newsletter.

3. Matters Arising from the last meeting – 17th March 2021

Agenda item 5. We have a confirmation reply from James Overbury that FBA can send in relevant news to the Framlingham Town Council Newsletter.

Agenda item 10 Covid Marshall/Sunday Open Air Eating – James Overbury confirmed he has not heard more on these.

4. FBA Management Committee

Meetings 2020/21 – It was agreed FBA meetings to continue on zoom for now, the re-introduction to face-to-face meetings could also include a zoom element.

ACTION: Review face-to-face meetings at the July FBA Management Committee meeting.

ACTION: JW will contact a potential meeting venue in due course.

AGM 2021 – JW has booked Framlingham Technology Centre for the AGM and September 22nd Bi-Monthly meeting.

ACTION: JW to confirm details with Fram Tech Centre nearer the date.

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

ACTION: Small events plans to be reviewed as an agenda item at upcoming BA Management Committee meetings.

5. Framlingham Town Council Update

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

FBA had a presence at the FTC APM held 5th May 2021.

FBA has been informed that Cllr Penny Wraight, who had been FBA rep, has resigned from the town council. LH expressed FBA thanks to Penny for all her hard work as FBA rep – including attending meetings, offering support and helping at events such as Christmas 19.

ACTION: JW to send thanks from FBA to Cllr Wraight.

FTC will appoint a new FBA rep to attend future FBA meetings. JO commented there are spaces for 2 new town councillors, interested parties can contact FTC on townclerk@framlingham.com the election deadline is May 24th but co-opting can take place from June 2021. It was agreed information about vacancies can go in the FBA newsletter, FTC to provide the wording.

ACTION: JO to ask Cllr Hines for some words about councillor vacancies for the newsletter.

ACTION: JW to highlight in newsletter.

JO confirmed the Fireworks event won't go ahead for 2021, but there is discussion about Christmas. FTC is looking at ideas to celebrate Christmas and would be interested in any ideas from FBA and with everyone working together. FTC has spoken with Framlingham Castle who is planning an event for residents with free entry one day or evening and the possibility of a 2 day event.

ACTION: FBA to discuss at the next Management Committee meeting in July.

FBA noted from the FTC APM that CCTV had been given permission. JO confirmed there has now been a mapping out town visit with the contractor. CCTV coverage will include from FTC offices in Church Street down onto Market Hill, Bridge Street, Well Close Square,

Riverside, Fore Street up to Crown and Anchor Lane. Required permissions have been actioned. It is hoped that works could be done by Christmas, FTC is happy for FBA members to be updated.

ACTION: JW to highlight CCTV update in newsletter.

6. Business Items of Interest

Framlingham Wi Fi.

JS gave feedback from the positive 11th May 2021 meeting held by FTC and FBA about Framlingham Wi Fi. ESC has confirmed a 2 year extension of the Wi Fi funding. The meeting looked at Wi Fi potential and FBA proposal ideas - including the use of the remaining Wi Fi grant money to fund marketing, and raising awareness of what the free Wi Fi is for and can achieve. FBA is waiting for a marketing plan from the preferred supplier. Also considered was changing the Wi Fi landing page from FTC to FBA website.

JO confirmed that FTC has contacted MM at ESC about the potential landing page changes.

ACTION: JO to keep FBA informed about the landing page.

ACTION: JS to follow-up on the marketing plan progress.

JO confirmed that FTC is keen to help FBA on the Wi Fi project wherever it can.

Geo-Sense – 2 new automated reports have been created: Weekly National Stats and Weekly National Stats V'S your Venue. JW has no longer been receiving the monthly automated reports from the Chair email and investigated why. Elephant Wi Fi had been asked to remove the Chair email as it was only a forwarded email but had offered to set the FBA admin email up to receive. It was agreed this should go ahead and MM at ESC informed.

ACTION: JW to contact Elephant about setting admin@ to receive the monthly reports and to inform MM at ESC.

ACTION: JW to re-commence the sharing of monthly stats with newsletter.

FTC Covid Response - FBA continues to attend meetings, now monthly. As an action from these meetings FBA has given the Covid Response team feedback on covid signage going forward. The feedback was collated from the management committee and local businesses including some non-members. It was felt everyone knows the 'rules' and acknowledged some uncertainty around government changes on these. It was felt the main message should be to welcome visitors and locals into the town and to thank people for continuing efforts to keep everyone safe. Other feedback included a wish the town could have increased planting.

The information gathering had also noted some shops had experienced a visit from someone refusing to wear a mask and distributing politically motivated literature around covid scepticism, civil liberties etc. This information was passed to Covid Response team. JO confirmed that the Covid Response team has reviewed lessons learned for the pandemic. They have 3 recommendations for full FTC council to consider, these encompass a contingency fund, a volunteer handbook and an emergency plan.

It was agreed that FBA should send a formal thank you to the Covid Response team for all their hard work and communications during the pandemic. The team includes Gary Kitching, Alan Davidson, Phil Collins, Marion Hines, Gill Clare, James Overbury and Eileen Coe, Nick Corke and the Hour Community team.

