

Framlingham Business Association

Wednesday 25th May 2022 Bi-monthly meeting – Draft Minutes

Present (at The Crown Hotel):

Lisa Hamon (FBA Management Committee) – LA Global Management
Jenny Stockman (FBA Management Committee) – Seckford Education Trust
Cllr John Jones – Framlingham Town Council, Development and Strategic Planning Chair, FBA rep
Rachel Chesman – FBA social media
Adrian Morgan – Castle Community Rooms Fundraising Group and Project Team, Chartered Engineer
Glynis Morgan – Castle Community Rooms
Geraldine Powell – Got to be deli.sh
Nick Corke - CEO Hour Community
Jacqueline – FBA Secretary and Association Co-ordinator

Apologies:

Jenny Labbett (FBA Management Committee) – Renaissance Training/Jenny Labbett Computer Services
Kelvin Gibbs (FBA Management Committee) – Charnwood Milling Company Ltd/Micronizing Company (UK) Ltd
Mick Hutton (FBA Member) – Guitar Coach Suffolk
Eileen Coe – Framlingham Town Council Town Clerk, RFO and DPS
Keith Snowdon (FBA Management Committee) – Keith Snowdon Web Design Ltd
Colin Farrand – Farrand & Co Chartered Accountants
Vivia Bamford – Manager, Framlingham Library
Tracey Bayfield – Framlingham Travel

Meeting Chaired by Lisa Hamon, meeting commenced at 6.45pm after networking

LH welcomed everyone to the meeting and brief introductions were made.

1.Attending and Apologies

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

2.Minutes from previous meeting dated 16th March 2022 for approval

Agreed in advance and KS has uploaded to the website.

April Management Committee minutes agreed by LH and JS

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

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

7. Group Membership Idea – JW to ask Ian at Framlingham Technology Centre if they would like to offer FBA membership at a slight discount as a tenant benefit.

ACTION: JW only just actioned enquiry, awaiting reply.

SPEAKER – Adrian Morgan, Castle Community Rooms

Adrian gave a very interesting, informative PowerPoint presentation about the Castle Community Rooms(CCR) Project. He also explained his background as a Chartered Engineer.

There was a photo of the building manufacturers Boulton and Paul ad from which St Michaels Rooms were built 130 years ago, cost £250. Originally built from galvanised iron over a timber frame, over the years the building had been rendered and extended to provide

toilets, a small office, and improved kitchen facilities. The building had deteriorated and despite remedial works was no longer fit for purpose.

Some 44 years ago Monica Tett, Mike Ashworth and Adrian had researched and concluded a new hall wasn't feasible at that time. More recently there was acknowledgment of a lack of local hall facilities for clubs and activities such as family parties, weddings, and yoga.

Several existing halls have closed or are not currently operating, including the old Conservative Club, Westbury Centre, and British Legion. Others do not have full facilities such as a kitchen.

The decision was made to replace St Michaels Rooms with a new fit for purpose hall for the benefit of all - community, businesses, and groups. It would be called Castle Community Rooms, a rectangular hall with no 'wings', with a kitchen; storage; a hall seating up to 120; a meeting room for 16; and accessible toilets and baby changing facilities. Research highlighted demand for the hall including Bridge, fitness classes, wedding receptions, toddler groups, Leisure Learning classes; amateur dramatics; exhibitions; meetings; and events. It would include be available to help with childcare and welfare such as after school clubs and disability led groups, and with Church Led activities such as Alive@4 and school linked singing group. Several groups using the old hall wished to continue once CCR is completed.

The project timeline –

Framlingham Town Council approved PCC plans in March 2018, initially with FTC owning the building and PCC leasing the land. This changed as it would be financially advantageous if PCC owned the building on its land in relation to council tax and running costs. As a commitment to the community the PCC would ensure the building would not be identified as a church facility but for benefit of all.

Realising costs would be significantly increased by further delay, in January 17th St Michaels Rooms were taken down, with items saved for fundraising. The foundations were soon laid, doors and windows should be in during June and July. August should see fitting out, landscaping in September and October, with the building ready the end of November. The project is running 3 or 4 months late, but much time can be made up.

