

Framlingham Business Association

Wednesday 27th April 2022 Management Committee meeting – Draft Minutes

Present (at The Station Hotel, Framlingham):

Lisa Hamon (FBA Management Committee) – LA Global Management

Jenny Stockman (FBA Management Committee) – Seckford Education Trust

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

Meeting Chaired by Lisa Hamon, meeting commenced at 7.00pm

LH welcomed everyone to the meeting.

1.Attending and Apologies

Please see above, apologies accepted.

2.Minutes from previous meetings for approval

February 22 Management Committee meeting minutes approved and uploaded onto FBA website in advance. March bi-monthly meeting minutes approved by LH and JS

ACTION: JW to request March minutes go on website

3.Matters arising from the previous meeting dated 16th February 2022

7. Committee Testimonials

ACTION: LH and JS to look at, review at next meeting as part of work to encourage new committee members.

4.Management Committee

Meetings –

Chair rota for meetings. LH chaired 27/04 instead of JL. JL will do the 25/05 meeting in exchange. Management committee meetings now in person.

ACTION: JL now to chair the 25th of May meeting

2022 bi-monthly meetings – It had been agreed to have speaker, refreshments, networking in meetings. JS has written words to encourage speaker slot take-up.

ACTION: JW to contact more potential speakers with available dates.

ACTION: JW to publicise the availability of speaker slots for the bi-monthly and networking

ACTION: JW to stay in touch with May meeting speaker.

Quorate

Review of Constitution 6.6. It was agreed to ensure decisions are final agreed by committee members unable to attend meetings in person.

Zoom Meetings

The mixed in person and zoom meeting for the March bi-monthly meeting had some issues. Mick Hutton had given advice and an offer of assistance if the need for mixed meetings

continues in the future. *(Need a few rules, around how and when to speak, set in place before starting and maybe a Bluetooth speaker or something to make the laptop more audible in the room plus maybe a USB mic that can be moved around nearer however is speaking at the time. This is only really viable if it was to become a regular occurrence plus a little bit of tech knowledge (not much) to set up).*

ACTION: JW to thank MH

Insurance

It was agreed FBA would delay the PL policy decision until any main events are organised. It was agreed that the other policy offered to FBA for cyber and management liability wasn't currently applicable.

Networking and Small Events –

LH reported that Jack Fairweather is happy to use his sponsorship for FBA networking breakfast meetings and to speak at the first one. FBA are happy to have their Fairweather Law banner up at the meetings. Meetings would be 8.30am to 9.30/10.00am, dates considered. Would need about 2 weeks' notice to confirm Jack availability, sort RSVP invitations on social media and newsletters, and arrange refreshments. Committee would make personal invitations too. JW has contacted the preferred venue but not heard back.

ACTION: JW to re-contact the venue for 18/05 or 08/06

ACTION: To review small events when networking meetings in place and social media running to increase invitation reach.

ACTION: It was agreed we should contact and invite recent ex members, especially those who liked and attended networking.

Xmas Trees

It had come to FBA attention that one shop no longer has its tree due to their error when taking over their premises.

ACTION: JW to approach nearer X22 and offer them a replacement tree, to be paid for.

Events

Sausage Festival 2022 Sponsorship

JS confirmed that there was no issue with the road closure and use of Market Hill, SC has already progressed with EC at FTC. It was agreed the event would give visibility to both the town and FBA as a sponsor.

In principle it was agreed to go ahead with sponsorship but would need assurances and ongoing evidence of:

SC to do event social media referencing FBA and sharing of posts and promotion of Party on the Pageant 05/06 and Suffolk Day 21/06

Wi Fi would be used for event programme and voting to benefit the town and FBA through sign-ups.

Sfest tickets donated to FBA for prizes on FBA stand at Party on the Pageant event (vouchers)

Currently as LH, JS and JW are volunteering on the day FBA wouldn't be able to have an event stand, will review.

It was thought £1K would be a suitable amount, subject to committee agreement.

ACTION: JW to ask rest of committee if sponsorship amount is agreeable.

ACTION: JW to create wording for reply to SC and ask committee to approve.

