

Framlingham Business Association

Wednesday 22nd September Bi-monthly Committee meeting – Draft Minutes

Present (on Zoom):

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

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

Lisa Hamon (FBA Management Committee) – LA Global Management

Cllr John Jones – Framlingham Town Council, Development and Strategic Planning Chair, FBA rep

Jacqueline – FBA Secretary and Association Co-ordinator

Apologies:

Mick Hutton (GBA Member) – Guitar Coach Suffolk

Kelvin Gibbs (FBA Committee – Charnwood Milling Company Ltd/Micronizing Company (Uk) Ltd

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

Meeting Chaired by Jenny Labbett, Meeting Commenced at 6.30pm

1. Attending and Apologies

Please see above. To note KG had an issue with zoom and was unable to log in.

2. Minutes from previous meeting dated 16th June for approval

The minutes had been pre-approved by MH and approved by LH and JS in this meeting.

ACTION: JW to request KS upload to website.

3. Matters arising from the previous meeting dated 14th July

No items that are not to be covered in this meeting,

4. Management Committee

Management Committee for 2021/22 – The new committee was voted in at the AGM.

Meetings – Under FBA constitution 2.6 there is no requirement for FBA committee or bi-monthly meetings in August and December, committee members attend additional meetings during the year as well. The August meeting took place as a social, the networking and social connections were useful. The committee may repeat a social meeting for 15th December.

Consideration given to meeting venues. The Crown has indicated they can host FBA in-person meetings subject to date availability. The Bowls Club have agreed in principle to allow their clubhouse to be used in winter months, subject to a small cost and the availability of someone to open up/close up. MH was thanked for his efforts on looking into the bowls Club as a venue for meetings and events.

Discussion about when to resume in person meetings, and about the format. Consideration given to having a short presentation followed by refreshments and networking, followed by the main meeting. Those present had differing views on in person meetings, it was agreed to ask members before taking decision.

ACTION: JW to ask on FBA newsletter for member opinion on FBA meeting format and about preference on return to in-person meetings. Final decision to be taken at the October meeting.

ACTION: JW to draw up a date schedule for approval at the October meeting.

Small FBA Events – FBA still hopes to run these. JW research on cheese and wine had so far shown it to be very expensive per head and often on zoom . JL suggested Niche Cocktails as a possible alternative. JS suggested DJ Wines at Monk Soham, or James White Soft Drinks (Laurence Mallinson) as potential providers. JS also commented that food and drink pairings would be an alternative to cheese and wine, perhaps someone from Aldeburgh Food and Drink.

Event venues considered, The Common Room isn't available, could ask some of the halls and Fram Farmers. JS also suggested the old theatre which has toilets but currently no kitchen.

ACTION: JL to contact Niche Cocktails.

ACTION: JW and others to do more research on providers

ACTION: JW to research halls and costs.

Discussion on a small event or an FBA meeting having the small event sponsor as speaker about their business.

Christmas 2021 – To be looked at in item 5, Framlingham Town Council. Need to synchronise the small Christmas trees with the main tree delivery and tree lighting.

2022 National Events – No real further updates on public sites.

FBA Mission Statement, Vision and Strapline –

JS was thanked by JL for the final draft of ongoing work on the Mission Statement, Vision and Strapline. It was agreed these should be adopted, be communicated to members, go on the FBA website and be used in membership drive. The strapline can also be used in FBA emails under committee position.

FBA Mission Statement

Framlingham Business Association works to improve economic opportunities for members, providing mutually beneficial connections and support through the changing challenges of today's business landscape.

By proactively growing its membership FBA aims to strengthen its impact for the local business community.

FBA works with partner organisations including East Suffolk Council, Framlingham Town Council, East Suffolk Business Connected and The Suffolk Coast DMO on initiatives that improve the economic opportunities for businesses in the area.

FBA Vision

FBA will develop its connectivity and communication, embracing new digital media alongside traditional channels in order to engage all.

FBA will proactively work with local partners on strategies that increase commercial benefit for all businesses in the near area, from the development of the Wi Fi, to event partnerships', People and Places funded projects, and events that support the local economy sustainably.

FBA will actively seek and promote environmentally friendly working practices.

FBA will maintain a close connection between businesses and the wider community.

FBA Strapline

Framlingham Business Association connects and informs the business community in and around Framlingham

ACTION: JW to ask KS for advice on where best to site on the FBA website, and upload once agreed.

ACTION: JW to inform members of the wordings.

ACTION: JW to send copy of wording to JL.

5. Framlingham Town Council

Cllr John Jones introduced himself as the new FBA rep from the town council, he is looking forward to working with FBA and the town in a meaningful way. He welcomes the opportunity for a two way sharing of information between FBA and FTC.

ACTION: Cllr Jones to share his email with JW and indicate if he would like to receive the FBA newsletter.

Cllr Jones gave a background to his working life, an accountant he worked abroad for many in the logistics industry, and has experience of running his own business. He is on 5 committees at the town council and is Development and Strategic Planning Chair.

Framlingham Town Council is very busy, working at full strength at 11. They have done a skills audit and have a number of new councillors with a variety of skills and which has broadened the age range. The strategic plan is in place and FTC looks to collaborate with and help businesses and community as much as possible. The last 2 years had been difficult with Covid, but there is a legacy of great support, training and procedures through the hard work of ex Cllr Gary Kitching who led the Covid Response team.

The Christmas event will be 'Christmas on the Hill' December 3rd 5-10.30pm. The event is fully funded and the events sub-committee includes community and Cllr Marion Hines and Deputy Clerk James Overbury. The shops can have space outside their premises and Framlingham Castle will be accessible for free all day for Fram residents. The event will have late night shopping, tree lighting ceremony, carol singing with 3 schools, music, then a lantern procession up to Fram Castle for more festivities and refreshments.

