

Framlingham Business Association

Wednesday 16th February 2022 Management Committee meeting – Draft Minutes

Present (on Zoom):

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

Lisa Hamon (FBA Management Committee) – LA Global Management

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

Rachel Chesman – Love Images Photography

Jacqueline – FBA Secretary and Association Co-ordinator

Apologies:

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 Lisa Hamon, meeting commenced at 7.00pm

LH welcomed everyone to the meeting.

1.Attending and Apologies

Please see above. Those present introduced themselves to Rachel Chesman.

2.Minutes from previous meetings for approval

Last committee meeting was 13th October 2021, minutes agreed and on website.

There wasn't a December Management Committee or minutes to agree.

Minutes for January Bi-monthly meeting were agreed by JL and JS

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

3.Matters arising from the previous meeting dated 13th October 2021

None.

4.Management Committee

Meetings –

Chair rota for meetings

FBA Bi-monthly meetings - Wednesdays at 6.30pm in person

JL chair on - 16th March, 13th July, 16th November.

LH chair on - 25th May, 21st September (AGM).

FBA Management Committee meetings – Wednesdays at 7.00pm on zoom

JL chair on – 27th April, 17th August.

LH to chair on - 22nd June; 19th October, 14th December.

It was agreed to resume in person bi-monthly meetings.

ACTION: March Meeting to be in person.

ACTION: JW to reissue the meeting dates in newsletter

Joint FBA/FTC Meeting

FBA to discuss the agenda for March with Cllr Jones - Neighbourhood Plan and joint FTC/FBA Wi Fi and People and Places, and how to encourage attendance by members and non-members – marketing through newsletter, letters, FTC channels, social media on, posters, need for RSVP, how to

handle in relation to covid regs etc. Cllr Jones had recently updated JS that the Neighbourhood Plan work is postponed so the joint meeting is also postponed.

ACTION: FBA committee members to create Invitation versions for JW to collate and finalise

ACTION: JW to follow up Cllr Jones and James Overbury later when they have a new date in mind and organise room and refreshments with The Crown.

ACTION: Agenda to be produced

ACTION: March Meeting in person, to be publicised in newsletter

2022 bi-monthly meeting format – It had been agreed to have speaker, refreshments, networking, meetings. The Crown happy to let FBA use the small back room FOC, the larger room would be chargeable to cover costs, refreshments £3 per person.

Speaker suggestions were discussed for the rest of 2022. It was agreed to approach Adrian Morgan from the Castle Community Rooms project. Other ideas were a mix of members and other businesses including Framlingham Castle, Micronizing Company, Carousel, Matspace, TK Yoga and Number 10 Church Street.

ACTION: JW to contact potential speakers with available dates.

ACTION: RC to forward contact detail for Adrian Morgan.

Small Events –

ACTION: To review when social media running to increase invitation reach.

FTC Party on the Pageant June 5th – FBA have publicised in the newsletter and committee had agreed in principle to take part in and sponsor in some way. EC had also asked if FBA could organise a Jubilee Best Dressed Window competition which would be ready for the Platinum Jubilee 2nd June and potentially judged by Mark Murphy on Suffolk Day 21st June. EC had also asked to borrow FBA collecting buckets. RC said the theme was Kings and Queens.

JS, LH and JW volunteered to run simple games stand. JS and JW to organise a window competition flyer and distribute, publicise in FBA newsletter and RC can promote FBA involvement on social media. A list would be produced by FBA for the judging. JS asked if the judging could be done by Mark Murphy at the Jubilee weekend and the certificate then up on the winning window. JS has idea for alternative judges and judging criteria proforma if Mark not available. JS suggested a business prize such as Today Magazine ad and can ask if there could be a radio interview

After discussion It was agreed to have a paid stand (£30) at the event and donate any takings profit.

ACTION: JS to source a game if available.

ACTION: JS to create a Windows competition flyer for distribution

ACTION: JW to create an entrant and judging list.

ACTION: It was agreed to lend the collecting buckets to EC, JW has 3 and will check for more at Charnwood storage.

ACTION: RC to promote FBA involvement.

ACTION: JW to inform EC of FBA plans, confirm theme, ask if the judging can be done earlier and if Mark Murphy happy to interview the winner.

Other Events-

Heritage Open Day 2022 - 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 were progressed., however resources are stretched.

ACTION: JW to ask Cllr Jones for an update on the Virtual Trails.

ACTION: Review HOD once we know.

Sausage Festival 2022 – Event organiser Steve Calver has been in touch with LH, JS and JW of FBA about volunteer contacts and sponsorship template. SC also planning to be using the free Wi Fi to traffic people on the day to a voting page for the event. This will capture data as well as moving the voting to a online platform where advertising can be given. It was agreed this was very positive. SC also asked if FBA would consider sponsorship for the event. FBA had agreed in principle a couple of years ago to sponsor this event. It was agreed FBA would need information on how the sponsorship

would benefit FBA members and FBA itself, including possibility of a free trade pitch to promote FBA and to make money for FBA from an activity.

