

Framlingham Business Association

Wednesday 19th October 2022, 6.30pm at The Station Hotel, Framlingham

Present :

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

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

Lily Benbow (FBA Management Committee) – Noble Prawn Ltd

Steve Calver (FBA Management Committee) – SR Epic Light and Sound

Jacqueline – FBA Secretary and Association Co-ordinator

Apologies:

Lisa Hamon (FBA Management Committee) – LA Global Management

Jenny Stockman (FBA Management Committee) – Seckford Education Trust

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

Meeting commenced at 6.30pm

Meeting chair Lily Benbow

1.Attending and Apologies

Please see above, apologies accepted.

2.Minutes from previous meetings for approval

September FBA bi-monthly and AGM minutes agreed by LB and KG.

ACTION: JW to request minutes go on website

3.Matters arising from previous meeting

None.

4.Management Committee and Events

Meetings

November bi-monthly meeting to be at 5.30pm chaired by LB. Speaker Michele Smith from Federation of Small Businesses.

ACTION: JW to confirm with The Crown and with Michele Smith

December committee meeting may be a social, will be chaired by LB with JL back up if LB not available. A compromise time of 6.30pm was agreed.

ACTION: Agenda item for November meeting

Networking on 2nd and 30th November, earlier time of 8am. JL, LB, JW, JS, and LH to attend. Winter venue cost is higher at £20 to cover the heating. A speaker has volunteered for Nov 2nd. Committee can review their personal outside contacts who can speak on a topic of interest, eg crime against businesses.

ACTION: Publicity via FBA website social media, newsletter, FTC news, Wickham Market Partnership, flyer drop, direct emails and personal invitations to be done by RC, JL, LB, JW and other committee members.

ACTION: JW to confirm with Nov 2nd speaker Vivia Bamford of Framlingham Library

LB asked about networking times and member preferences. Possible venues and costs were discussed in relation to any future lunchtime networking.

ACTION: JW to ask on newsletter about member preference on networking times and ask RC to do a social media poll too. (Would need to review venues and costs depending on result).

ACTION: JW to arrange refreshments

ACTION: Need to set networking, bi-monthly and committee meetings for 2023 at Nov 16th meeting.

Speakers - JL and JW do visit new shops and businesses about FBA. The personal touch about membership could be extended to asking people to speak at meetings.

ACTION: All committee to ask someone they know and new members to speak at the networking and bi-monthly meetings. JW to highlight spotlight opportunity in newsletter.

Committee

JS and LH resigned at the AGM but LH happy to remain Treasurer and JS to be on hand for the interim. It was agreed to show appreciation with a small gift and card each, and articles on social media and newsletter. Steve Calver and Lily Benbow have stepped forward to be committee members. For effectiveness need to find a Chair, meanwhile a rota will continue

ACTION: Review Chair recruitment when membership has increased.

ACTION: JL to organise gifts and official thank you to JS and LH at Nov 2nd networking

ACTION: JW organise social media and newsletter thanks.

LB asked if there is a catchment map of the FBA area.

ACTION: A copy of the old FBA Action Plan map to be found and sent to LB

KG has access to a listing of local businesses and can search by postcode, as its time consuming it was suggested checking a postcode at a time. This could speed up communication plans for membership drive.

ACTION: JW to look at postcodes and inform KG. KG to make a list to approach.

ACTION: Committee members to speak to personal contacts about membership and meetings.

Sausage Festival 2022

2500 tickets sold but attendance nearer 5000. Several shops were open and happy with the event, the traders were very busy. There were a few issues as not all producers able to attend and stocks were low at a couple. SC to look at reformat of event and closer controls. The Wi Fi was used for voting, it would be interesting to see the stats, but FBA no longer receive. FBA sponsored the front page of the event booklet, and had received to emailed event comments, forwarded to SC.

ACTION: FBA to ask if there will be Wi Fi footfall reports for Framlingham.

Christmas 2022

JW to attend an FTC Christmas event meeting 17th October. It was agreed that FTC can borrow the FBA barriers. FBA publicising the Light and Sound Spectacular on newsletter and social media and will do the same for Xmas once that event is over.

The main xmas tree will arrive week commencing November 21st.

ACTION: JW to prepare annual letter about the small trees and distribute via emails and personal delivery as appropriate.

ACTION: JW to inform FTC about barriers.

ACTION: SC to check barriers at FBA storage

FBA SMART focus and Strategic Plan for 2022-23

The FBA focus and SMART criteria were monitored during membership year 2021-22.

ACTION: Need to look at criteria for membership year 2022-23.

Ideas under discussion:

Grow membership numbers and implement membership drive.

Increase meeting attendance at Bi-monthly meetings

Hold networking meetings approx. monthly with aim to increase numbers. If successful look again at small events for members/businesses.

Grow social media – increase engagement (Instagram followers and Facebook visits/likes/followers and comments).

Attract new Chair and committee members

Increase in proactive submissions and requests about member news for social media and newsletter.

Ask FTC about their pack for new people to the town, could maybe be extended to include encouraging businesses to come here.

It was agreed a spreadsheet would be a vital tool to attach actions to individuals to report back on.

ACTION: JL will produce an Excel spreadsheet with the ideas discussed in this meeting.

ACTION: JW to look at the membership drive promotion content and share with the committee before passing to KS for production of digital and hard copy versions.

ACTION: JW to ask FTC about their new pack.