FTC Party on the Pageant June 5th –

FBA have publicised in the newsletter and agreed to have a paid event stand, EC has sent an email about the £30 cost, agreed to pay. Profits to the 2 event causes. Set up time from 8.30am and before 11.30am, event starts at 12, tidy away promptly after 5pm.

ACTION: JW to confirm attendance with FTC and pay the fee.

ACTION: JS to repaint the skittles and liase with RC about their collection and return on the day

ACTION: RC to publicise FBA involvement

ACTION: JW to collect any more collecting buckets for EC

ACTION: JS to collect the FBA tables, banner and gazebo from Charnwood (chairs?)

ACTION: JW to bring FBA promotion A6 cards

ACTION: JW to buy sweets/lollies tub for event participants and refreshments for stand helpers

ACTION: Vouchers for the skittles prizes to be created by SC

ACTION: JS do poster for table with entry cost, prize details, proceeds details

ACTION: JW sort a float and money box for even

ACTION: Do a poster promoting the Wi Fi with QR code to encourage sign ups in the Wi Fi area in town.

ACTION: JS and LH to ask their children if available to help on day (LH and JS available for stand, JW available for EC helper)

Platinum Jubilee Competition

FBA is organising a Jubilee Best Dressed Window competition for the Platinum Jubilee 2nd June and to be judged by Mark Murphy on Suffolk Day 21st June. Currently waiting for confirmation from Mark Murphy and Cllr Hines at FTC about final detail for the day including judging, prize collecting, awarding and publicity. Outline competition poster words agreed. Majestic Hare Apothecary are providing the winner's prize at cost price.

ACTION: Send poster wording to Cllr Hines.

ACTION: JW to publicise on newsletter

ACTION: JW to maintain a competition entrant list

ACTION: RC to publicise on social media

ACTION: Review 21st June arrangements at next meeting

Heritage Open Day 2022 –

It was agreed there is insufficient capacity on the committee currently to run for 2022.

ACTION: JW to ask Cllr Jones for an update on the Virtual Trails for 2023

FBA Focus

The SMART criteria were reviewed, going well.

Grow Membership to 41 to 46 by July – DONE, 47 now with 2 applications in.

Increase meeting attendance – Had 2 more at March Bi monthly, No networking yet to monitor

Grow social media following – Facebook and Insta both up Facebook reach 5.1K, Insta 1.1K, increase from 650 to 1000.

Attract chair and a new committee member – NOT YET

Create WhatsApp group and email group for contributors for social media and Wi Fi newsletter – RC has been doing

Design Wi Fi template – RC has done

Wi Fi newsletter done – first one sent out 27/04, need to do QR stickers

Increase database on Elephant Wi Fi platform – check with RC

Increased footfall in town – need someone to analyse

Increase of proactive submissions – there has been a small increase, RC does a lot of research too,

Attract proactive requests for news to be shared on website and FBA newsletter – as above.

Attract inward investment – NO MECHANISM YET, or who will do.

ACTION: RC needs some training from Elephant Wi Fi

ACTION: RC needs to organise the QR code stickers to increase Wi Fi newsletter sign ups and for Jubilee event 21/06.

ACTION: LH and JS 9and others) to do testimonial for article in FBA newsletter to attract new committee members.

ACTION: JS to arrange a social media session for RC to increase engagement

5.Business Matters

Click It Local

This regional initiative was launched in December 2020 for East Suffolk but is no longer in operation as long-term financial viability was uncertain. AS ESC had asked FBA to publicise in December

JW has informed members in case some still considering taking part.

6.Marketing and Online presence

Wi Fi Newsletter - Now started.

ACTION: RC and JW to promote through social media and FBA newsletter once QR code is done.

Framlingham.com – New FTC website now up and running. Some businesses are listed under specific sections – food, shopping and accommodation categories. There is also a direct link to FBA website:

<https://www.framlingham.com/community-projects.html> This is an additional benefit for current and future members.