ACTION: JW to contact SC for sponsorship information and relay to committee for decision.

ACTION: LH, JS and JW to volunteer to help on the event day itself.

5. Business Matters

Survey of East Suffolk Business Confidence – ESC extended the deadline twice and requested it go in newsletter again as uptake had been lower from Framlingham than other towns.

Discussion followed to consider how to communicate ESC information such as surveys and Click It initiatives to members and perhaps to the wider business community.

ACTION: To review when another initiative is proposed and perhaps as part of new social media work.

People and Places/Wi Fi Update – JS and Rachel Chesman

People and Places –

JS had met with Cllr Jones, it had been agreed FTC to apply for P&P funding without FBA - as FBA are applying for separate Wi Fi funding to facilitate FBA priorities. FBA want to move quickly on own priorities and will dovetail into the FTC P&P work later.

Social Media and Wi Fi Newsletter –

Three quotes had been sourced, the latest from RC who has the advantage of local knowledge and links. This quote will feed into the £2K grant application to progress the Wi Fi newsletter and social media. FBA social media will promote members and the Wi Fi. ESC funds the broadband and will look after the Wi Fi for all the towns from July, Framlingham has been the pilot town for this.

RC gave her overview of FBA social media and Wi Fi newsletter. FBA social media hadn't been used for a while and would benefit members especially those who don't have their own and would also promote membership to others. Wi Fi sign-ups are high. FBA taking on the Wi Fi promotion and newsletter would benefit community, all businesses whether members or not, and visitors. In the future sponsorship and advertising could become part of it, any income would have to be ringfenced for the Wi Fi.

EC plans to visit FBA members to highlight FBA social media, and to build on the Facebook and Instagram stats. The EC visit will also inform about the Wi Fi possibilities. A list of businesses and community groups in the area would be useful, RC understands there is a map of FBA reach, which includes Wickham Market. GDPR to be adhered to for the list of FBA members, the FBA newsletter could be used to highlight RC social media visits. It was agreed RC would have a specific email address for this role: FBA@chesman.co.uk

ACTION: LH to send a list of businesses in the public domain to RC and JW.

ACTION: JS to research Wi Fi login details, ease of process to do the newsletter and access for RC.

ACTION: social media to be highlighted in the FBA newsletter.

ACTION: JW to give some of the A6 FBA marketing cards to RC for the visits to other than members.

Management Committee voted and agreed to accept RC social media quote, and for social media work to commence shortly, Wi Fi newsletter work to start once ESC grant has final confirmation.

RC suggested QR coded vinyl stickers for business windows to encourage sign ups. RC commented the Wi Fi on Market Hill is also available inside some premises and hoped these businesses would be open to publicise

The Wi Fi Landing Page was discussed, believe it wasn't transferred.

ACTION: JS to speak to Morag at ESC about the landing page.

The grants were discussed – FBA have about £1213 left from the Digital Grant and the new ESC grant was for £2K, the £10K People and Places grant was being applied for by FTC. FBA also have a social media pot of £750 within the Membership Growth grant from ESC. All grants will be carefully monitored.

ACTION: JS to do final grant application and highlight to FBA committee.

LH thanked JS for all her hard work co-ordinating the social media and Wi Fi newsletter proposals.

At this point of the meeting RC left and was thanked for attending.

ESBC – Jenny Stockman reported that for several reasons, including funding, staff illness and availability, amount of volunteer effort needed, and the work that ESC now does, the ESBC had concluded they should close the business. Those present expressed appreciation for all JS hard work on this project before she left last year. JS asked that the future role of the business association be considered, some ideas discussed here and in AOB under FBA Focus.

6. Marketing and Online presence

FBA marketing – social media work about to begin.

FTC Newsletter Ad – was discussed, the decision was that any marketing budget would currently be focused on social media and membership growth rather than ads.

ACTION: JW to inform the publisher Tide Collection

FBA Website Updates –

KS has been asked to action the News and Offer website update. Google ads part of the membership growth work.

ACTION: Once actioned JW can let members know.

ACTION: To consider the use of Google Ads to drive traffic to FBA website once update done

Website enquiries for members –

KS has given the committee feedback on website stats analysis.

Mailchimp Stats for most recent FBA newsletters-

Newsletter 191 19/01/22 – 97.6% delivered 54.2% opened 275 total opens Clicks on – 1 for ESC business survey, 1 FTC newsletter, 3 for Platinum jubilee national info, and 8 for FBA member news (Hiltons). Soft Bounces – 2 (leavers)

Newsletter 192 20/01/22 – 97.6% delivered 57.8% opened 127 total opens Clicks on – 2 on The Suffolk Coast DMO info, 1 on ESC business survey, 1 on ESC Digital Business festival. Soft Bounces – 1 (leaver). Hard Bounce 1 (leaver).

