

Framlingham Business Association

Wednesday 13th July 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

Rachel Chesman – FBA social media

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

Cllr Marion Hines – Communication, Event and Partnerships Chair, Framlingham Town Council

Susannah Cartmell (FBA Member) - Suffolk Sense

Becki (FBA Member) – Suffolk Sense

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

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

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

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

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

JS noted the change of planned meeting Chair, welcomed everyone to the meeting and brief introductions were made.

1.Attending and Apologies

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

2.Minutes from previous meeting dated 25th May 2022 for approval

Agreed in advance and KS has uploaded to the website. The June Management Committee meeting minutes have also been approved in advance and KS has uploaded.

3.Matters arising from the previous meeting dated 25th May 2022

None.

SPEAKERS – Becki and Susie from Suffolk Sense

Becki and Susie gave a very informative question and answer insight into how they set up their business and about its ethos.

Becki is Suffolk born and school educated, a teacher for 28 years she has also lived in Canada and came back to Suffolk in 2003. Susannah was born in Lesotho but schooled in Suffolk and has lived

here most of her life and runs a successful business from Suffolk. The two met at primary school 40 years ago, went on to Framlingham College together and remained friends.

November 2021 Becki was considering a career change, a discussion with Susannah led to thinking of starting a business based on essential oils and wellbeing, something they are both very interested in. Creating and having new products tested is a long and expensive process, so this evolved into the idea for a shop despite having no retail experience. By January 2022 premises became available in Wickham Market and by the end of March they soft launched their joint business. They had already done their supplier product research through several channels and knew they wanted Suffolk products hand made by people who were passionate about hand made eco-friendly products for sustainable living and wellbeing.

They both really enjoy meeting the inspiring producers personally, showcasing their products and story to customers, building a relationship with them, and feeding back customer response. They also enjoy making connections and building trust with customers and have been well supported by them, finding customers like to buy local, and commission and bespoke items also available for example in artwork and jewellery. Many of the products are also produced as unique items or in small stocks, and producers are finding Suffolk Sense too.

Despite starting a business during challenging times things are going well and word of mouth recommendations have been useful as well as social media. They have had to learn new skills quickly including stock management, they mostly buy the stock as their ethos includes being supportive of small Suffolk businesses.

In addition to the shop space there is a studio space that can be used by artists and crafters as a pop-up rental. They also have a monthly mini market to showcase the producers.

There is also Café 46 next door, making their part of town a destination.

Their business has evolved quickly, they both really enjoy it and work together well as a team - with Becki in the shop more while Susie has her other business to run as well.

There are plans to further develop their business including supplying the holiday letting sector, and an online shop.

Susie and Becki brought a small but wide range of their quality artisan products, including arts and crafts, candles, cards, pet products, jewellery, sweet treats, body butter and luxury homeware items to name but a few.

Those present were very impressed with their products, with their vision and Suffolk ethos, passion for their producers and customers, and with how quickly their business has successfully developed. They gave some very valuable insights of setting up a new business. You can find out more at <https://www.suffolksense.co.uk/>

Susie and Becki were thanked for their excellent presentation.

4. Management Committee and Events – Report for Minutes

Meetings –

AGM time to be agreed, possibly need to start at 5.30pm for the venue and now people back at work it was agreed at June committee meeting to revert to 5.30pm for bi-monthly meetings at least.

Potential speaker for September AGM, or November, JL was going to ask FSB rep.

ACTION: Confirm 5.30pm meeting start for September and November

ACTION: JW to approach other speakers if FSB rep not available for Sept or Nov.

Next Bi-monthly is September AGM. Will need various reports, some of which can be done by JW but will need a Chairs type report from the committee.

ACTION: Discuss at Management Committee

August committee meeting, it was agreed this would be a social, JW has researched suggested venues for convenience of those further away.

ACTION: Confirm by email who is to book and plan B if they already booked up.

Small Events and networking-

Booked for July 20th, 8.30- 10.15/30. Jack Fairweather has agreed to be speaker. A few people have been invited by RC via social media contacts into FBA or personal approach. JL has publicised to Wickham Market Partnership.

ACTION: JW to sort refreshments.

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

ACTION: JW to send networking info the Cllr MH to publicise

ACTION: Committee to make personal invitations people to networking

ACTION: JW to invite previous attendees and a leaflet drop.

Platinum Jubilee 2022

Successful FBA raised £126 for the event 2 good causes. Have passed all winner details to Steve to issue SFest event vouchers.

Suffolk Day 2022

Went well. Platinum Jubilee competition winner was Callendars Florist. Judged by Mark Murphy MBE from Radio Suffolk, he presented the prize. FBA posted on newsletter and social media, other 10 entrants all informed and Mark's positive feedback given. JW sent Mark a formal thank you and he also thanked FBA for their assistance.

Other 2022 Events –

Sausage Festival – 9th October 2022. – Management Committee agreed to sponsor event £1K.