Parking – The town council has been disappointed to not be able to increase capacity, land that does become available is at house development prices and the council only has access to local CIL funding for parking, For On Street parking the Civil Parking Enforcement Officers have been working well and

penalties have been issued. A policy has been agreed with East Suffolk Council and there will be business and public consultations.

CCTV – Planning permission is required for fitting CCTV onto some of the buildings, once given work could begin.

Welcome Back Funding – An application for seating, additional toilets and planting had been made but funding didn't come through.

Environment Advisory Group – Has had one meeting and set the terms of reference and started research.

Working with FBA -Cllr Jones is to write up the ideas from the FTC and FBA meeting on the People and Places funding held on 21st September. A joint application will be going in and a meeting is to be arranged with East Suffolk Council to discuss. JS thanked Cllr Jones for the clear and very helpful meeting. Discussion had followed on the benefit of an FBA rep attending the event sub-committee meetings from an experienced rather than organising perspective. JS commented that FBA would like to be more visible to the new Councillors on the sub-committee and find a way to work closer with people whom may like to share their skills base and have input. Cllr Jones suggested a quarterly FTC and FBA meeting could introduce the new councillors to FBA and exchange ideas for the community and businesses.

Action: FBA to consider how to engage with the events sub-committee volunteers.

At this point Cllr Jones had to leave the meeting. He was thanked for attending.

6.Business Items of Interest

People and Places Project – JS had an initial meeting with Cllr Jones on ideas which were further discussed with ideas from both FBA and FTC at a meeting on 21st September. Some very good ideas were discussed, including a digital town trail with QR codes to encourage visits to out of Market Hill area as well central Fram. Other ideas included the development of the Wi Fi with newsletter and social media. Also strategies to promote Framlingham as a friendly inclusive town including breast feeding friendly, age friendly, changing room toilets, FBA had also mentioned dementia friendly, walkers friendly, SEN friendly. LH commented it could be useful for schools FBA and FTC to liase on education aspect.

Consultation with East Suffolk Council will take place later in October to discuss the application.

ACTION: JS to research funding for SEN friendly. LH to consider education aspect.

Other points covered were a part time events co-ordinator, perhaps on an ad-hoc basis.

Wi Fi – JS is in consultation about a costing for the social media and Wi Fi newsletter, the quote would be fed into the P&P application and inform the marketing plan.

East Suffolk Business Connected – Now launched JS is stepping down as Chair. Js will ensure that Sue Hall and JW share email.

7.Marketing and Online presence:

ACTION: To be reviewed at the next meting in relation to Wi Fi etc.

8.FBA Membership

Membership is currently in the renewal process, So far 25 have renewed with a few more signalling they intend to renew. There has been one business not renew due to moving far out of the area.. The numbers are on a par with last years renewal at this stage.

Membership drive is a work in progress. Wickham Market Partnership are to give local businesses agreed information on FBA to encourage membership.FBA had received a nice comment from a member: “ Very happy to renew...I fully appreciate the value of your input and found your guidance over this challenging 18 months of covid excellent...”

Discussion on the FBA website in relation to people being encouraged to visit the FBA website with a view to join. It was agreed that giving information of what FBA does and what our members say about us would be more effective and informative.

ACTION: JW to ask KS for advice on how best to amend the website.

ACTION: JL to amend wording to go with the agreed wording for the Wickham Market Partnership.

9. FBA Finance.

As at 22/09/21:

Community Account £2205.73

Saver Account: £8625.95

Total: £10831.68

Includes ring fenced amounts - £320 HOD event, £1213.63 Digital grant, £500 small events, £1537,23 ESC grants, gazebo.

July Finances: In Total £0.00

July Finances Out: £50 (refund of error payment into FBA a/c) Total £50

August Finances In: Transfer from Saver account £1000

August Finances Out: Grant spend on IT £691.97, Small Lottery license £20, Office supplies and mileage £33.31, Admin (2 mths) £365.50, Barclaycard overpayment £1.91 Total £1112.69

FBA Insurance – Committee discussed on email, additional questions asked of and by broker. Discussion concluded that as no in person meetings or events currently on the calendar we should hold fire on renewing as this is a big fixed cost. Broker also gave us a quote on liability and cyber, the insurance had conditions that were not fully understood.

ACTION: JW inform broker of decision.

ACTION: Committee to read the second policy thoroughly and discuss at the October meeting before a final decision.

10. AOB

FBA Gazebo – FBA lent the gazebo for use at the Unitarian Church for an local event. Thanks to Kelvin Gibbs for assistance.

FBA IT – Progressing

The Suffolk Coast DMO – FBA have sent weekly updates, to assist their promotion of the area efforts. They have created a set of short films on local towns and villages, members will have the link on an FBA newsletter, some FBA members were featured in the Framlingham one,

FBA Planters – Summer update done and David Garnett thanked.

ACTION: FBA to decide about autumn/winter planting

FBA Lottery License – Has been renewed and KG agreed to remain a promoter.

ACTION: Will review next year.

ACTION: Review what sort of raffle we can do.

Protocol on Newsletter content – FBA received another request from an unknown person to publicise a charity walk and suggested they approach businesses individually as more effective.

Geo Stats – FBA had been informed by the provider there had been an issue detected on the collection of Wi Fi stats from Apple tech. This is being corrected and stats reviewed.

JL thanked everyone for attending.

JS was thanked for setting up the zoom.

Meeting ended at 7.50pm.