

Framlingham Business Association

Wednesday 16th March 2022 Bi-monthly meeting – Draft Minutes

Present (at The Crown Hotel):

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

Jenny Stockman (FBA Management Committee) – Seckford Education Trust

Lisa Hamon (FBA Management Committee) – LA Global Management

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

Rachel Chesman – FBA social media

James and Will – Majestic Hare Apothecary

Jacqueline – FBA Secretary and Association Co-ordinator

Apologies:

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

Mick Hutton (FBA Member) – Guitar Coach Suffolk

James Overbury – Framlingham Town Council Deputy Town Clerk

Eileen Coe – Framlingham Town Council Town Clerk, RFO and DPS

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

Meeting Chaired by Jenny Labbett, meeting commenced at 6.45pm after networking

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 12th January 2022 for approval

Agreed in advance and KS has uploaded to the website.

February Management Committee minutes agreed by LH and JL

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

3. Matters arising from the previous meeting dated 12th January 2022

4. The joint meeting with FBA and FTC about Framlingham Wi Fi, People and Places and business input to the Neighbourhood Plan is currently on hold until FTC are available.

FBA and FTC are also considering quarterly meetings to look at working together on events and strategies.

ACTION: Wait to hear from FTC

SPEAKER – Rachel Chesman and JS did a Q&A about social media and Wi Fi Newsletter

(This part of the meeting was recorded for future use).

JS introduced RC who has been recruited to get FBA back on social media after a 2-year hiatus. RC was chosen as she has a close affinity with and passion for Framlingham. RC explained she has lived

here since 1977 and her family have close ties to the town, she loves the community spirit of the town, evidenced by everyone coming together during Covid and loves to see the town 'bounce' especially on busy Saturdays and during events.

JS explained East Suffolk Council (ESC) had given FBA grants to help boost membership, to benefit the town through social media work, and help reach out and boost the local economy. JS asked RC about the outputs expected in the next few months. RC is expecting impact from Facebook and Instagram for businesses, community, and community groups, to bring more visitors to businesses including those without a 'shop front'. FBA members have a business page on the FBA website that highlights businesses and RC will be encouraging businesses to send in their news and events to get their message out on social media as well.

JS and RC discussed FBA plans to set up a Facebook group to join neighbouring East Suffolk towns up to share ideas, news, and events information. It is envisaged this will encourage visitors to experience the whole area and help towns to plan event dates more effectively. RC commented this additional news will also boost the soon to be launched Wi Fi newsletter. The Wi Fi newsletter is being funded from money ring fenced from the ESC grant given to FBA for the East Suffolk pilot for Wi Fi, plus additional funds granted to FBA recently to pilot a Wi Fi newsletter.

RC has been working on FBA social media for 2 weeks and has already seen an increase in the figures, she also has a clearer idea of FBA purpose and focus – something that has recently been reviewed by the Management Committee. RC sees FBA role as an organisation for businesses, to promote what's going on locally from businesses, events, and community and charity efforts. FBA also works to get businesses talking to and promoting and supporting each other, it's hoped to use social media to encourage more people attend meetings. This would include networking; feedback has indicated local businesses have already enjoyed FBA networking or would like to meet other local businesses in a relaxed way to build links and enable working together without high pressure distribution of business cards seen at some networking. This is of especial value for the many local businesses in the area who work in isolation and don't have a shop front.

JS and RC discussed the link between social media and the Wi Fi projects. The Wi Fi has over 1000 people signed up to receive a Wi Fi newsletter, FBA will send regular newsletters to encourage footfall in the town (including visitors) and promote all businesses in the area. RC explained the Framlingham Free Wi Fi currently covers from the top of Castle Street, through Market Hill and down Bridge Street, people can use their phone to gain free Wi Fi access with the option to sign up for the newsletter. The Wi Fi also provides a lot of data on footfall, where people have come from, where people go in the town, what days and times are busy, further reports can analyse more deeply including how long people stay, top town journeys, age, and gender. This can inform in several ways including differentiating newsletter content. RC is currently looking for interesting Wi Fi newsletter content from businesses, community groups and charities etc to encourage visitors to come to the town and area. It is expected the Wi Fi newsletter signups will increase.

There was time for questions at the end, one question was whether people could sign up for the Wi Fi newsletter any other way. Cllr Jones replied people can only sign up for the Wi Fi on their phones while within the Framlingham Free Wi Fi zone.

4. Management Committee

Meetings –

Castle Community Rooms will provide a speaker for the May 25th Bi-monthly meeting.