ACTION: JW to note the website link for members

Monthly update on social media stats

RC update for period 23/03 to 19/04:

Facebook Page Reach 5.1K, up 21.6% up over last 28 days

Instagram reach 1.1K up 15.4% over last 28 days

Facebook Page visits 127 down 1.6% over last 28 days

Instagram profile visits 107 down 45.7% over last 28 days

New Facebook likes 21 up 16.7% over last 28 days

New Instagram followers 18 down 77.8% over last 28 days

There were peaks and troughs, most peaks around first week of April.

Engagement – we get general enquiries and suggestions through FBA social media, social media has led to more engagement with newsletter too as stats are up. We have had lapsed members want to use FBA social media, it was agreed to highlight to them it's a membership benefit to have continued engagement. It was agreed to give a new business a mention on FBA social media and ensure they are aware. Social media heading in the right direction, need more engagement.

ACTION: JS to speak to RC about increasing proactive social media engagement, linking more to the FBA website including individual member pages) and to arrange some one-to-one training.

ACTION: JW inform RC that It was agreed to welcome a new business on social media with one post and ensure they are aware of the post and of FBA

Wi Fi Grant -

£2K received and in a/c. We have been informed of 2 new Wi Fi reports – National Stats Report where you can compare to other towns including of a similar size (anonymised), also the Top 19 Journey Report which shows the top journey/route taken by people in the Wi Fi area. It was agreed these could be useful. JW keeping a note of RC invoices as they relate to 3 grants.

There is to be a Wi Fi meeting with Jo Chapman at ESC.

ACTION: Include use of the new reports as part of RC Elephant Wi Fi training.

ACTION: JS to monitor the social media and Wi Fi spending between the 3 grants and feedback on the Jo Chapman meeting.

How much to charge for Wi Fi Ads -

From additional FBA meeting discussion 02/03

ACTION: Discuss at next meeting as appropriate/needed.

Laptop Grant –

Monitoring form returned and ESC confirmed it is now filed.

FBA Website -

Amended draft wording for ABOUT on the FBA website were discussed. Amendments would give up to date focus and highlight that we are And District. Photos also need updating, keeping the Wi Fi photo and adding networking and social media pictures. Once agreed we can amend the JOIN on the front page of website as agreed previously by committee.

ACTION: JS and LH to review draft words and feed to committee for approval

LH commented that the EVENTS website page also needed amending and new photos taken of Jubilee, Suffolk Day, networking.

ACTION: It was agreed to update the Events page with upcoming FBA committee and Bi-monthly meetings, networking, Jubilee and Suffolk Day. Take old ones off. Ask KS.

7.FBA Membership

Membership is 47 as at 06/04/22. Another member re-joined since reminder about social media – Suffolk Sense from Wickham Market joined in April, contacted FBA directly. 2 more applications in the pipeline. Membership efforts by RC - has approached a few.

New children's shop Ottie and the Bea opening in April at 10a Market Hill.

ACTION: RC to highlight on social media that new members get a business page when they join

Members without member page on FBA website

JW has reminded those members to send in content, so far one has been fully set up, a few others are planning to send something in. FBA can either set up a name list on the website or produce basic pages with a business photo, address, and contact information. It was agreed a basic page would be better.

ACTION: Ask KS to action when time, both photos and details (or liase with JW for content).

Group Membership Discount –

JS asked if FBA should consider doing a group deal/discount for business centres if all or most tenants join. An example would be Fram Tech Centre which has 15 tenants and 39 virtual tenants. It was felt that for larger business centre it might be a stretch that all would join, however the business centres might like to offer a discounted FBA membership as a tenant benefit, while reducing FBA recruitment time.

ACTION: JW to contact Ian at Tech Centre to see if they would like to be able to offer discounted FBA membership as a tenant benefit and what sort of discount they would consider appropriate.

FBA Membership Drive –

Marketing pack needed before we can carry out the drive. Suggestion of sending out document pack consisting of - a screen grab of the FBA website, the new ABOUT page, and a JOIN form that may or may not include all the info they should send in (photos etc for web page).

These could be printed off for businesses we have to send by post possibly in a light plastic holder, or as attachments for those we can direct email – these need impact to ensure opening of email.

