

Framlingham Business Association

Wednesday 12th January 2022 Bi-monthly 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

Mick Hutton (FBA Member) – Guitar Coach Suffolk

James Overbury – Framlingham Town Council Deputy Town Clerk

Jacqueline – FBA Secretary and Association Co-ordinator

Apologies:

Lisa Hamon (FBA Management Committee) – LA Global Management

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

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

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

Meeting Chaired by Jenny Labbett, meeting commenced at 6.30pm

JL welcomed everyone to the meeting.

1.Attending and Apologies

Please see above, absences due to work or other meeting commitments.

2.Minutes from previous meeting dated 17th November 2021 for approval

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

ACTION: JW to request KS upload to website, and to inform members.

3.Matters arising from the previous meeting dated 17th November 2021

None.

4.Management Committee

Meetings –

December Management Committee Meeting - Due to covid and availability of attendees this meeting was cancelled.

Bi-Monthly meetings - Due to covid and timing of FTC business survey the plan for the January bi-monthly meeting, to present on business aspects of the Neighbourhood Plan, and joint FTC/FBA Wi Fi and People and Places work, has been postponed to the March 16th FBA Meeting. FBA need to discuss the agenda with Cllr Jones, and plan how to encourage attendance by members and non-members – marketing through newsletter, letters, FTC channels, social media, posters, need for RSVP, how to handle in relation to covid regs etc. It may be possible for FBA and FTC resources to share the delivery of letters about the March meeting to local businesses, list may be required. JS suggested the meeting could also be held as a stand-alone event separate to the March 14th Bi-monthly, at end March or early April perhaps,

ACTION: James Overbury to brief Cllr Jones about the March meeting date options, agenda and about marketing delivery. JW to also email Cllr Jones.

ACTION: FBA Committee Members to make draft versions of letter to businesses for the joint FBA/FTC meeting and email to JW for collation to progress a final document agreed by FBA and Cllr Jones.

ACTION: Draft Agenda to be drawn up by JW once heard back from Cllr Jones, subject to approval by FBA committee and Cllr Jones.

Meeting Content –

ACTION: Agenda item for Feb Management Committee meeting - speaker suggestions and refreshments type and budget decided as appropriate for May/July/September/November meetings.

Meeting schedule for 2022: Note the change to 6.30pm for bi-monthly agreed at the November meeting.

FBA Bi-monthly meetings- Wednesdays at 6.30pm. In person subject to government rule changes 16th March, 25th May, 13th July, 21st September and AGM, 16th November.

Management Committee meetings - Wednesdays at 7.00pm. On Zoom 16th February, 27th April, 22nd June, 17th August, 19th October, 14th December.

Fram Tech Centre booked for AGM, The Crown have been contacted re March etc meetings.

ACTION: JW to reissue the meeting dates and times in next few weeks.

Small Events – JW has done some research on venues and possible wine experts, currently on hold until covid more settled. Framlingham Library has plans for 2022 which could include things of interest to members.

ACTION: JW to stay in touch with Vivia Bamford at Framlingham Library.

Christmas 21 Event – JO gave feedback on the X21 event, it had gone very well with good feedback from community and retailers. Next year's event already being planned with improvements from feedback.

ACTION: FBA will stay in touch with FTC on X22.

Small Trees X21 – About 12 trees had not been put up, not everyone had collected their tree bracket from Bulstrodes who had borrowed from the owners and then stored them since the summer flags had come down. The tree brackets will be borrowed again for Suffolk Day so need to be aware for X22.

ACTION: JW and JO to monitor and factor into plans.

Meetings with FTC – As Cllr Jones was not present it was agreed to postpone discussions on quarterly FTC/FBA meetings to March meeting,

ACTION: Future agenda item.

2022 National Events – FBA have highlighted 2022 dates to members. Latest info:

Platinum Jubilee 2022

12-15 May - Windsor Castle. 90minute historical show with 500 horses and 100 performers. Apply for tickets.