ACTION: Double check booking venue for May, July, November

ACTION: Speaker and refreshments to be organised for July. Sept, Nov meetings

Small Events and networking-

Discussion about restarting networking. It was agreed to trial a breakfast networking between 8.30 and 9.30am, with Management Committee attending and to market the meeting to businesses in the area. It's hoped that the ring-fenced small event networking budget can be used, in agreement with the sponsor. The networking will be a friendly platform, without pressure, for businesses to get

to know each other informally and build links. Suggested venues were United Free and Westbury Centre. Refreshments - croissant, jam, juice, tea, coffee, milk, plant milk, sugar, napkins, cutlery, plates and cups as required.

ACTION: LH to speak to small event networking sponsor about the breakfast networking plans, about being a speaker and suitable date/s (ideally Wednesday April 27th)

ACTION: Review if banner appropriate for networking.

ACTION: JW to make booking, sort refreshments once date booked

ACTION: JW and RC to publicise on social media, Wi Fi newsletter and FBA newsletter

Other 2022 Events –

Framlingham Platinum Jubilee Event –

Party on the Pageant event Sunday 5th June - FBA to pay for a stand (Skittles) at the Party on the Pageant to be run by LH, JS. Profits to be donated to the two event charities. Will have FBA A6 cards on display to encourage membership. RC volunteered to collect the skittles trailer with her towing hook

ACTION: RC to liaise with JS about collection and delivery of the skittles trailer to the event

ACTION: Review event plan at April meeting

Suffolk Day and 'Platinum Jubilee' Window Competition –

Competition for decorated business windows up for the Jubilee (2-5 June) and in place for Suffolk Day 21st June. Flyer/poster to be produced, FTC offered to design. FBA to distribute and keep a list of participants for the judging. JS and LH investigating winner's prize.

JW had contacted Cllr Hines about the competition, this meeting discussed her response to enable her to go back to Suffolk Radio about the event plans. Cllr JJ also informed about the event which is 6-10am on Tuesday 21st June at Castle Meadow entrance with Suffolk dignitaries attending Framlingham Castle. It was agreed that the judging should be at 10am by Mark Murphy alone, Platinum Jubilee to be the title, photos to be taken for FBA social media, date span 1st June to after 21st June with no separate competition at the Platinum Jubilee event, and for Mark Murphy to announce winner on his Wednesday 22nd June show. It was agreed to take up the offer of FTC to design the competition poster once all information set.

James and Will kindly volunteered to provide an Eco hamper for the winner's prize. The hamper will be provided at cost price for FBA, budget of £27.50 agreed.

ACTION: JW and Cllr Jones to inform Cllr Hines about the decisions

ACTION: Review event planning at April meeting, including allocation of photographer for competition and collection of the prize ahead of 21st.

ACTION: Contact FTC about the poster once Cllr Hines confirms Mark Murphy plans

ACTION: JW and RC to publicise the competition from April

Heritage Open Day 2022, 9-18 September -

Busy year for FBA and lack of committee members make this difficult without at least the digital town trail being in place. Cllr JJ confirmed the £10K ESTI funding is from April and will include the QR code Town Trail.

ACTION: Cllr JJ to speak to Cllr MH about likely progress on the QR codes and inform FBA.

ACTION: Review HOD in April

Sausage Festival, October 2022 -

Discussion about the event sponsorship information from Steve Calver. JS had been in touch with SC and event work is in progress including the Awards sponsorship. It was agreed the planned use of the Wi Fi for voting etc was a very good one as it will feed into the Wi Fi newsletter. Cllr Jones and JS discussed the appropriate applications for use of Market Hill and road closures that SC needs to progress further. It was agreed that further information about the arrangements in place and financial analysis of FBA funds is required before final decision.

ACTION: JS to speak to SC about the deferred decision, road closure, and Market Hill arrangement progression

ACTION: Review decision at April meeting

FBA Focus – FBA continue to progress the social media and Wi Fi newsletter and held an additional meeting 2nd March to look at key indicators of FBA SMART outcomes for the next few months. Progress already made.

ACTION: Monthly monitoring of FBA focus.

5. Framlingham Town Council

ESTI Funding – Now in place and work can start and will include the QR code town trail, new digital signs, and a visitor centre at Framlingham Library

Neighbourhood Plan - FTC very busy with the Victoria Road development legal issues and has suspended work on the 5-year cycle of the Framlingham Neighbourhood Plan for 6-12 months. All interested parties have been informed. Their legal counsel has written to ESC since the extraordinary meeting 9th March, ESC has 6 weeks to respond, Currently the ESC Planning Committee has agreed the plans, but they are yet to go to ESC Full Cabinet to be ratified.

Streetlights – SCC to replace the sodium lights with LED lights for those of the 219 they are responsible for which require it. FTC own the other 81 lights and a contractor to carry out the work for those that require it is being looked at. Work to take place in next 3-4 months.