LH and JW to collaborate on the contact list. T

New attractions for potential members – FBA social media, Wi Fi newsletter, website amendments, News and Offers page once actioned and publicised. Google Ads could be useful once we start the drive.

Have been followed up about the grant but ESC OK about it.

ACTION: LH and JW to meet about the contact list

ACTIO: Committee finalise ABOUT words.

ACTION: JW continue with contact list

ACTION: JW to ask KS for his opinion on the pack ideas and production values

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

ACTION: Make decision at next meeting about start date for drive, June, need to set the membership fee for 22/23.

Mailchimp Stats for FBA newsletter-

Newsletter 199 10/03/22 – 100% delivered, 52.4 % opened, 159 opens, 0 bounce, 0 Clicks

Newsletter 200 15/03/22 – 100% delivered, 61 % opened, 106 opens, 0 bounce, 5 Clicks (ICO, Castle Community Rooms, New Anglia grants)

Newsletter 201 24/03/22 – 100% delivered, 61% opened, 119 opens, 0 bounces, 0 Clicks

Newsletter 202 31/03/22 – 100% delivered, 63.4% opened, 227 opens, 0 bounces, 6 Clicks (on FBA members sites plus one on business info link)

Newsletter 203 05/04/22 100% delivered, 58.5% opened, 271 opens, 0 bounce, 6 clicks (on Castle rooms site)

Newsletter 204 11/04/22 100% delivered, 54.2% opened, 91 opens, 0 bounce, 10 clicks (all FBA members sites)

Newsletter 205 20/04/22 data to follow but had 1 unsubscribe – Chris Harber, they didn't renew Sept 2021 but still let us use their room for bi-monthly meetings.

It feels that since social media started people are a bit more engaged with fellow member sites.

8. FBA Finance.

As at -26/04/22:

Community a/c - £2241.11

Saver a/c - £8626.88

Total - £10867.99

Includes ring fenced amounts - £320 HOD, £1213.63 Digital Grant, £500 for small events, £1537.23 ESC grants, £2K social media & Wi Fi newsletter grant – minus £700 so far from the 3 grants (to be individually allocated), gazebo. Total ring fenced is £4870.86

March Finances Community Account:

March In: £95 Memberships, £2K Grant Total £2095

March Out: £81.43 Printer £238 Admin Total £319.43

Spreadsheet was distributed in advance.

9. AOB

Suffolk Coast DMO

Continued membership was considered for a final decision based on information shared in advance of the meeting, renewal cost is £150 inc. VAT. It was noted that as non-members we can't engage with their social media and that they will still feature Framlingham as a tourist destination. It was agreed not to renew currently but to reconsider in the future especially if events are being carried out by FBA.

ACTION: JW to contact The Suffolk coast DMO with the decision

Katch –

ESC Communities Officer has approached FBA about sharing ideas on potential Katch promotions, FBA responded but nothing further back yet.

ACTION: Await further contact from ESC

FBA Planters

Planters are due an update but there have been recent issues on consistent watering. It's not ideal for FBA committee to do due to difficulties transporting water.

ACTION: JW to approach nearest shop and see if can find a way to organise watering.

ACTION: Final decision on summer planting to be delayed.

FBA Website

Recently FBA has been receiving some bogus Join forms.

ACTION: JW to approach KS to see if these can be prevented.

New Anglia Growth Hub News

Jo Ferriss has been appointed as Engagement Specialist with New Anglia Growth Hub and will be attending events and conferences, both virtual and in person, over the coming weeks and months.

As well as meeting business owners from across Norfolk and Suffolk, she is keen to connect with business groups, business banks, accountants, and EDOs (Economic Development Officers), and offer support to their SME clients.

More about her at: [Meet Jo Ferriss - our new Engagement Specialist - New Anglia Growth Hub](#)

10. Next FBA Meetings

Bi-monthly – 6.30pm on 25th May, Chair JL, at The Crown, Speaker Adrian Morgan on Castle Community Rooms

Management Committee – 7pm 22nd June, Chair LH, at The Station Hotel.

Meeting ended at 9.00pm.

LH thanked attendees

LH was thanked for chairing the meeting