Thursday 2nd June - Trooping the Colour apply at <https://qbp.army.mod.uk/holding.htm> after 17th January 2022.

Thursday 2nd June – 1500 beacons lit across UK and overseas territories.

Friday 3rd June – Service of Thanksgiving at St Pauls Cathedral.

Saturday 4th June – Epsom Derby attended by Queen and Royal Family.

Saturday 4th June – Platinum Party at Buckingham Palace, live concert. Public ballot details from February.

Sunday 5th June – Big Jubilee Lunch, people encouraged to have street parties. Info and resources at <https://www.edenprojectcommunities.com/blog/the-big-jubilee-lunch>

Sunday 5th June – Platinum Jubilee Pageant close to Buckingham Palace, with 5000 people from UK and Commonwealth performing, to include schoolchildren with River of Hope flags.

Also:

From 10th January the Platinum Pudding competition launched, see:

<https://www.fortnumandmason.com/platinum-pudding>

Schoolchildren being encouraged to create a picture of their hopes and aspirations for the planet for the next 70 years. 200 of these will be made into silk flags for the River of Hope at the Platinum Jubilee Pageant (see River of Hope website).

During July there will be displays about the Queen's accession to the throne, Coronation and Jubilees at Buckingham Palace, Windsor Castle and Palace of Holyroodhouse.

Sandringham and Balmoral will be open over the long bank holiday weekend in June.

The Queens Green Canopy project continues to 2023 and people are encouraged to plant a tree.

For all details see: <https://www.royal.uk/platinum-jubilee-central-weekend>

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

ACTION: JW to put national details in newsletter

Other 2022 Events –

Framlingham Platinum Jubilee Event – This is already planned with EC leading.

ACTION: Keep an eye on updates and stay in touch on events with FTC.

ACTION: To put local event information in newsletter

Heritage Open Day 2022, dates are – 9-18 September. It was felt this would be easier to organise if planned virtual trails (discussed as possibly part of People and Places funding) using QR Codes was progressed. This could also mean the event could be more than a one-day event. JO commented that FTC was in discussion with ESC about the trails.

ACTION: JO to update Cllr Jones and keep FBA updated on the Virtual Trails

ACTION: Review HOD in March and in relation to the trails.

FBA Mission Statement, Vision and Strapline – All are on the FBA website and have been highlighted to members. JW uses the strapline on all emails.

5. Framlingham Town Council

FTC very busy, JO highlighted the items of most relevance to businesses.

Framlingham Wi Fi – Data controller (EC) has sorted permissions from ESC to release data, this will allow FBA to become involved with newsletter.

ACTION: FBA to email EC as needed

X21 – FTC will survey to ensure X22 will be even better.

Other Events –

Suffolk Day 21st June - Radio Suffolk have been in touch with FTC about broadcasting from Framlingham, there may be more event elements.

ACTION: JO to keep FBA informed

Platinum Jubilee – Event is being planned for June 5th.

ACTION: FBA to publicise in the newsletter and stay in touch with FTC.

Sausage Festival – FTC have been contacted about this event in the first or second week in October, with reference to the road closures. FTC looking at.

Parking – St Michaels Rooms development will be going ahead from January 2022, the car park will be closed as a result (up to 45 vehicles). FTC are in consultation with Framlingham Castle about business use of their car park. FBA will consider any help they can offer. Market Hill pay and display should begin in January but still needs the final ESC document.

FTC Facebook page – Launches March 2022,

CCTV – Planning permission and building consent approved, now can determine siting on lamp posts with SCC and the purchase of CCTV units.

Planning – Victoria Mill Road issue, legal advice is being considered.

LED Street Lighting – Looking at replacing the sodium lights with LED.

FTC website – Hope to launch 1st April.

JO was thanked for all his input. JL asked if any items required more discussion. JO said that FTC would like to offer more support and to work together more closely and inclusively.