Framlingham.com Website – being replaced shortly with a much more cost effective one. They plan to list businesses with a link with the FBA website for business information, this will be an additional benefit for FBA members. FTC councillors will have new designated FTC email addresses.

ACTION: JW to publicise the business link

Councillor Vacancies – there are 2, still time to apply.

ACTION: JW to publicise vacancies again in FBA newsletter

Platinum Jubilee Event 5th June – plans going well.

Suffolk Day 21st June – Suffolk Radio are arranging and hosting with EH hosting a breakfast at Framlingham Castle for Suffolk dignitaries attending. There will be a marquee and It's hoped that local groups including Hour Community, Castle Community Rooms group and schools will be involved. There will be very good publicity for the town.

November 4th Event – A replacement for the annual Fireworks Spectacular is planned and being negotiated. This will be a sound and light event based on The Gunpowder Plot, with lights on Framlingham Castle and live music, there will be 2 ticketed shows at 6pm and 8pm, 800 attendees at each. Not yet approved but the budget is in place.

Armed Forces Day 25th June – Planned.

Christmas 2022 – Xmas 21 was a well organised but improvements being looked at in tandem with feedback from a recent survey.

Sunday Markets – The ESTI money will enable 2 Sunday Markets in the summer.

6. Business Items of Interest

Wi Fi Newsletter – FBA have received a remittance advice for the £2K funding.

ACTION: JW to inform Management Committee when the funds arrive in the FBA account

7. Marketing and Online presence

Marketing, social media and online presence.

FBA social media has been reactivated and going well, increases on both Facebook and Instagram. Will support the membership drive and the Wi Fi newsletter.

ACTION: To be reviewed monthly

FBA Website – News and Offer update to be done. Discussion about changes to Join which are awaiting update on the 'About' information - which should include social media, Wi Fi newsletter and networking events, may need new photos.

ACTION: JW to draft 'About' update for Management Committee review and feedback

ACTION Review 'About' and 'Join' at April meeting

IT Grant – Monitoring report completed, awaiting checking by LH before going to ESC, acknowledgement of ESC grant shared on newsletter and on the FBA website under News.
ACTION: JW to return monitoring report to ESC as soon as possible

8.FBA Membership

Memberships are 45 as at - 16/01/22. New members Framlingham Travel. Not yet heard back from another business that applied and was invoiced, they have been contacted. Two late renewals. Ten members without a FBA website member page have been contacted again, 2 responses so far.

ACTION: JW to ask KS if it's possible to list the businesses that don't yet have a page.

ACTION: Removals list for KS.

FBA Membership Drive – Marketing pack will be needed before we can carry out the drive. LH and JW to collaborate on the contact list. The social media and Wi Fi newsletter and website amendments should impact on the Wickham Market Partnership work researched by JL. We have been asked again by ESC about progress. RC has spoken to a couple of potential members.

ACTION: LH and JW to meet

ACTION: JW continue with contact list

ACTION: JW review old marketing pack

ACTION: FBA committee members to write brief testaments about impact of their roles

JS commented that FBA's work and existence had helped bring strategies like the Cycle Tour and funding for the Wi Fi to the town and help the local economy. Also it's important to point out that FBA is a non-profit organisation.

FOR INFORMATION: Mailchimp Stats for FBA newsletter-

Newsletter 196 23/03/22 – 98.8% delivered 50.6% opened 94 opens 1 bounce (non-renewal) Click on MENTA networking

Newsletter 197 01/03/22 – 100% delivered 56.8% opened 120 opens 0 bounce Clicks on FBA

Facebook and FBA Member news (The Station)

Newsletter 198 088/03/22 – 100% delivered 54.9% opened 149 opens 0 bounces 1 unsubscribe

FBA Website Testimonials – We have some member ones and committee members have agreed to write a testimonial, MH and JL also agreed to. Committee members to include impact and value of being on the committee.

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

9. FBA Finance

As at -16/03/22:

Community a/c - £1240.04

Saver a/c - £8626.88

Total - £9866.72

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

February Finances Community Account:

February In: Memberships £120.00 Total £120.00

February Out: £195.50 Admin Total £195.50

Spreadsheet has been done by JW but not yet shared with the committee.

ACTION: LH to review the finance spreadsheet

FBA Insurance –

ACTION: Review April 2022 for PL as we may be holding events soon, including more thoughts on cyber and liability insurance quote we received.

10. AOB

None

11.Next FBA Meetings

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

Bi-monthly open meeting 25th May 2022, 6.30pm, venue tbc. Meeting Chair LH

JL thanked everyone for attending

RC was thanked for being speaker

JL was thanked for chairing the meeting

ACTION: JW to thank The Crown for hosting

Meeting ended at 8.13pm.