

Framlingham Business Association

Wednesday 22nd June 2022 Management Committee meeting – Draft Minutes

Present (at The Station Hotel, Framlingham):

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

Lisa Hamon (FBA Management Committee) – LA Global Management

Jenny Stockman (FBA Management Committee) – Seckford Education Trust

Jacqueline – FBA Secretary and Association Co-ordinator

Apologies:

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

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

Meeting Chaired by Jenny Labbett, meeting commenced at 7.00pm

JL welcomed everyone to the meeting.

1. Attending and Apologies

Please see above, apologies accepted.

2. Minutes from previous meetings for approval

April Management Committee meeting minutes already agreed. May bi-monthly meeting minutes approved by LH and JS

ACTION: JW to request April and May minutes go on website

3. Matters arising from the previous meeting dated 27th April 2022

None.

4. Management Committee

Meetings

Committee Meetings – It was agreed to have the August meeting as a social meeting. Possible venues were discussed, it was agreed to hold at around 6pm

ACTION: JW to research the venues and report back to the committee before booking.

Bi-monthly - The Crown confirmed bookings for 13/7 and 16/11 from 6.30pm.

Meeting time post covid considered, the former 5.30 start time was amended for covid to allow people to get home from work for zoom FBA meetings. Now people who live further out need to wait after work in town to attend current 6.30pm start, including some committee members.

ACTION: Review start time for Sept AGM meeting onwards.

ACTION: JL to approach new FBA member to give a short talk at July meeting and check preferred time.

Recent FBA newsletter plea for committee members or speakers not yet had feedback.

ACTION: JW to ask RC to publicise on FBA social media and put in newsletter again.

ACTION: JW approach people for Sept and Nov meetings and sort refreshments as required.

Networking/small events

New date agreed, 20/07. JL to attend Wickham Market Partnership meeting next week and will share date. LH to double check speaker availability. It was noted that some previous attendees who

were going to be invited were no longer in area/business, no list had been kept but there were still a few to invite.

ACTION: JW to confirm booking with Unitarian

ACTION: JL to inform WMP meeting of networking date.

ACTION: LH to confirm speaker.

ACTION: JW to sort refreshments.

ACTION: JS to do words to promote committee membership and speakers.

ACTION: JW to ask RC to put JS wording on FBA social media, and on newsletter once speaker confirmed.

ACTION: JS, LH, JL, and JW to invite people to networking

ACTION: To consider asking potential new member to cater once established event.

Xmas 2022

Eileen Coe had asked if FBA would like to attend the CEP Working Group meeting to be held Monday 27th June at 4pm at FTC office. This initial meeting would discuss Christmas 2022 and an event planned for Friday 2nd December.

ACTION: JW to attend and feed back to committee.

Sausage Festival 09/10/22

FBA is still supportive, and sponsorship had been agreed. SC has been working on plans, speaking to JS, and looking at admin support.

ACTION: JS to speak to SC about spreadsheet and ongoing progress.

Platinum Jubilee 05/06 12-5

Event went well and made over £3445 for the 2 event causes. FBA had a successful skittle run stand run by JS and LH helped by JW, JL and FBA member Allan Williams. After event £126 was transferred to the event total. FBA has congratulated Eileen Coe and team.

RC has returned the FBA bunting and collecting buckets to Charnwood.

Winners have been contacted for their details to forward to SC so he can send their SF vouchers, they have our email details in case Steve forgets or is delayed in sending. JW had trouble contacting one winner, LH gave further contact information. JW has sent a thank you card to Jenny S dad for lending the skittle run.

ACTION: JW to contact final person again and forward details to SC.

Window Competition for Jubilee and Suffolk Day 25/06

BBC Radio Suffolk presenter Mark Murphy MBE had judged, accompanied by JW with list and prize. The winner was Callendars Florist, awarding of the Majestic Hare Apothecary eco hamper prize was photographed. JW has thanked and informed all participants including comments made by Mark Murphy. There had been very nice engagement with members and other businesses about the competition. JW had been invited to the official refreshment event to represent FBA. JW thanked Cllr Hines for the invitation and her help with the competition poster.

ACTION: JW to thank Mark Murphy officially.

ACTION: JW to put result and thanks in FBA newsletter.

ACTION: RC to put result and thanks on FBA social media.

FBA Focus – Monitoring of SMART criteria

Grow Membership to 41 to 46 by July – DONE, 48 by May.

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

Grow social media following – There has been growth and an upward trend over the few months.

Latest update on social media stats given by RC, period covered 23/05-19/06, stats were up and down. Facebook reach 2600, 98 visits, 2 likes. Instagram reach 756, 73 visits, 19 new followers.

