

Framlingham Business Association

Wednesday 17th November Bi-monthly Committee meeting – Draft Minutes

Present (on Zoom):

Lisa Hamon (FBA Management Committee) – LA Global Management

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

Mick Hutton (FBA Member) – Guitar Coach Suffolk

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

James Overbury – Framlingham Town Council Deputy Town Clerk

Jacqueline – FBA Secretary and Association Co-ordinator

Apologies:

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

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

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

Colin Farrand (FBA Member) – Farrand & Co Chartered Accountants

Meeting Chaired by Lisa Hamon, Meeting Commenced at 6.00pm

LH welcomed everyone to the meeting.

1. Attending and Apologies

Please see above.

2. Minutes from previous meeting dated 22nd September 2021 for approval

The September bi-monthly and AGM minutes were pre-approved by LH and by JS in this meeting.

The October Management Committee meeting were pre-approved by LH and by JS in this meeting.

ACTION: JW to request KS upload to website.

3. Matters arising from the previous meeting dated 22nd September 2021

4. New Mission Statement, Vision and Strapline. This has not gone into the newsletter, had thought to wait until on website.

ACTION: JW to put into a newsletter soon.

4. Management Committee

Meetings –

2022 bi-monthly meeting format – Received member feedback indicated the bi-monthly format would benefit from having a speaker, refreshments, and networking ahead of the main meeting. MH commented that zoom was good for committee meetings, and bi-monthly meetings would benefit from social networking within the structure of a meeting. MH felt the speaker could be a member, or a non-member presenting on something topical or could pre-plan a subject to be discussion subject

of relevant interest to our businesses - e.g., work-life balance, tips on using technology to move your business forward. LH commented the FBA survey had shown members wanted networking opportunities, open meetings with speakers could encourage other businesses to attend and take up membership,

Cllr Jones said he was willing to be a speaker in January, to present about council work in relation to the businesses, including the neighbourhood plan and work with FBA - especially on People and Places projects. The town council are keen to engage with businesses and to encourage prosperity in the town, and for FTC and FBA to work more closely. It was agreed this meeting was a great idea and would give businesses the opportunity to give their view and ask questions about the neighbourhood plan, and ideally open to all businesses, as well as FBA members. The meeting should be marketed well to encourage people to attend. FTC are also preparing a survey to get the business view on the neighbourhood plan and what they would like FTC to address. Cllr Jones suggested could consider inviting a representative from ESC, recruitment, upskilling and training could also be discussed.

ACTION: JW to research The Crown as a venue for a larger meeting and enquire with St Michaels Rooms if a larger venue ever required for a joint meeting, or perhaps the Sports Club.

ACTION: FBA to produce an invitation for the meeting with RSVP Only in case of limited room limiting attendance numbers (may have to be capped).

ACTION: Committee decision to be taken on how to market/distribute invitation.

It was agreed those attending the January meeting could be asked what they would like to hear about in FBA meetings throughout the year.

ACTION: Discuss the 2022 speakers from the January meeting.

Meeting schedule for 2022 was agreed, bi-monthly meeting start time amended to 6.30pm:
FBA Bi-monthly meetings- Wednesdays at 6.30pm, in person subject to government rule changes
12th Jan, 16th March, 25th May, 13th July, 21st September and AGM, 16th November.
Management Committee meetings - Wednesdays at 7.00pm. On Zoom 16th Feb, 27th April, 22nd June, 17th August, 19th October, 14th December.

ACTION: JW to contact The Crown and Fram Tech Centre for 2022 meetings and enquire about refreshments.

The December Management Committee social meeting was discussed as December 15th not suitable for JS.

ACTION: December meeting to be organised by email from JW and booked if possible.

Small Events – JW has started venue research. More research on providers required.

ACTION: To be discussed at the December committee social meeting.

Christmas 2021 Event – JO explained FTC had organised the road closure, there has been a good take up of lantern making for the parade and a good buzz around the event. The main tree and lights will arrive next week. FBA were thanked for their information and support.

ACTION: FTC and FBA to discuss the Christmas event in January, working together and the best way to keep FBA informed.

The small trees reminder letter had gone out from FBA and queries answered, there had been some complication as 40 brackets had been lent by tree holders to facilitate the summer flags going up. This meant people involved would need to collect brackets from Bulstrodes to enable the trees to go up.

2022 National Events – FBA have highlighted 2022 dates to members. No more info currently.

ACTION: Keep an eye on updates and liase on any events with FTC.

Other 2022 Events - Heritage Open Day 2022, announced dates are – 9 to 18 September 2022.

ACTION: To be discussed from January 2022.

FBA Mission Statement – Have asked KS for advice on where to put on the website. JW using the strapline on emails.

ACTION: JW to include the statements in the newsletter.

5. Framlingham Town Council

The Christmas event – see above. The LED parade lanterns are proving very popular.

Neighbourhood Plan - review is ongoing.

Parking – Discussions taking place with ESC, SCC and Fram Castle, agreement to be finalised. The Highways committee are keen the parking charges will start in January.

CCTV – Moving forward, planning permission is required for fitting CCTV onto 3 of the buildings which has increased the cost.