JS commented on the Wi Fi social media and newsletter. FBA have some money left from the Digital Grant and there should be further money available from ESC to allow progression. As the granted money is time sensitive work would need to start before the March deadline. JS proposed this happens, while ensuring that this doesn't cross over with FTC social media work. JO asked how FTC can assist, JS commented it would be good to work together and to have content from FTC.

ACTION: JS will email Jo with the details.

ACTION: JO will inform Cllr Jones, Cllr Hines, EC and relevant FTC committees of FBA plans.

6. Business Items of Interest

Geo Stats – Elephant Wi Fi have amended stats due to Apple issue back to March 21, these will be useful for monthly comparison going forward (They accidentally sent this info without BCC but only included the FBA email address).

FTC Covid Response - JW receives regular graph updating the local covid stats which have been very up and down. JW has included the link to the graph in the latest newsletter.

ACTION: JW to continue link in newsletter.

East Suffolk Business Connected - JW had forwarded some info sent from ESBC to members. JS gave an update on ESBC actions, some that JW hadn't received, including Sizewell C Supply chain and virtual events. JS explained that ESBC use social media such as twitter and LinkedIn to communicate as well as their website.

ACTION: JS to contact ESBC and ensure JW kept updated for FBA newsletter.

Dr Dan Poulter – had indicated he would be interested to hear how things are going and to see if there is any support he could offer. Any meeting would take place early 2022.

ACTION: Management Committee to consider the support element and ask members for opinion via the newsletter mid-January.

At this point JO had to leave the meeting.

People and Places and Wi Fi – It was discussed and agreed that JS should contact Georgia at Bloom to progress work on the Wi Fi newsletter and social media with the funding discussed in 5.

ACTION: JS to contact Georgia for availability.

ACTION: JS to progress application form.

ACTION: JS to send information to committee on how the funding spending to ensure quorate agreement to go ahead.

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: FBA to stay in touch with FTC.

FBA Website Updates –

KS had given the committee an update on the content and purpose of the News and Offers improvement to the website as part of the membership drive. It was agreed to go ahead and then publicise to members.

ACTION: JW to email KS to action the website update.

Website contact for member – FBA admin had received an email directly from FBA website asking for a taxi quote, this was forwarded to the appropriate member - Framlingham Taxi. This direct contact occurs occasionally and highlights that the FBA website highlights members when people are searching for services. JS asked if the FBA website stats are analysed.

ACTION: JW email KS about website stats analysis feedback.

IT Grant - FBA have been asked for the report on the IT grant. JW to work on and forward to LH as it is the treasurer who should return it.

ACTION: JW to complete report for Treasurer to progress to ESC.

8.FBA Membership

Membership is 41 as at 10/01/22, one recent new member and FBA had received a new membership application on 11th January

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, will follow up.

ACTION: Do removals list for KS.

FBA Membership Drive – JW has resumed work on contact list, a couple on it had recently applied to FBA ahead of the membership drive. The marketing pack needs to be actioned for the drive, it had been agreed that it should be largely digital but some businesses may need a hard copy as their email address is not published on their website. Any 'About' updates on the website should perhaps also be done before the drive.

ACTION: JW to continue the contact list and note when the About updates are done.

ACTION: JW to contact KS re ideas on Marketing pack.

ACTION: JW to find budget details for Membership drive and forward to committee,

FBA Website Testimonials – We have some member ones and KS has agreed to write a testimonial, MH and JL also agreed to.

ACTION: Testimonials to be sent to JW and shared with the committee for decision on where to add to website.

FBA Website Update - KS had given the committee an update on the proposed change to the homepage to link people to 'About' the FBA (instead of to 'Join') is a good idea. This can be done but he felt the 'About' page needs updating first with what the FBA is currently working on.

ACTION: It was agreed that the wording should be reviewed once the Wi Fi and People and Placed work progresses. Keep as agenda item.

