

Framlingham Business Association

Wednesday 21st September Bi-monthly Committee meeting – Draft Minutes

Present (at Framlingham Technology Centre):

Jenny Stockman (FBA Management Committee) – Framlingham Technology Centre, East Suffolk Business Connected

Lisa Hamon (FBA Management Committee) – LA Global Management

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

Lily Benbow (Guest) – Noble Prawn Ltd

Terry Curran (Guest) – TJC Your Time

Steve Calver (Guest) – SR Epic Sound and Lighting

Jacqueline – FBA Secretary and Association Co-ordinator

Apologies:

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

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

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

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

Ruth Watson (FBA Member) – Watson and Walpole – Neighbourhood Italian

Lisa Handley (FBA Member) – Windmill Lodges

Mick Hutton (FBA Member) – Guitar Coach Suffolk

Colin Farrand (FBA Member) – Farrand & Co Chartered Accountants

Vivia Bamford – Framlingham Library

Meeting Chaired by Jenny Stockman and Lisa Hamon. Meeting Commenced at 6.10pm

To note that the Management Committee had decided to postpone the speaker Michele Smith from the Federation of Small Businesses to the November meeting. Michel will be forwarding some information for the FBA newsletter meanwhile.

1.Attending and Apologies

Please see above.

2.Minutes from previous meeting dated 13th July for approval

The July minutes had been approved and uploaded onto the FBA website. The August Management Committee meeting minutes had been pre-approved by LH and by JS in this meeting.

ACTION: JW to request KS upload to website.

3.Matters arising from the previous meeting dated 13th July

No items.

4.Management Committee

Management Committee for 2022/23 – The new committee was voted in at the AGM.

Meetings –

November bi- monthly meeting - to be at The Crown Hotel, meeting speaker to be Michele Smith of FSB.

October management Committee meeting - needs a venue.

ACTION: JW to book The Station

FBA Networking (8am onwards) – Needs to be booked now we know the new committee. JS suggested asking Jack Fairweather as sponsor if he is available, a committee members could also consider being speaker. It was suggested new businesses should be invited, JW had delivered

invitation flyers to a number of businesses for July networking and will do so again, also invited were previous networking attendees that still have a local business. LB also suggested looking at companies House for new local limited company businesses, sole traders will not be included.

ACTION: JW to contact committee re suitable dates for, then book venue, sort refreshments and ask Jack Fairweather if available.

ACTION: JW publicise in newsletter, with flyers and by content to Rachel for social media.

Small FBA Events – Under review.

The Great Framlingham Sausage Festival – This is happening on October 9th, organised, and run by Steve Calver. FBA is sponsoring the front page of the event in recognition of the event impact on bringing visitors and economic benefit to the town and the increase in the Wi Fi usage and sign-ups. SC still looking for volunteers.

ACTION: JS and LH have much previous TGFSF even experience and confirmed will be helping on the day

Christmas 2021 – JW had been unable to attend the last FTC Christmas meeting so had nothing to report back.

ACTION: JW to attend next meeting and report back to the Management Committee so they can review any participation at the next FBA meeting.

Will need to synchronise the small Christmas trees with the main tree delivery and tree lighting.

FBA Focus – FBA had reviewed SMART criteria at the August social meeting. JS and LH commented the committee focus is on increasing networking, growing membership, and finding more committee members and a Chair.

5. Framlingham Town Council

Neither Eileen Coe nor Cllr Jones had been able to attend this meeting due to other commitments.

6. Business Items of Interest

Welcome back funding update – JS has not had an update on the New Anglia Youth Engagement work from Jo Chapman.

Wi Fi future – East Suffolk Council told FBA they are recruiting for the Wi Fi work and currently the Wi Fi e-newsletter is not being produced. In answer to a question FBA had funding for the Wi Fi e-newsletter pilot and information on events, offers and news was free to be included. Currently FBA don't know if ads will be free or if the e-newsletters will be town specific or combined. FBA no longer receive the Framlingham Footfall data.

ACTION: FBA will inform members once we know anything.

7. Marketing and Online presence

Social Media continues well. RC had provided some recent stats for 24/08/22 - 20/09/22:

Facebook reach 1.6K, down 0.9% Visits 50 up 11.1%

Instagram reach 738 26.2% up Profile visits 53 up 26.2%

Current audience – Facebook likes 645 Instagram followers 1.11K

Top performers – FBA Facebook posts 849 reach (highest for Easton Farm Park and FBA AGM)

FBA Instagram posts 368 reach

Website - Event Content

KS has updated the website with members events, SFest information and FBA AGM and September meeting details.

8. FBA Membership

Membership was 48 as at end of the membership year. One more application made very recently.

JW has sent KS the website information for members who don't have a member page, on hold until after this meeting/renewal.

ACTION: Ask KS to go ahead on putting the member list online after the renewal.

FBA Membership Drive – Marketing pack will be needed before we can carry out the drive. Ideas have been agreed but not finalised for KS yet. Need to incorporate an agreed subscription fee. Contact list not yet completed.

We have been asked by ESC about progress.

ACTION: LH and JW to review contact list

ACTION: Send Marketing pack items to KS

ACTION: Get back to ESC

Group Membership Idea – Agreed, but wording needs to be reviewed and finalised (JS).

ACTION: JS to look at and finalise content for Ian Chapman

FOR INFORMATION: Mailchimp Stats for FBA newsletter-

Newsletters Summary -

Newsletters 215 -221 July 12th to September 12th

Opens between 46.4% to 59.5%. Total opens max 227.

Clicks up to 4.8%, Total Clicks max 6.

9. FBA Finance

As at -21/09/22:

Community a/c - £1264.13

Saver a/c - £7626.88

Total - £8791.01

Total includes ring fenced amounts: £320.10 for HOD event, £467.44 for small events, ESC grants remaining £3013.63, gazebo.

NB X19 grant finances may impact, FBA have been asked to complete a grant monitoring form.

ACTION: JW to review and report to committee

ACTION: Get back to ESC

Finances Community Account:

August In: Transfer from FBA Saver account Total £1000.00

August Out: Total £0.00

Spreadsheet completed for 21-22.

Barclays Bank have informed FBA that from November 8th the Saver Account with annual interest of 0.01% will be changed to a Business Premier account with interest of 0.15%at applied quarterly.

10. AOB

FBA storage – KG unsure that all items that have been borrowed have been returned. JW though the bunting leant to FTC had been returned and believed the SF items had been returned. JS had done a check of items last year. JW suggested a written list be created to ease future checks.

ACTION: Will review after TGFSF event as some items such as the barriers are likely to be leant out for that.

11.Next FBA Meetings

Management Committee meeting - 19th October 2022, 7.00pm. Venue tbc Meeting Chair tbc (was to be LH). Following meeting 14th December.

Bi-monthly open meeting - 16th November 2022, 6.30pm, venue tbc. Meeting Chair JL

LH and JS thanked everyone for attending.

JS and LH were thanked for chairing.

Meeting ended at 6.52pm.