The Fens and 10 Church Street are in the finals for Quality of Place Awards.

FTC website - progressing.

Fram Wi Fi – FTC working with ESC and FBA and thank FBA for their positive input to move the project forward.

Environment Advisory Working Group – renamed as Sustainable Fram, they have engaged with the public on Market Hill. They are looking at strategies including the town's carbon footprint, green spaces, and what individuals can do to play their part. LH commented this could also be touched on at the January meeting.

6. Business Items of Interest

FTC Covid Response - JW had distributed to the committee a copy of the regular graph updating the local covid stats which have been very variable. This is produced by a member of the covid response group.

ACTION: JW to look at possibility of reproducing the graph for the newsletter, help was offered by MH.

People and Places/Wi Fi Update – Meeting with FBA, FTC and East Suffolk Council was held on 25th October to move forward on application for funding. JS has given Cllr Jones some figures on the Wi Fi newsletter and social media to feed into the joint grant application. Cllr Jones commented they are looking at People and Places and (former) welcome back funding, the money is to be granted in principle and he and Cllr Hines are looking at the individual projects within the funding. JS commented that FBA have some money towards the Wi Fi project and that other funding can be applied for.

Cllr Jones discussed Framlingham's involvement in the early stages of an ESC funded consultancy with an event company on marketing events in the town, more will be found out by JS and Cllr Jones at a meeting December 8th.

ACTION: Already agreed to discuss with businesses as part of the January Bi-monthly meeting.

ESBC – JS has stepped back, no other updates. Contact is Sue Hall.

ACTION: JS to ask Sue Hall to keep JW updated for newsletters.

Dr Dan Poulter – it hadn't been possible to synchronise a meeting with Dan Poulter for 12th November. It has been agreed to meet in the New Year, Dan would be interested to hear how things are going and to see if there is any support he could offer.

ACTION: Management Committee to consider the support element and ask members for opinion via the newsletter late December or early January.

7. Marketing and Online presence

FBA marketing and online presence is linked to the quote from Bloom Content and progress on the People and Places application.

ACTION: Cllr Jones and JS to discuss.

FBA website improvement of the Offers and News page to be actioned.

ACTION: JW to contact KS re the Offers and News update to FBA website.

8. FBA Membership

Membership is 40 as at 29/10, subject to checking bank account (see below).

Membership Renewal process to be closed now with an email. There are a few members who wish to re-join but haven't yet, including one we have offered associate member status and another who wanted to pay by card.

JW has been in discussion with a former member about re-joining after a few years away, a local business has applied and been invoiced. To note that another member declined the discount refund.

ACTION: Do removals list for KS and email non-renewers.

FBA Membership Drive – JW has resumed work on contact list. Marketing pack needs to be actioned.

ACTION: JW to continue.

ACTION: Marketing pack to be reviewed.

Update on Wickham Market Partnership working

ACTION: To be discussed at the January meeting.

FBA website – KS has been asked for advice on the Join button across the website home page.

JW had forwarded to committee some comments from members about FBA membership. JW suggested those present consider doing testaments on membership and committee involvement.

ACTION: Review at January meeting.

Mailchimp Stats for FBA newsletter- JW reported on the FBA newsletter stats:

October newsletter 182 – 43.8% opened 98.8% successful delivery (1 soft bounce).

2 clicks on info on ESC business grants

October newsletter 183 – 53% opened, 98.8% successful delivery (1 soft bounce)

2 clicks through onto members website.

October newsletter 184 – 43% opened, 98.8% delivery (1 soft bounce) No clicks.

3 Newsletters for September, open rate between 45.8 and 55.4%.

All the open rates are above industry norm.

There is an Apple phone issue on the stats - may not register their newsletter opens back to the system due to privacy changes

ACTION: JW to include the Mailchimp stats as a regular agenda item.

9. FBA Finance.

JW had some online banking issues early November, bank branch sorted but up to 2 weeks for replacement authentication card, pin and online passcode to arrive – hopefully by November 18th.

As at 29/10/21 (from bank statement):

Community Account £2708.84

Saver Account: £8625.95

Total: £11334.79

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

October Finances Community Account:

October In: £552.00 membership fee, Total £552.00

October Out: £14.39 Domain charge refund to Charnwood, £178.50 admin. Total £192.89

ACTION: JW to update committee with finance details once able to access banking

FBA Insurance – On hold pending events and meeting plans

ACTION: To be reviewed January 22, both PL and the second quote

10. AOB

FBA Letterhead – JW needs a new copy of the letterhead.

ACTION: JS to send to JW

Business Directory - Cllr Jones asked if FBA had a full list of local businesses as FTC wish to deliver their business survey in relation to the neighbourhood plan and are not sure their list is up to date.

FBA commented they have member contact details on the public FBA website and are working on a contacts list but, as businesses change location, ownership, close or open, experience had shown it more effective to deliver by hand to be sure to reach everyone.

LH thanked everyone for attending.

JS was thanked for setting up the zoom.

LH was thanked for chairing the meeting

Meeting ended at 7.13pm.