

Framlingham Business Association

Wednesday 22nd March 2023 Bi-monthly Committee meeting – Draft Minutes

Present (at The Crown Hotel Framlingham):

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

Lily Benbow (FBA Management Committee) – Noble Prawn Ltd

Cllr Bennett – Framlingham Town Council FBA rep

Rachel Chesman – FBA social media

Danny Bannister - Guest

Jacqueline – FBA Secretary and Association Co-ordinator

Apologies:

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

Jenny Stockman – Seckford Education Trust

Lisa Hamon – LA Global Management

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

Vivia Bamford – Framlingham Library

Meeting Chaired by Jenny Labbett Meeting Commenced at 5.30pm. Introductions were made.

1.Attending and Apologies

Please see above, apologies accepted.

2.Minutes from previous meeting dated 16th November 2022 for approval

The November minutes had been approved by JL and JW and uploaded onto the FBA website. The January bi-monthly meeting took place informally due to attendance numbers, only notes taken so no minutes to be approved.

3.Matters arising from the previous meeting dated 16th November 2022

7.To arrange social Media Strategy Meeting, committee, Vivia and RC.

It was agreed a meeting should still be arranged to look at FBA planned approach to social media - why we post and what else we can do.

RC explained the current strategy of Instagram and Facebook posting. RC explained that she receives a limited range of member news directly, she requests news, researches news and stories, and co-ordinates with FBA admin and newsletter for further member and other business news.

It was agreed FBA social media content should link to FBA purpose and there should be a clear structure – why, when content is posted and what the benefits will be, and define how social media is approached, the strategy of who to tag etc in order to have effective and productive communication for FBA members.

ACTION: RC to list bullet points of what is done for FBA social media and the results, using the ‘back end’ Instagram and Facebook information to show how it is growing.

Further training in social media was discussed.

ACTION: JW to look at availability of MENTA social media courses for RC and committee to consider

LB commented that businesses have different needs and all need to be reviewed by asking them what they want out of social media, it was agreed we should ask.

ACTION: JW to ask FBA members 3 questions:

What content are they happy to contribute to FBA social media.

What do they want to get out of FBA social media.

Which social media do they want to engage with – Facebook, Instagram, LinkedIn, or Twitter.

ACTION: Once further information and any relevant training has taken place we can review the social media strategy meeting FBA committee, Vivia and RC..

4. Management Committee and Events

Management Committee –

Management Committee –

Kelvin Gibbs has resigned from FBA committee as he has retired from Charnwood, there was agreement to a sending a card and small gift in appreciation of the many years Kelvin contributed to FBA, including as Treasurer, official FBA address, FBA storage, and FBA raffle ticket promoter.

ACTION: JW organise

ACTION: Agenda item to look at committee member recruitment

Chair position – Carl Bennett is about to join FBA and offered to consider the Chair position. Those present agreed this sounded a good proposal.

ACTION: CB to join FBA

ACTION: JW to inform committee of CB consideration to be Chair

CB presented some confidential ideas about the future of FBA and grant opportunities, and potential additional membership benefits to help market membership outwards. The FBA geographical area was explained to CB as it includes surrounding parishes. The membership marketing PDF and social media strategy need to be finalised.

ACTION: CB to further research and report back to FBA Committee ahead of FBA members being informed of any ideas.

Management Committee meetings – April 26, June 21, August 23, October 18, December 13, need venues. Hour and a half slot for each meeting.

ACTION: Book Castle Community Rooms for April, October, and December if available

ACTION: JW book The Station for June and August if available

Networking- 8am April 19, May 10. June 14, July 12, August 16, September 13, October 11, November 15, December 6. Unitarian booked for all but to consider 'on the road'.

Getting up to 10 people, including new people and non- members.

Not specifically booked speakers, LH did Jan, Carl Bennett did Feb, and Allan Williams doing May.

It was agreed that JW can pay £15 networking venue invoices from Unitarian each month in 2023, expenses will be invoiced as usual.

ACTION: Review Networking Strategy, publicity, and variable venues, and need for banner.

Bi-Monthly – May 17, July 19, Sept 20, Nov 22. May meeting at CCR. AGM booked at Framlingham Tech Centre. SC has an issue with most Wednesdays at the moment, freer after Gala but need to review the dates for his attendance.

ACTION: Book July and November with The Crown.

ACTION: JW check dates with SC.

Events and Insurance (see also agenda item 9)–

Framlingham Library and Unitarian hire for small events is at own risk and risk assessment can be carried out by hirer.

ACTION: Review Insurance for holding small events - JL to ask FSB for advice

Meeting Speakers Ideas for Bi-monthly meetings–

Need speakers for May, July, September AGM, and November bi-monthly meetings.

ACTION: JW ask JS to speak in May on business mentoring of young people.

ACTION: JW ask people to speak at July, Sept AGM and November bi-monthly meetings

Other Events –

Gala Fest 28th/29th May – FBA had been asked if happy to organise a Carnival themed window competition for this event – source one winner's prize and judge, and deliver information leaflets to encourage participation with applications to admin email address. RC to do the social media and prize giving. Opportunity for local businesses. It was agreed FBA to be involved.

ACTION: RC to inform Gala Fest Committee

ACTION: JW to create flyer and ask SC and RC to approve before distributing and adding to FBA newsletter and social media. SC to print hopefully. JW to distribute.

ACTION: JW to sort judging list and deliver winner name to Galafest organisers.

ACTION: JW to ask if any members happy to donate a prize (JW to collect and deliver to RC and SC for event).