Posting on most days; slight reduction is fine as posting is very frequent.

ACTION: Need to research encouraging more likes and visits to Facebook and more new Instagram followers

Attract chair and a new committee member – Efforts made, no uptake yet. Needed to bring fresh views and ideas. Would be good to attract more people to meetings. Amended meeting time may help.

ACTION: Publicise again on FBA newsletter and put on FBA social media too.

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

Design Wi Fi template – Wi Fi newsletter in operation

Wi Fi newsletter done – Wi Fi Newsletter in operation. Nearly 23% opens (which is an acceptable industry average), 21 clicks, 10 hard bounces.

Increase database on Elephant Wi Fi platform – currently 1090, slight increase, Still awaiting ESC assistance on Wi Fi signage to encourage sign-up to Wi Fi and optional newsletter.

ACTION: JS follow-up up ESC.

ACTION: JW and RC to publicise Wi Fi sign-up

Increased footfall in town – needs careful analysis

Increase of proactive submissions – Some, rest is researched so far

Attract proactive requests for news to be shared on website and FBA newsletter – still quite low.

Attract inward investment – No mechanism yet

It was also noted that Free Wi Fi has been rolling out past the Framlingham pilot to the 10 towns in East Suffolk and ESC will be taking all the Wi Fi work including newsletters under their remit from around July 11th. Other efforts on SMART criteria have been progressing but do still need new committee members and Chair.

ACTION: Full review of success of SMART criteria in August including any additional actions.

5. Business Matters

Wi Fi Newsletter

Two newsletters produced by RC, attracting ads at the moment so RC is adding items of interest such as events, guidance by JS. Another newsletter to go out soon.

ESTI Funding – Cllr Jones wants to arrange a meeting with FBA about ESTI proposal and plans on digital trail and digital welcome packs.

ACTION: Wait to hear from Cllr Jones

Wi Fi Signage – Cllr Jones wants to know about the Wi Fi signage that FBA were keen to promote, JS explained FBA waiting to hear about a walkabout meeting with ESC.

Fram College Entrepreneurial Hub

As FBA were members of the former Framlingham College Business Club they have been approached by Caroline Styles about joining the FC Entrepreneurial Hub. Lisa Hamon has joined the Hub as a business owner and has agreed to be the FBA point of contact as well.

ACTION: JW to inform Caroline Styles.

6. Marketing and Online presence

Monthly update on social media stats – given in item 4.

ACTION: Ask RC to post on social media to encourage Wi Fi sign-ups

RC had asked about putting Wi Fi footfall stats on social media, agreed.

ACTION: JW inform RC.

How much to charge for Wi Fi Ads – No news from ESC on this but not relevant to FBA now as ESC taking over all towns Wi Fi July 11th.

FTC Welcome Pack - JW asked James Overbury about their Welcome Pack for new residents, he confirmed there is currently no FBA content and which must be in digital format and be updated as required. May need a few hard copies if requested by residents, FTC have the FBA A6 cards on show.

ACTION: JS and LH to ensure is part of the discussion about ESTI marketing pack with Cllr Jones.

FBA Website –

It was agreed the ABOUT wording should now go on the website.

ACTION: JW to send wording to KS to amend website and amend the JOIN on the front page of website as agreed previously.

Post Covid Business Advice – FBA meeting action to find information for businesses who may need advice or be struggling post covid. Suggested info for newsletter article was discussed, it was agreed Suffolk Chamber and Citizens Advice be added. FSB have been useful to some people for advice and other help.

ACTION: JW put in next newsletter.

ACTION: JL to approach Regional FSB rep to give talk on benefits to FBA members

Wi Fi Newsletter – Two done, another to go out soon.

ACTION: RC and JW to promote through social media and FBA newsletter

7.FBA Membership

Membership is 48 as at 15/06/22 and have one applicant in the pipeline.

ACTION: JW to follow up potential new member.

Membership Pages

Decision was taken we should set up a basic page for those without a member page (info requested but never sent info to FBA). JW has asked KS if he needs JW to do any of the research for this. The FBA website cost includes updates for up to 30 minutes of website updates a month, need to consider if this will be sufficient time for all actions on membership items.

ACTION: JW contact KS about time involved to complete this action

Group Membership Discount

Ian at Framlingham Tech Centre has replied to FBA asking if they would like to offer discounted FBA membership as a tenant benefit. He had been positive and said the discount was a great idea and happy for FBA to set the %. They would like a full description of FBA benefits for their tenants.