Project costs –

Original estimate of £500K by a London Quantity Surveyor was accepted in good faith by FTC and PCC but had not allowed for everything including piled foundations and site investigation. A local Quantity Surveyor then costed at £1.36m, careful changes reduced this to £1.2m of which £1.06 has been raised so far. The PCC will have raised 31% of the total. £120K has been raised by individuals towards the amount needed from St Michaels Church, £126K from FTC CIL, £700K from ESC CIL. The rest continues to be fundraised with £160K currently left to raise, more grants and donations are being sought. Further funding was sought from ESC as they have a £3.8m CIL pot but was not successful as their policies have changed and priorities now of education, medical and transport (in fact the original £700K granted by the then Suffolk Coastal District Council would probably not have been granted a year later by the newly formed ESC due to funding rule changes). No money comes from the Diocese. Project costs and fundraising have both been affected by Covid delay. Income and Expenditure are closely monitored, and Adrian showed how the projections for the next few months work. It is only in the last 2 months that there could be more costs than income, but more grants and income will hopefully have been processed.

Fundraising –

A few grant applications have turned the project down, but more are currently applied for or to be applied for. There are generally less grants available for capital costs rather than running costs, however the track record of the project already going ahead does help.

Further donations both corporate and personal.' Including sponsorship opportunities. Please see <https://www.castlecommunityrooms.co.uk/donations>

CCR Wall of Friends, doing well it involves small regular donation by community and businesses, please see: <https://www.castlecommunityrooms.co.uk/wall-of-friends>

Sales – Detectorists memorabilia raised £9600 so far. It is hoped that the planned new Detectorists film will also be good publicity.

Events –including Concert by Christina Johnson, John Sheeran Art talks at Thomas Mills High School in September

Sponsored events – include a Sing-a-thon and a Bike Ride. The Co-op is sponsoring the Tea Point at CCR.

Adrian showed photos of the progress made so far.

How Castle Community Room can benefit FBA and its members

Activities will bring people into town centre both locally and from surrounding villages.

Increased business for shops and restaurants.

Hall space for exhibitions and events.

Meeting Room for businesses.

Capacity for special events, including using the catering facilities.

CCR would be very grateful if FBA members were able to help them complete the project by contributing towards this valuable facility.

Comments from those present including FBA committee members and Hour Community saw CCR as a valuable addition to the town and its economy, a catalyst for change, and which can help bring energy and footfall to the town as a destination. FBA have used the old room for events in the past.

More information can be found at the CCR website -

<https://www.castlecommunityrooms.co.uk/>

If anyone has any questions about the project you can either contact Adrian through FBA on admin@framlinghambusiness.co.uk or to info@castlecommunityrooms.co.uk

One person asked about the parking at CCR, Adrian replied it is ample as there will still be spaces adjacent to the hall and there is also church land at the back.

Adrian and Glynis were thanked for coming to the meeting and updating FBA on the project.

4. Management Committee

Meetings –

Need speakers for July, September, and November Bi-monthly meetings.

The Station Hotel is booked for the next Management Committee Meeting.

ACTION: JW to publicise speaker slots in FBA newsletter.

ACTION: Committee to send any further speaker ideas to JW.

Small Events and networking-

Networking is to restart as a breakfast event 8.30 - 9.45am with refreshments. Jack Fairweather is sponsor and has agreed to attend and give a brief talk at the first event. JW has researched and visited the Unitarian Church as a venue, which was booked for June 8th but had to be postponed.

ACTION: JW to contact committee about a suitable new date.

ACTION: LH to contact speaker re availability.

ACTION: JW to make booking, sort refreshments and paper plates once new date booked

ACTION: Committee members to make personal invitations to the event

ACTION: JW to approach ex-members who favour networking

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 doing skittle stand to help raise FBA profile and fundraise for the event beneficiaries - The Brain Cancer Charity and towards a new piece of Pageant Field play equipment. SC of The Great Framlingham Sausage Festival will be donating SF ticket prizes.

JS and RC co-ordinating on the skittle trailer delivery, JS organising repainting of skittles and sorting paperwork and posters, JW bringing sweet prizes and necessary equipment and float. RC and JW publicising. JS and LH running stand with help from JW and JL.

ACTION: JW to bank the event proceeds, check the finances with committee and forward proceeds to EC at FTC.

ACTION: JW to check return of FBA bunting and collecting buckets

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. Competition was publicised on delivered business flyers, FBA newsletter and FBA social media which all included the FBA, Majestic Hare, and Suffolk Day logos. So far there are 8 official entrants. Majestic Hare Apothecary are providing a cost price eco hamper prize. Ideally JW to meet Mark Murphy to assist on judging, prize handover and photo ops.