ACTION: JW to action a formal thank you.

JO and TH confirmed FTC has applied for ESC Welcome Back Funding, applying for bigger benches, flowers and extra toilets, They wait to hear if they have been successful, and note the funding may be more for autumn.

7. Marketing/Online presence

Digital Grant - Surplus of £1213.63. JW sent the grant monitoring form to MM at ESC. FBA is currently looking at use of the remaining grant (see 6).

Victoria Perkins and Guy Downes of Deep Space Marketing were officially thanked for all their help around the Wi Fi project.

Social Media – Currently under review in relation to membership drive and Wi Fi initiatives. KS is looking at a marketing plan for social media.

FBA Website –

An improvement for an Offers and News page for members is planned.

ACTION: Review progress on social media and website at the July Management Committee meeting.

8. FBA Membership

Membership - as at 19/05/21 total membership represented 57 businesses. One member was re-contacted as they wished to renew, but there had been no reply. LH has made contact with a potential new member as a result of the April management committee meeting. The Management Committee are working to increase membership during 2020/21.

ACTION: LH to speak to the potential new member again.

FBA Membership Drive – FBA have an ESC grant to increase membership, will continue to work on for the rest of the year to increase membership from Framlingham and the surrounding area.

ACTION: JW to continue to create a contact document.

ACTION: Committee to look at the digital marketing pack.

9. FBA Finance/Banking

Community account: £1715.92

Active Saver account: £9625.95

Total FBA Accounts: £11341.87

As at 19/05/21

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.

April Finance –

IN – Total £0.00

OUT- Suffolk DMO £114.00, admin £297.50 Total £411.50

Application to FBA for Grants – none currently.

10. AOB

FBA New IT – JW made contact with potential, reputable IT provider whose quote has been shared with the committee, it was agreed the quote needed to be further discussed with the IT provider on a zoom meeting.

JW has requested a quote from another provider. JL has experience of IT contracts and commented that the basis for any IT contract or works must be clearly laid out.

ACTION: JW to ask IT provider to have a zoom meeting with some of the committee (LH, JL and JW at least) to discuss. 6pm on Wednesday 2nd June was suggested as suitable.

Castle Community Rooms

At the 14th April Management Committee there had been an update from RD on fundraising for this project, and FBA had agreed to endorse the project as good for the town.

FBA lights and FBA storage, small tree brackets and wall plates.

Need to check FBA storage; FBA main tree lights checked, storage suitability assessed and disposal as required; check FBA baubles and FBA star topper returned.

ACTION: JW to arrange a time with KG and MH to check storage and lights.

3 wall plates and tree brackets for the approx. 10 artificial trees left.

ACTION: JW to take bracket to KG.

The Suffolk Coast DMO – FBA has renewed Membership as agreed at the April Management Committee meeting, and completed a Government DMO review questionnaire. The management committee had looked at the Suffolk Coast DMO information on how to maximise benefits for members.

ACTION: Inform FBA members about sending in information to The Suffolk Coast DMO on events that can be shared on news and social media.

East Suffolk Business Connected – The ESBC survey is approved and nearly ready to go out, it will be shared as widely as possible including on LinkedIn. The survey aims include finding out where small businesses get information and help. ESBC has met with Suffolk Chamber of Business and discussed that businesses, however small, should sign up to the Sizewell Supply Chain which should help local businesses.

East Suffolk Business Association Handbook – FBA Management Committee have seen a copy of this.

FBA Grant Monitoring Form – Not yet looked at by JW, no grants currently live.

Small Business Saturday – JW signed up again for their newsletter.

ESC Grants – FBA have been asked about progress on the IT and membership grants. These have been slowed by the pandemic.

ACTION: JW to reply to ESC

Nick Corke Community Council Idea - NC had reached out to local organisations about creating a community council. JW has asked NC about any progress, the response had been lower than hoped. NC has dropped the idea and will focus on Hour Community which he feels can achieve a lot of what a community council was needed for. Hour Community will continue to talk and work together with others to improve the town and plan for the future.

Working Together – JS commented that building up the Wi Fi would help the businesses and make it easier for them to work together, for Christmas for example. It should bring people together and strengthen positively what the town can achieve.

Bowls Club Event – They have an event on 30/05 and wondered if it was possible to put in the newsletter. It was agreed that FBA needed to consider what we share so that we are clear. Meanwhile a brief item can go in the newsletter for this community event.

ACTION: JW to contact Bowls Club contact with information.

ACTION: Agenda item re clarity on publicity queries.

Ideas to FTC – TH commented that as well as councillor opportunities FTC are also very keen to receive ideas and opinions from everyone, including FBA.

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.

Management Committee meeting at 7.00pm on 16 June 2021, on Zoom. (Meeting Chair JL)

Bi-monthly open meeting at 6.00pm on 14 July 2021, on Zoom. (Meeting Chair MH)

LH thanked everyone for attending including JO and Cllr Tim Higham.

LH was thanked for chairing the last 2 FBA meetings.

JS was thanked for organising the zoom meeting.

Meeting closed at 6.55pm