A discount of 20% was agreed as there are potentially many tenants who could be applying through the Framlingham Tech Centre. JS suggested the words on the A6 postcard could be appropriate, a link to ABOUT on the website could also be useful.

ACTION: JS find A6 postcard and send wording to committee for approval.

FBA Membership Drive

We have been contacted by ESC recently about this grant, on specific progress. Need to progress the membership pack.

ACTION: JW to ask KS about the membership grant update info for ESC.

ACTION: JW to contact KS about the membership pack proposed ideas, using google ads and news and offers page (including budget)

ACTION: LH and JW to meet about the contact list

ACTION: JW continue with contact list

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

Mailchimp Stats for FBA newsletter-FOR INFORMATION

Newsletter 209 23/05/22 – 100% delivered, 59.9 % opened, 159 opens, 10 clicks on grants, FBA Facebook/website/Instagram, and SCC apprenticeship/internship ops.

Newsletter 210 31/02/22 – 100% delivered, 64.3 % opened, 225 opens, 4 clicks on member news.

Newsletter 211 06/06/22 – 100% delivered, 56% opened, 196 opens, 0 clicks

Newsletter 212 15/06/22 - % delivered, % opened, opens, clicks

8. FBA Finance.

As at -15/06/22:

Community a/c - £1276.59

Saver a/c - £8626.88

Total - £9903.47

Includes ring fenced amounts - £320 HOD; £500 for small events; £1537.23 ESC membership grant; £1213.63 Digital Grant and £2K social media/Wi Fi newsletter grant – minus £1020 so far; gazebo. LH queried the membership grant amount, thought it was £1530. Agreed need to look at the grant expenditure figures

ACTION: JW to check the membership grant amount is correct.

ACTION: JS to look at the FBA Grant 2022 document from JW

May Finances Community Account:

May In: £20 Membership. Total £20.00

May Out: £320 social media/Wi Fi, £150 Float for POP event £150, £30 Stand for POP event, £17.26 Supplies, £17.55 Barclaycard for printer ink supplies £221 Admin. Total £755.81

FBA annual finance spreadsheet was distributed in advance.

9. AOB

Katch –

ESC Communities Officer Alex Heys had re-approached FBA about sharing ideas on potential Katch promotions and FBA helping promote, FBA noting that FTC promote on Framlingham.com. JW spoke to Alex on 20/06 about how FBA can help promote. It was agreed that FBA would have articles on FBA newsletter and social media and the Wi Fi newsletter with wording from Alex to ensure all ESC information on Katch is covered.

ACTION: Await further contact from Alex Heys

FBA Planters

Planters were due an update but there have been watering issues. Possibility of using plats that require little watering was discussed but it was agreed that the scheme should be suspended until a better solution can be found, the planters should be removed and stored for now.

ACTION: LH to inspect planters for final decision on storage.

ACTION: JW to inform David Garnett

FBA Gazebo condition

Used at the POP event, the carry case is disintegrating and the gazebo cover is getting shabby. FBA have some money aside for gazebo, a new cover and case is probably all that's needed

ACTION: Investigate cost of new cover and case.

Laptop Warranty Expiry

Curry's offered a Care and Repair Plan at £104 pa. it was agreed to not take up the care plan as the cost over 5 years would be more than replacement cost.

Printer Ink

Generic ink has been unsuccessful for the new printer, noting that the cost differential with canon ink it was agreed that canon ink would be used.

Water Bottle Filling – FTC had been asked to consider a water bottle filling option in town. As it would be expensive, they will contact ESC about the possibility of a compression tap outside the public toilets and have asked FBA about the viability of retailers offering a free water filling scheme. FBA debated the issue by email and in this meeting and agreed for many reasons, including retailer staff time, security, and potential hygiene issues, that the compression tap would be the most suitable and sustainable option – fair to retailers and visitors requiring water.

ACTION: JW to inform FTC of decision and full reasons.

10. Next FBA Meetings

Bi-monthly – 6.30pm, 13th July, Chair JL, at The Crown Hotel.

Management Committee – 7pm, 17th August social, Chair JL, Venue tbc

Rest of year:

FBA Bi-monthly meetings - Wednesdays at 6.30pm at The Crown Hotel

JL chair on - 16th November.

LH chair on - 21st September (AGM).

FBA Management Committee meetings – Wednesdays at 7.00pm in person

LH to chair on - 19th October and 14th December.

Meeting ended at 8.40pm (JL had to leave at 8.30pm).

JL thanked attendees

JL was thanked for chairing the meeting

The Station Hotel staff were thanked for hosting