Newsletter 193 25/01/22 – 98.8% delivered 53.6% opened 113 total opens Clicks on – 3 on MENTA networking. Soft Bounces – 1 (leaver). Unsubscribes 3 (2 were leavers)

Newsletter 194 03/02/22 – 98.8% delivered 69.1% opened 256 total opens Clicks on - 6 on ESC business survey, 1 for Member purchase link, 3 Covid stats on FTC website. Soft Bounces – 1 (leaver)

Newsletter 195 07/02/22 – 98.8% delivered 55.6% opened 111 total opens Clicks on – 2 on ESC Digital Business festival. 2 on ESC grants, 1 on Party on the Pageant, 1 on East Suffolk Means Business events. Soft Bounce – 1 (leaver)

To note JW has had verbal comments about member plans to follow up on grants shown in newsletter.

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.

7.FBA Membership

Membership is 42 as at 10/02/22. Not yet heard back from 1 business that expressed interest, another one has now formally applied but wishes to pay by card over the phone.

ACTION: JW to contact KS if ok to accept card payment from member and transfer to FBA.

FBA Membership Drive – JW has asked KS for advice on the digital and hard copy marketing pack. LH asked if we need a formal pack for all contacts made and if it could be something simple, JW said some businesses don't publish an email address so could need a posted version, JS commented that if there were a lot required Charnwood could be approached for printing copies.

KS had advised updating FBA 'About' before amending the Join button in middle of website homepage. The component parts of the grant were looked at, social media and google ads had allocated amounts.

ACTION: Await KS thoughts on progressing marketing pack

ACTION: Look at an update to the About FBA page once the Wi Fi and social media work progress.

ACTION: Do removals list for KS.

FBA Website Testimonials – We have some member ones, KS, MH and JL have agreed to write one

ACTION: Hold fire on testimonials, agenda item.

Update on Wickham Market Partnership working – To be reviewed soon once updates are done on the website on 'About', social media and Wi Fi work to improve clarity on what we do and what we offer.

ACTION: Progress swiftly once the marketing pack, website updates and social media are actioned. At this point of the meeting JL had to leave and was thanked for attending.

8. FBA Finance.

As at -16/02/22:

Community a/c - £1323.04

Saver a/c - £8626.88

Total - £9950.51

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

ESC grants, gazebo. Current costs yet to affect balance - new printer, paid on Barclaycard £83.34

January Finances Community Account:

January In: Total £0.00

January Out: £96.00 Annual Email Hosting, £82.88 Admin Total £178.88

Spreadsheet not yet done.

FBA Insurance –

ACTION: To review for PL and need for Cyber and liability insurance once any event plans known

9. AOB

FBA Focus – The January and February focus was reviewed; it was agreed work on social media and Wi Fi newsletter had progressed as had plans to recommence in person meetings. The idea of mini networking had not yet been progressed.

ACTION: Mini networking idea to be a newsletter item.

Considering membership growth plans, focus review, the 'end' of 2 years of covid and the changing landscape of what other organisations are doing it was agreed to hold an additional committee meeting at JS house on March 2nd at 7pm, all committee members to attend. The meeting would look at key measurable outcomes such as social media impact, partnership on events, membership growth targets, finding a new chair (including ideas on who to approach) and ideas, all with action dates.

ACTION: JW to organise the additional FBA Management Committee meeting asap - including directions, and committee members to consider their ideas.

Post Pandemic Issues for members

Discussion idea proposed by JL. Committee considered whether FBA need to be proactive and signpost help for those who may need help and advice as they have loans to pay back etc. It was agreed that FBA does not necessarily have the expertise to offer specific advice but can signpost.

ACTION: JW to research where this sort of advice is best available and report to committee and in newsletter.

Covid – Local Covid Response team graph indicates the recent surge had declined.

FBA Printer and IT Grant – printer now set up and work caught up. Will allow completion of IT Grant return - FBA have been asked for this. 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.

Sponsorship Approaches – FBA had received 2 more approaches for sponsorship from local amateur sports people, both had been advised to research and contact individual local businesses.

Next FBA Meetings

Management Committee meeting, 27th April 2022, 7.00pm on zoom.

Bi-monthly open meeting 16th March 27th 2022, 6.30pm, venue The crown

Meeting ended at 8.50pm.

LH thanked everyone for attending.

JS was thanked for setting up the zoom and for all her hard work with the Wi Fi, People and Places and ESBC

LH was thanked for chairing the meeting