ACTION: JS to contact Steve Calver

X22 – FBA had been asked by FTC event group if it was possible for a raffle to be run to make money for a charity. FBA have discussed by email and feel they can't commit due to the work involved and lack of committee numbers available.

ACTION: Will review other ideas in September post AGM.

ACTION: Inform FTC events group of decision

FBA Focus – See SMART Criteria

Grow membership to 46 by July – Superseded, now at 48 with another application in.

Increase meeting attendance – 2 more at March and May meetings, not able to benchmark networking until September at least as start was delayed.

Grow social media – Both have grown as RC has reported in the meeting but there is potential for more growth.

Attract new Chair and committee members – One newsletter attempt.

ACTION: Further action – JS worded reminders on newsletter and social media. New members may be interested and can be asked.

ACTION: Committee to discuss whether to use FBA social media £750 pot to help with Chair and committee work.

ACTION: Committee testimonials and FBA newsletter and social media article on joining committee – with committee approved wording

WhatsApp group for contributors for social media and Wi Fi enews – Group created by RC.

ACTION: Ask RC for update on group effectiveness.

Design Wi Fi template – DONE, successfully used to produce enews and about to be passed to ESC
Wi Fi newsletter produced – DONE as above.

Increase database on Elephant Wi Fi – No longer relevant as ESC have taken on district wide Wi Fi project.

Increase in proactive submissions and requests for news to be shared on Wi Fi and social media and the FBA newsletter – there have been a few for FBA newsletter, RC updated there had been a number for the Wi Fi enews possibly. People have expressed gratitude for mentions on all 3 FBA communications.

ACTION: Consider more ways to increase like and share with members.

Mechanism to attract inward investment and increase footfall, need to find out if FBA will continue to have access to Wi Fi stats as ESC will have the Wi Fi project and enews under their wing.

ACTION: Consider mechanism and find out if FBA will have the Wi Fi stats access post July 22

Other things committee had considered:

Need to focus on the Wi Fi stats on Elephant database, which requires training on use of the reports, newsletter stats, footfall stats.

ACTION: Consider if this is still relevant with ESC taking on all East Suffolk towns Free Wi Fi, perhaps useful for some things we might plan

QR codes for the Wi Fi stickers, FBA had been working on with ESC and FTC. No longer relevant, now ESC to carry this out.

ACTION: Continue monthly Focus monitoring.

5. Framlingham Town Council – Update by Cllr Hines and Town Clerk Eileen Coe

ESTI Funding –

Sunday Market Idea has ESTI funding and needs to be spent by April 2023 and would like to know if FBA supports. Ideally shops would also be open to capitalise economically on the event footfall. The Wi Fi could provide stats on footfall benefit of events to encourage businesses to open. FTC would ask Black Dog, an events organisation to run an initial one or two events and assess the impact.

Space would be needed so Bridge Street onto Market Hill would need to be closed, FBA suggested the top of Market Hill could remain open to through traffic potentially, just closing the parking bays.

ACTION: Once FTC lets FBA know more can ask members in newsletter if they would be interested in being open for a Sunday event and the footfall it would bring.

(FBA are waiting to speak to Cllr Jones about the funding in relation to FTC digital welcome packs and digital trail).

Communication –

Committee is preparing a list of business email addresses so that direct communications can take place. FBA have already given FTC a list of member business names only;

Wi Fi Stickers and Notices –

FBA had been working on this with FTC and ESC. ESC have contacted FTC about having notices on lampposts, and will be doing a walkabout in Framlingham to give out stickers for business premises. ESC will also email FBA with this information.

Wi Fi Handover to ESC –

This is imminent. FBA commented they need confirmation of the date so they can sync with the Wi Fi newsletter production.

ACTION: JW to contact ESC for date confirmation and how it will all move forward. Inform JS and committee.

ACTION: JW to let Suffolk Sense know about the Wi Fi e-newsletter

6. Business Items of Interest

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

ACTION: Wait to hear.

Wi Fi future – ESC due to take over the East Suffolk project from July 11th, including Framlingham pilot. FBA involvement with the Wi Fi newsletter will be amended.

ACTION: JW to confirm with ESC the takeover date.

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. Facebook up, 4200. RC working on Instagram engagement with businesses, Likes and Shares are good but need people to comment too. RC on 2 weeks break but will continue to post for FBA. JS commented that RC is doing a grand job on social media. RC commented she would like more content sent into her. Suffolk Sense expressed thanks for FBA social media support.

JS commented that social media should be used to encourage a Chair and additional committee members, emphasising that it is the value of shared ideas, FBA decision making and direction that are the key area, not volunteering.

ACTION: Suffolk Sense to send in content to RC on WhatsApp group.

ACTION: RC to send JW full update asap.

ACTION: JW and RC to create wording to encourage people to comment and use on FBA social media and newsletter. Also, to encourage content to be sent in as well as researched.

ACTION: JS to do some wording on the Chair and committee member shout out

ACTION: To be reviewed monthly.