DECISION: Galafest competition involvement

Heritage Open Day 2023. 08-17th September. Theme is Creativity Unwrapped. Link to HOD pack: [Creativity Pack \(heritageopendays.org.uk\)](https://www.heritageopendays.org.uk)

Discussion on the current capacity for a one-day event during this event week concluded there wasn't enough committee members for 2023, previous events had required at least 4 people to create, organise and run.

ACTION: Review HOD for 2024 at the end of 2023

FBA Strategy for 2023

Need to review and allocate actions and carry out monthly monitoring. Spreadsheet to be used.

ACTION: Review once clearer on membership drive, social media and networking strategies.

5. Framlingham Town Council

Cllr Carl Bennett had no additional FTC items to discuss with FBA.

6. Business Items of Interest

Local Road closure - see AOB.

7. Marketing and Online presence

Marketing, social media and online presence.

Review of social media strategy and impact to be carried out.

Social Media Reports

Instagram Feb 23 Report:

Accounts Reached – 838 up 7.2%

Accounts engaged – 91 up 24.7%

Total followers – 1153 up 0.8%

Overall, 24.7% more engagement than Jan 23

ACTION: Review as part of social media strategy

FBA Website –

Need to remove KG from the FBA committee page.

JW noted that JL and LB don't have a member page to link to from the FBA Committee page on the website.

ACTION: JW to resend JL and LB the information required for their member pages.

ACTION: JW contact KS to update committee page once Chair position sorted.

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

ACTION: JW to find out about the Chair email being set up for new Chair to access.

8. FBA Membership

As at 21/03/23 44 memberships, includes one returning member. Had a joining enquiry from a person hoping to set up a business locally.

ACTION: KS to add the prepared list of members who don't have a member page.

FBA Membership Drive and Marketing Pack – Marketing pack PDF will be needed before we can carry out the drive. Agreed we need to include what we offer to members after crystallising the benefits of FBA social media and networking (see Item 3.) Need to include a new Chair and social media impact once assessed and strategy reviewed. Also include the impact of FBA networking for attendees, including relevance and interest in relation to business, personal and community. It is open to all businesses whether members or not and people can give short talks or chat informally about items of business interest at networking. LB noted specific benefits FBA and other networking had given her, DB commented that her story should be out there to show the win for attendees.

ACTION: LB to consider video highlighting the benefits attending FBA networking for her business

ACTION: Review at next meeting

Group Membership Idea –

Needs final wording agreed in conjunction with the marketing PDF.

ACTION: Agreed should promote to Framlingham Tech Centre in July ahead of renewals at end of August.

Mailchimp Stats for FBA newsletter

January

Newsletter 234 to 236 open rates of 58.4 to 60.7% opened.

February

Newsletter 237 6th Feb – 172 total opens, 2 Clicks on Members Facebook.

Newsletter 238 14th Feb – 133 total opens, 3 Clicks on FBA website and social media.

Newsletter 239 17th Feb – 152 total opens, 68 Clicks on member news, FBA website and social media, and a course.

March

Newsletter 240 2nd March – 104 opens, 6 clicks on members news and FBA website and social media.

Newsletter 241 6th March – 107 opens, 4 Clicks on FTC CCTV info.

Newsletter 242 16th March - 104 opens. 2 clicks on a course and FTC website.

Rachel Chesman and Danny Bannister left the meeting.

9. FBA Finance

As at – 21/03/23:

Community a/c - £1135.46

Saver a/c - £6637.04 (includes £8.23 interest applied 6th March to Active Saver account)

Total - £7772.50

Total includes ring fenced amounts: £320.10 for HOD event, £319.74 for small events, ESC grants remaining £1933.63, gazebo.

Finances Community Account:

January In – Membership £100. Total £100

January Out - social media £360, Email Hosting £96 Total £456

February In Total £0.00

February Out – Networking Room Hire £30, FBA supplies (Nov to Feb) £81.96 Total £116.96

ACTION: Finance spreadsheet to be done and given to committee and Treasurer

Microsoft Word 365 needed renewing early January, this has been done on the FBA credit card and should renew next year on 05/01/24. Cost is £59.99 per annum. Retrospective approval given in this meeting. Due to the late Barclaycard statement to FBA, there is also an interest payment of £1.69 due (and paid) on this amount.

ACTION: With help of JS, JW now has access to Barclaycard online to check statements in case paper copies are late in future.

FBA Insurance – To be reviewed after advice being sought by JL.

ACTION: JL to investigate

10. AOB

Road Closure Incident – The 6-day bridge roadworks in Feb were not correctly signed and didn't say town businesses open as usual. This was reported by businesses to FBA and FTC who both took action contacting Suffolk County Council Highways. No action to correct appeared to take place. One member was going to do an inclusive letter of complaint as well.

FBA Storage – Ongoing item, FTC currently have 12 FBA barriers, borrowed for firework and Christmas events. Need to do another check and formalise the current inventory.

ACTION: Review when weather better.

Business Help – Having noted the issue a local business had recently with a fire and the repercussions some of the committee had individually offered help but it was suggested FBA could ask if any further help was needed and put a shout out on the newsletter if appropriate. A support

pack could be created list of actions for any future crisis eg advice on insurance, legal matters, local offers of interim storage etc.

ACTION: JW to contact the business concerned

ACTION: Agenda item for next meeting

11.Next FBA Meetings

Management Committee meetings – April 26 Venue tbc

Networking- April 19th at Unitarian Church

Bi-Monthly – May 17th at Castle Community Rooms

Everyone was thanked for attending.

Meeting ended at 7.02pm.