

Framlingham Business Association

Wednesday 17th August 2022 Management Committee Social Meeting – Draft Notes

Present :

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

Social meeting commenced at 6.30pm

1.Attending and Apologies

Please see above, apologies accepted.

2.Minutes from previous meetings for approval

July FBA bi-monthly minutes agreed by LH and JS.

ACTION: JW to request minutes go on website

3.Matters arising from previous meetings

None.

4.Management Committee

AGM Meeting – FOR INFORMATION

AGM 5.30-7.00pm at Framlingham Technology Centre. Speaker – Michelle Smith area rep Federation of Small Businesses. Want to increase attendance, need to utilise newsletter, social media and potentially flyers.

ACTION: JL to speak to people at an event in Wickham Market.

ACTION: Need to inform FSB rep of time and venue information.

ACTION: Publicise on newsletter, social media, to Wickham Market Partnership etc.

AGM reports – JW has first drafted a Chairs report, a spreadsheet and monthly finance sheet to date, an agenda, attendance sheet and an election sheet has been drafted. Need agenda for bi-monthly part, the annual balance sheet and a report for members and report for committee.

Networking/small events

Will include networking as part of AGM and then book another Unitarian meeting for October and publicise as before, consider a speaker for this.

ACTION: Review during September bi-monthly.

Sausage Festival

SC now has assistance from RC, there are trades stands and producers plus music. Awaiting SC plans regarding the proposed FBA sponsorship. Ask SC about FBA membership.

FBA SMART focus review.

Grow membership to 46 by July – SUPERCEDED at 48

ACTION: Implement Membership Drive

Increase meeting attendance – 2 more at March and May meetings, 2 at July, 1 person came to inaugural breakfast networking so not able to benchmark networking until more have taken place.

Grow social media – Both have grown, potential for more growth. To continue, JS has crunched some numbers on the grants.

Attract new Chair and committee members – newsletter and social media attempts. Further action – reminder on newsletter and social media and ask newer members.

ACTION: Agree 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

ACTION: Approach people directly where possible.

WhatsApp group for contributors for social media and Wi Fi enews – Group created by RC, not a lot of interaction so far, feel people are busy to directly contact so will continue with own research.

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. Don't know FBA future role on this from ESC.

Increase in proactive submissions and requests for news to be shared on Wi Fi and social media and the FBA newsletter – one or two for FBA newsletter, some for social media but most still researched. Interaction is proactive, with people emailing, commenting, or making personal indications of gratitude for mentions on all 3 communications.

ACTION: Need for increased like and share with members to encourage engagement and hopefully more content. RC is already working on this.

Mechanism to attract inward investment and increase footfall – FBA don't have access to Wi Fi footfall stats post July 11th, not sure how and who would do - possibly ESC now they have the Wi Fi project and enews under their wing.

Other items no longer relevant – Wi Fi stats analysis and Wi Fi QR stickers.

CONCLUSION –

Membership increased, capacity to increase this.

Success with the Wi Fi newsletter but now centralised for all towns under ESC. Until ESC have someone in post we don't know FBA role for future. Newsletters on hold until them also. Since July 11th changeover FBA no longer receive the stats directly.

ACTION: Ask Jo Chapman at ESC if FBA/Framlingham will get Wi Fi stats directly.

We have increased social media with increased engagement a priority. We have not attracted many more to send in news to newsletter and social media but hope that increased engagement will encourage.

We had small success in increasing attendance at 3 in person 2022 FBA bi-monthly meetings, only 1 to networking meeting. Increased attendance has been via social media and personal contact with new people, less successful with existing or ex members.

We haven't attracted a new Chair or committee members. THIS WAS SEEN AS THE KEY SMART FOCUS. Need to be more proactive in this and explain the need and the roles, also be good to have more 'feet on the ground' committee members to increase interaction with members. Current small committee struggling with their own increased workloads and lack of Chair.

ACTION: Committee members to create wording for newsletter highlighting benefits of being on committee and urgent need to expand committee numbers.

ACTION: Agreed to use £750 membership pot towards this action.

ACTION: Consider at September meeting and AGM on what to do if can't achieve new committee members and Chair.

5. Business Matters

Framlingham Town Council

Have received an email from Cllr Jones about ESTI funding in relation to Sunday Markets and whether shops would open.

ACTION: JW to create a reply and ask committee to check.

6. FBA Website, Social Media and other Communications

Need to review grant funding pots again regarding social media.

7. Membership

48 Members. Now at end of membership year. Will be losing one joint members as the business has closed, and another moved out of area. Have been contacted by a potential new member with 2 new small businesses. Framlingham has recently lost one shop and gained another, who can be approached.

ACTION: JW has contacted them and will give them the AGM and networking details.

Membership fee 2022/23 –

It was agreed that a reduced rate again would be appropriate, £50 was approved.

ACTION: Invoices postponed until after AGM.

Membership Drive –

Info to go to KS.

ACTION: JW to look at.

ACTION: Need to get back to ESC once all looked at

Group Membership –

This is agreed, will send out when the invoices go out.

ACTION: JS do last look at wording

8. Finance

As at -16/08/22:

Community a/c - £1354.13

Saver a/c - £7626.88

Total - £8981.01

Total includes ring fenced amounts: £320.10 for HOD event, £477.44 for small events, ESC grants remaining £3196.63, gazebo. Potentially £1K for SFest 22. Spreadsheet up to date.

Finances Community Account:

July In: Total £0.00

July Out: social media £210.00, £16.90 Barclaycard (ink), £30 website updates, £22.56 networking supplies, £323 admin Total £602.46

9. AOB

Lottery License – It was agreed FBA won't renew now as it hasn't been used for 3 years and no suitable events currently planned. KG happy to remain as promoter when it is renewed,

10. Next FBA Meetings

Management Committee meeting, 19 October, time, and venue tbc. LH Chair

Bi-monthly open meeting and AGM 21st September 2022, 5.30-7.00pm, venue Framlingham

Technology Centre. Meeting Chair LH

August Meeting and Social concluded at 9.30pm, everyone was thanked for the bring and share meal.