FBA Website – News and Offer update to be done. Changes to ‘Join’ and ‘About’ on FBA website have been done, including new photos. Updates to the Events page include removal of old photos and the old event info removed. FBA entitled to half hour free updates per month on the website, and work often exceeds this so it has been agreed by committee that excess hours can be claimed.

ACTION: Update KS with meeting and networking dates for event/news pages

8.FBA Membership

Membership is 48 as at 13/07/22.

Member pages for those who have not sent their info in, consider a list them all with some basic details. JW has created a basic information document already.

ACTION: Committee to agree about the member ‘list’ for those without member pages.

FBA Membership Fees

To consider the FBA membership fee for 2022/23, we offered a discount the last 2 years and some businesses are paying back loans etc or suffering increased business costs such as for Brexit, fuel and hearing bills.

ACTION: Agree at the August meeting.

FBA Membership Drive – Report for minutes

ESC followed us up on the progress.

JW asked KS advice about the FBA marketing Pack – where we can this will go out as a digital pack.

Thoughts were to keep it simple with just one or 2 snappy pages/pictures.

KS agrees this is a good idea and could design the pack as a single PDF file which can be emailed out to any potential members. We could also have a few printed versions of this pack (which can be done very cheaply with a digital printer I use). KS would like the information to be included in this PDF pack sent over to him. Then he can prepare and email everyone a proof for checking and finalising.

ACTION: Report back to ESC about grant progress asap.

ACTION: LH and JW to meet about the contact list

ACTION: JW continue with contact list

ACTION: Marketing info to KS once sorted by committee

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

ACTION: News and Offer update to be done (KS)

Wickham Market Partnership –

JL attended a recent meeting and they offered to share the July FBA meeting information on their group communications. JL created suitable document including FBA logo for this. They will also share our networking information. Thanks to JL for keeping this channel open and sharing FBA info, as well as speaking to Suffolk Sense.

Group Membership Idea –

Agreed at June meeting to offer a group discount for Fram Tech Centre tenants, they hvae requested appropriate wording to send to their tenants. Wording has been adapted from FBA A6 cards, no current pictures,

Framlingham and District Business Association

Framlingham Business Association (FBA) brings the business people of Framlingham and the surrounding area together for the common purpose of boosting trade for all. FBA was part of the pilot free Framlingham Wi Fi and e-newsletter initiative in East Suffolk.

The businesses which form part of the association can enjoy breakfast networking, bi-monthly members meetings, and access appropriate supportive links and advice. Members have their own business profile page on our website, receive regular e-newsletters from the FBA about local news and events. FBA are active on social media and are building its reach and impact. FBA are also planning future small events.

Special membership offer to Framlingham Technology Centre tenants - become an FBA member with a 20% discount.

TO FIND OUT MORE visit www.framlinghambusiness.co.uk

ACTION: JS to review wording and forward committee for final approval before JW sending to Ian at Framlingham Technology Centre.

FOR INFORMATION: Mailchimp Stats for FBA newsletter-

Newsletter 213 23/06/22 – 100% delivered, 61.9% opened, 116 total opens, Clicks on Castle Community Rooms website and wall of friends, and on FBA Facebook links

Newsletter 214 07/07/22 – 100% delivered 59.9 % opened 256 total opens, 0 Clicks

9. FBA Finance

As at -13/07/22:

Community a/c - £914.69

Saver a/c - £8626.88

Total - £9541.57

Total includes ring fenced amounts: £320.10 for HOD event, £500 for small events, ESC grants remaining £3373.63, gazebo.

Finances Community Account:

June In: Event takings and float return £283.20 Total £283.20

June Out: social media and Wi Fi newsletter £320, admin £314.50. Barclaycard £39.58 for ink supplies, £6.38 Event supplies, £126 event profit to FTC, £25.45 Competition prize, Total £831.91 Spreadsheet not yet updated.

10. AOB

Business Associations – Someone from Saxmundham had contacted RC on FBA social media for advice about re-instating a BA there and had been advised to email JW.

ACTION: JS agreed to speak to them in person once they email in with contact details.

Printer Ink – Generic ink provider have given FBA £18 credit for our next order. As 2 inks were not adequate quality

FBA Planters – Have informed Garnett's that FBA won't currently continue with the planters as there are watering issues and adjacent plants are taking over the space, also thanked Garnett's for their lovely planting over the years. Garnett's thanked FBA for the 7-year contract.

ACTION: Need to remove the planters asap into FBA storage. To review later if a solution can be found.

11. Next FBA Meetings

Management Committee meeting, social on 17th August.

Bi-monthly open meeting and AGM – 21st September 2022, time tbc, venue Framlingham Technology Centre. Meeting Chair JL.

JS thanked everyone for attending

Susie and Becki were thanked for being speakers

JS was thanked for chairing the meeting

**ACTION: JW to thank The Crown for hosting
Meeting ended at 8.00pm.**