Update on Wickham Market Partnership working – Ideally to be done once updates are done on the website on 'About', Wi Fi and People and Places work to improve clarity on what we do and what we offer.

ACTION: To be progressed once the marketing pack and website update are actioned.

FBA website

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

Newsletter 185 04/11/21 – 100% delivered 47.5% opened 125 opens Clicks on Xmas on the hill and FBA member news.

Newsletter 186 16/11/21 – 100% delivered 48.8% opened 142 opens Clicks on The Suffolk Coast DMO info

Newsletter 187 29/11/21 – 100% delivered 43.5% opened 126 opens Clicks on ESC Click it Local (including sign up page)

Newsletter 188 01/12/21 – 100% delivered 50.6% opened 103 opens Clicks on Christmas on the Hill and 2 different FBA member news

Newsletter 189 14/12/21 – 100% delivered 62.45% opened 107 opens Clicks on FBA member info and on The Suffolk Coast DMO info.

Newsletter 190 07/01/22 – 100% deliver 44.7% opened 65 opens No clicks

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

9. FBA Finance.

As at -10/01/22:

Community a/c - £1697.42

Saver a/c - £8626.88 (Includes £0.93 Interest applied 31 December 2021)

Total - £10324.30

Includes ring fenced amounts - £320 HOD, £1213.63 Digital Grant, £500 for small events, £1537.23 ESC grants, gazebo.

November Finances, Community Account:

November In: Memberships £110.00 Total £110.00

November Out: Total £583.92

December Finances, Community Account:

December In: Total £0.00

December Out: FOSM Christmas tree £15, supplies £27.92, email IT update £48.00, admin (x2) £493.00 admin Total £583.92

December Finances, Saver Account

December In £0.00

December Out: £0.93 Interest

Spreadsheet not yet done.

FBA Insurance – PL and quote cyber and liability quote on hold pending events and meeting plans.

10. AOB

FBA Focus 2022 – JL raised the current FBA focus for January and February and how to maintain it.

After discussion it was agreed that Wi Fi newsletter and social media work would be a main focus, including looking for the content. This work would also feed into the membership drive work. It was also felt we could encourage mini networking, covid is still affecting larger networking events for FBA and while other organisations (eg Suffolk Chamber, MENTA) are beginning to run them there is still some reluctance to attend. Some people may be happy to have very small informal meetings between complementary businesses. FBA could suggest to members and could speak to Georgia for social media. FBA could publicise any mini events.

ACTION: To put suggestion in newsletter and tie in with Georgia and social media.

FBA Printer – Needs replacing but stocks of suitable models have been hard to find, some come without all leads, or come with subscription ink etc. MH explained how his own HP subscription works and can be amended for changing print number requirements (costs are £3.49 per 100 pages). There are options for printers with cheaper and more environmental ink tanks but the printers are more expensive.

ACTION: JW to check approx. print use over a year, look at subscription package costs, and visit a printer supplier for further advice on suitable models and availability.

East Suffolk Council Business Festival 7-18 February – Dates had been highlighted to members, FBA not directly involved but ESBC should be.

ACTION: JW to send out more details when received.

East Suffolk Council Surveys – ESC had sent FBA a request on 2 surveys, one on economic growth and development and one on business confidence. The latter survey has been shared with members.

ACTION: JS to look at both and do on behalf of FBA using the admin email for contact details

FBA Email – To note that when the FBA email was transferred to the new laptop the outgoing title had been incorrectly set up as Framlingham Business not Framlingham Business Association. JW spotted and it has been corrected by our email support.

MH thanked the committee for his card and said he is happy to continue helping FBA wherever he can.

Next FBA Meetings

Management Committee meeting, 16th February 2022, 7.00pm on zoom.

Bi-monthly open meeting 16th March 2022, 6.30pm, venue tbc.

Meeting ended at 7.51pm.

JL thanked everyone for attending.

JS was thanked for setting up the zoom.

JL was thanked for chairing the meeting