ACTION: JW email Cllr Hines and Mark Murphy about judging list, prize handover, and photo opportunity on June 21st

ACTION: JW to collect prize.

Heritage Open Day 2022, 9-18 September -

Busy year for FBA and need for more manpower led to decision not to run this year.

ACTION: Review HOD in 2023, when QR code Town Trail may be in place

Sausage Festival, 9th October 2022 -

FBA £1K sponsorship of event has been agreed to bring focus and footfall to Framlingham as a destination. Event will utilise Wi Fi and bring people to the town.

ACTION: JS has contacted SC, event organiser and will initially monitor the sponsorship use.

FBA Focus –

FBA continue to progress the social media and Wi Fi newsletter. The Wi Fi newsletter has given information on local events and where to stay in the area, and ads for businesses. The ads are initially free this month while East Suffolk Council reviews how the ads should be costed.

Wi Fi now has over 1000 on database, need QR stickers to help increase awareness and database stats, JS has been in contact with ESC about the currently available Wi Fi posters ('You are entering a Free Wi Fi Area') and to speak with FTC about poster type and suitable locations. It is hoped the QR coded vinyl stickers will also be produced through ESC discussions.

ACTION: JS to contact Cllr Jones about the Wi Fi posters, he will then action with FTC.

ACTION: JS to publicise on newsletter.

Social media stats from RC, past 28 days – 5000 on Facebook, 750 on Instagram. There have been fewer likes, have received thank you's from those who have been highlighted.

Comments have been made on other people's posts to encourage them to follow FBA. RC would like videos, including of shops and businesses carrying out their work, and of Framlingham decorated for Jubilee and Suffolk Day.

ACTION: RC to request reels from members and grow this aspect of social media.

Other aspects of the SMART Criteria have been updated to the Management Committee and progress being made on increased social media, increased membership and approaches made.

ACTION: Monthly monitoring of FBA focus.

5. Framlingham Town Council

Victoria Mill Road Planning Application – The planning was referred back to the ESC Planning Committee following the FTC legal challenge and support from community and district councillors. On May 24th the ESC Planning Committee refused permission.

Streetlights – Replacement FTC lights work being submitted to the full FTC in June.

CCTV – All planning permissions now granted, and implementation plans being done.

FTC New website – Now running smoothly.

Events -

Sound and Light event with Gunpowder Plot theme on November 4th agreed and budget approved. Supported by English Heritage use of Framlingham Castle, 2 shows – family event 5.30-7.30pm followed by 8.00-10.00 pm show for adults. Cllr Jones commented that Kirstie Horne has moved to another EH location, new contact at Framlingham Castle is Helen Kent.

Jubilee Event 5th June all planned.

Suffolk Day 21st June – planned

Armed Forces Day 25th June – planned

ESTI Funding – FTC need to discuss with FBA, including digital welcome packs and digital trail. Need FTC and FBA to work together on plans and a proposal.

ACTION: Cllr Jones to organise a zoom meeting with JS,LH, and JW to discuss plans.

ACTION: FBA to discuss plans and contact Cllr Jones with suitable dates to meet.

Neighbourhood Plan – Work can progress, thinking of discussing with FBA only in September,

ACTION: Cllr Jones to keep FBA informed.

Parking – Discussed in relation to issues reported to both FTC and FBA. The on-street parking at the top of Market Hill is separate to the paid parking on central Market Hill, it is a Suffolk County Council Highways issue and on-street parking is currently awaiting agreement.

FTC Business Contact List – FTC needs to contact all businesses and would find it useful to know which are FBA members for differentiation purposes. It was agreed an up-to-date member list of business names only could be sent to Cllr Jones to aid their communications.

ACTION: JW to forward a list of member names.

6.Business Items of Interest

Welcome back funding update – JS awaiting an update on the New Anglia Youth Engagement work from Jo Chapman at ESC.

Wi Fi Signage

JS has asked ESC about availability of Wi Fi signage for Framlingham as it has been provided for Lowestoft. Temporary ones are available and JS working with ESC about size.

Wi Fi Ads

JS has asked advice from ESC who are looking at in relation to ESC taking over from July and there may be a group call about it. FBA will continue to run free ads.