ACTION: Discuss at the next meeting

5. Business Matters

Framlingham Town Council

Eileen Coe

Eileen is retiring early after over 21 years, has been supportive of FBA actions and events. It was agreed to get Eileen a small gift and card

ACTION: JW to purchase a card and gift

Cllr Jones reply

JW sent a reply to Cllr Jones about potential Sunday Markets in Framlingham, no response yet.

6. FBA Website, Social Media and other Communications

Marketing, social media and online presence.

Social media was discussed, RC had provided some stats for the 4 weeks ending 15th October. The possibility of tagging all members in was discussed.

Facebook page reach was slightly increased. Instagram reach was a bit down. Facebook visits were up 13.2%, Insta down by 20%. New Facebook likes were static, while Insta new followers were down. RC had received content from 3 members in that period, the rest was researched. JW noted that the Chair email now receives a direct monthly report from Instagram.

ACTION: JW to invite RC to the networking or bi-monthly meeting to give report in person to review strategy.

Need to review grant funding pots again regarding social media and Wi Fi.

ACTION: JW and JS to look at.

FBA Website update

Terry Curran had emailed about the FBA Academy highlighted under the FBA Membership section on the dropdown under ABOUT. This had been intended to create a series of workshops after members indicated local courses could be useful, but later research had shown other organisations provide them (Menta etc), that funding could be an issue, and anecdotally others have had issues getting enough participants for local courses. It was agreed to remove the information as not currently on offer.

ACTION: JW to ask KS to remove this line

Terry had also queried that we show £60 as the fee when are charging £50 this year, LB asked why this has happened. JW explained that £60 was pre pandemic and that we review annually in that light.

ACTION: To keep under review.

Mailchimp Stats

Newsletter 222 20/09

84 delivered, 54.82% opens, 116 total opens, 10 clicks – SFest tickets (9) and facebook (1)

Newsletter 223 04/10

84 delivered 65.5% opens, 299 total opens, 9 clicks – 2 on member news, 7 SFest tickets (NB 3 newsletter delivered by normal email in addition so can't be included in the stats).

7. Membership

The renewal process has produced 24 renewals so far plus 1 new member. 2 have not renewed as have closed or moved away. Heard positively from others who have not yet renewed, not heard from everyone. Had applications from 1 person that came to nothing, another has been invoiced. Had contact from 2 businesses who plan to attend networking so hopefully may join.

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

ACTION: JW to send out renewal reminders late October.

The member list of those without a member page has been approved for KS to implement after the end of the renewal process.

FBA Membership Drive –

We have not yet reported back to ESC on grant expenditure and timeline. Membership drive could start soon once 'pack' content is agreed and sent to KS.

ESC followed us up on the progress on membership drive.

ACTION: Need to get back to ESC with plans

ACTION: News and Offer page can be done by KS.

Group Membership –

This is agreed at a 20% discount and shared with tenants by Framlingham Technology Centre, will send out once final wording checked by JS

ACTION: JW to ask JS do last look at wording

8. Finance

As at -13/10/22:

Community a/c - £1601.66

Saver a/c - £6626.88

Total - £8228.54

Total includes ring fenced amounts: £320.10 for HOD event, £467.44 for small events, ESC grants remaining £2833.63, gazebo. (X19 grant to be reviewed and any surplus found would be paid back).

ACTION: New spreadsheet to be set up.

Finances Community Account:

September In: Memberships £260 Transfer from Saver a/c £1000 Total £1260.00

September Out: social media £180.00, £13.09 supplies, £10 Networking room hire, £329.38 for 2 months admin, Sausage Festival Sponsorship £1000 Total £1532.47

FBA Active Saver Bank account –

Barclays have informed that from 8/11/22 the Active save account will be changed to Business Premium account. The main change will be the interest rate changes from 0.01% to 0.15% (as at August 22 rates). Interest is paid quarterly, no restrictions on deposits or withdrawals

9. AOB

FBA Domain name renewal

KG had received an automated email but wants to check the renewal dates from last year.

ACTION: JW to research and report back to KG.

Rural England Prosperity Fund

On 3 September 2022, the Government announced a new, £110m [Rural England Prosperity Fund \(REPF\)](#) which will help to improve productivity and strengthen the rural economy and rural communities. The REPF will provide capital grants to small businesses and community infrastructure in the district's rural area.

There is a questionnaire from ESC that would need to be returned by October 28th.

ACTION: JW to forward to committee and see if a response is appropriate

Member contact retirement

Chris Clarke and his PA Shirley Cable have now both retired. JW sent good wishes to Shirley from FBA. JW has contacted Shirley's replacement. Shirley may consider future event volunteering in the town.

Business Fair

SC suggested that consideration be given to an annual business fair with talks and trade stands, would need to be with East Suffolk Council and Framlingham Town Council

ACTION: To review as networking progresses.

Framlingham Free Wi Fi

FBA admin received an email from East Suffolk Wi Fi (saying welcome), which has taken over all the town Wi Fi set-ups across east Suffolk. No newsletter yet though.

FBA Emails

LB suggested the use of Calendly as a scheduling tool for discussions about changing meeting dates and times, SC commenting that Google Forms can also be used

ACTION: JW to look at.

Young People with businesses

It was noted that a lot of young people have businesses, they could be found via schools (TMHS and Framlingham College) and Tik Tok. These young entrepreneurs could be invited to networking.

ACTION: SC to look at this

10. Next FBA Meetings

Management Committee meeting, December 14th. Time, and venue tbc. LB Chair

Bi-monthly open meeting November 16th, 2022, 5.30-7.00pm, venue The Crown Hotel Framlingham

Meeting Chair LB

Meeting concluded at 7.30pm.