Wi Fi future – awaiting further information from ESC.

ACTION: Agenda items for next meeting.

7.Marketing and Online presence

Marketing, social media and online presence.

FBA social media is going well, increases on both Facebook and Instagram, should support the membership drive and the Wi Fi newsletter.

ACTION: To be reviewed monthly

FBA Website – News and Offer update to be done. Changes to ‘Join’ and ‘About’ on FBA website have been agreed and action requested. Events page needs updating too, JW has just asked KS for ideas.

ACTION: JS to double check the About final version and ask for Management Committee final approval before asking KS to action new wording and change on front page of website.

ACTION: JW to ask KS about new photos for ‘About’ on website and News and Offers amendment.

ACTION: JW to notify Management Committee when changes made.

ACTION Await to hear from KS about ideas on Events Page.

8.FBA Membership

Membership is 48 as at - 23/05/22. New members are Majestic Hare Apothecary. Have reminded another applicant and spoke to new Market Hill business. Removals have been done by KS. Members without a member page have been reminded again and committee have agreed a basic page be set up for those who don't reply. JW has very recently asked KS for advice on decision.

ACTION: Await KS feedback.

FBA Membership Drive – Marketing pack will be needed before we can carry out the drive. Suggestion we have a basic pack (the new ‘About’, Website Facebook and social media links, screen grabs of social media and of a member page), there is £200 budget available, advice being sought from KS.

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. Feel networking will be beneficial to membership drive.

ACTION: LH and JW to meet about the contact list

ACTION: JW continue with contact list

ACTION: Review Marketing pack ideas once ABOUT is sorted and KS has given feedback.

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

FOR INFORMATION: Mailchimp Stats for FBA newsletter-

Newsletter 206 08/05/22 – 100% delivered, 61% opened, 156 total opens, Clicks on Member profile and on FBA Insta and Facebook links

Newsletter 207 10/05/22 – 100% delivered 60.3 % opened 103 total opens, Clicks on FBA Member news

Newsletter 208 19/05/22 – 100% delivered 55.6% opened, 103 total opens, Clicks on member news

FBA have received several thank you's from members for newsletter articles on their news and business profiles, and RC has received some for social media too.

9. FBA Finance

As at -25/05/22:

Community a/c - £1975.30

Saver a/c - £8626.88

Total - £10692.18

Total includes ring fenced amounts: £320.10 for HOD event, £500 for small events, ESC grants remaining £4050.86, gazebo.

Finances Community Account:

April In: Memberships £25.00 Total £25.00

April Out: social media and Wi Fi newsletter £700, admin £297.50. Barclaycard £5 (part of printer ink payment) Total £1002.50

Spreadsheet updated.

JW updated PayPal with new FBA Barclaycard with guidance of JS.

Charged 55p interest on Barclaycard, but also received £1 cashback on a purchase.

10. AOB

Business Associations – Link from East Suffolk Council website on business associations:

<https://eastsuffolkmeansbusiness.co.uk/business-support/resources/business-associations-and-networks/>.

Looks like Southwold organisation has been crossed out. JS commented that BAs are very beneficial, with work on Wi Fi, CCTV etc relying on FBA involvement.

Sunday Opening in Framlingham – Cllr Jones asked about the benefits of business Sunday opening for the town, as most shops don't. FBA commented that for many small businesses it is the only chance to have a day off and Sunday opening would mean increased staff and costs.

Some businesses do open with additional hours/days when there is an event such as Sausage Festival or Christmas. Cllr Jones commented that their hoped-for Sunday Market events which would have brought people into town and increase economic activity on Sundays have been reviewed and are not affordable for FTC.

FBA suggested Sunday Wi Fi footfall stats be reviewed by FTC and fed to the retailer's group. For example, how many Sunday visitors to Framlingham Castle etc also pop into town. Sunday opening could perhaps be backed up by an ad and social media campaign.

ACTION: To be reviewed.

11.Next FBA Meetings

Management Committee meeting, 22nd June 2022, 7.00pm on zoom. Meeting Chair JL

Bi-monthly open meeting 13th July 2022, 6.30pm, venue tbc. Meeting Chair JL

LH thanked everyone for attending

AM was thanked for being speaker

LH was thanked for chairing the meeting

ACTION: JW to thank The Crown for hosting

Meeting ended at 8.45pm.