

Framlingham Business Association

Tuesday 23rd May 2023 Bi-monthly Committee meeting – Draft Minutes

Present (at Castle Community Rooms, Framlingham):

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

Lily Benbow (FBA Management Committee) – Noble Prawn Ltd

Lisa Hamon (FBA Treasurer) – LA Global Management

Cllr Bennett – Framlingham Town Council FBA rep

Jacqueline – FBA Secretary and Association Co-ordinator

Apologies:

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

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

Meeting Chaired by Jenny Labbett Meeting Commenced at 5.30pm.

1.Attending and Apologies

Please see above, apologies accepted.

2.Minutes from previous meeting dated 23rd March 2023 for approval

March minutes already approved by LB and JL, to be uploaded onto the FBA website.

ACTION: April Management Committee meeting need to be agreed by LB and JL and to inform JW.

ACTION: Request KS to update minutes on website, and JW inform members on newsletter.

3.Matters arising from the previous meeting dated 23rd March 2023

None.

SPEAKER –

No speaker for May meeting, JW has approached a few people to speak at networking and bi-monthly meetings. JL had spoken to Garnett's Gardens about speaking and was willing to speak to a local author.

ACTION: Ask members again if they would like to speak or if have any topics they would like to hear about.

ACTION: JW to approach David Garnett.

ACTION: JW to give meeting dates to JL

ACTION: JL to approach author

4.Management Committee and Events

Management Committee –

Card and gift for KG has been dropped with Charnwood, ready to post on

Chair Position and FBA Constitution

It had been agreed to review FBA Constitution by email as when consulting it about appointing a chair mid-year it was unclear and not inclusive. This review has started and to be further discussed before calling an EGM or amending at the AGM with member approval.

CB confirmed further discussion indicated it would be a conflict of interest for him to be an FBA committee member or Chair and remain on the local council, so he has withdrawn from the process.

The Chair job will be publicised, so members have the chance apply for Chair or Vice Chair

positions and be fully transparent about appointment.

Discussion on wording for process –

Chair and Vice chair appointed annually at AGM by vote from those present and those who vote by email or proxy, members informed in advance of any candidates. Midyear the process will be slightly different.

Process Midyear -

Members invited to apply for Chair or Vice Chair role.

Candidates for Chair or Vice Chair asked to provide a short document on why they would like to take on the role.

Chair and Vice chair can be supportive or a collaborative job share, candidates should say whether they wish to apply for either role or would like to job share.

Two-week deadline to apply.

Members will be informed about candidates in the newsletter, with a Vote Button.

In the event of a tie the final decision will be agreed by the Management committee.

If no Chair is in position the committee can seek or accept candidates but for transparency inform members and ask if anyone wants to put themselves forward at that point.

ACTION: JW to redraft wording to explain the process being trialled mid membership year and send to committee. Once approved Chair job to go in newsletter and social media, plus mention of Chair and Vice Chair job/job share.

ACTION: JW to collate proposed Constitution amendments for EGM/AGM by July meeting

Management Committee meetings – June 21, August 23, October 18, December 13. June and August at The Station Hotel, rest at CCR. CB confirmed it wouldn't be possible to use FTC office for FBA Meetings and was thanked for enquiring.

Networking- June 14, July 12, August 16, September 13, October 11, November 15, December 6.

JS to speak on Future Workforce at July networking.

ACTION: JW to send JS content suggestions to committee and get back to JS.

Discussion about holding a meeting at Wickham Market, potentially at FBA member Suffolk Sense premises and possibly adjacent café depending on practicalities.

Will need to publicise, including leaflet drop by JL and JW to Wickham Market businesses and via WM Partnership.

Need to cancel Unitarian or would be charged.

ACTION: JL to speak to Suffolk Sense about using their premises, and dates.

Research by JL and JW for an FBA Flag Banner:

Several online companies produce these. Costs vary, most include the pole as well as the flag but not a base with best options are metal cross bases and water fill heavy plastic bases which could be impractical at venues. LB has researched local supplier, used successfully by FBA before, cost was competitive and service personal. KS has provided the FBA colour codes.

ACTION: JW to send LB the colour codes and FBA jpeg logo.

ACTION: LB to further the process for one banner quote.

Bi-Monthly – May 17, July 19, Sept 20, Nov 22. July and November awaiting booked confirmation, AGM booked at the Tech Centre.

ACTION: Confirm 2 meeting bookings

Insurance

JL had received a reasonable insurance quote and discussed with JW, giving a list of questions and potential changes. The insurer will expect a health and safety policy and confirmation that

venues have £1M PL insurance, plus a copy of their public document. It may be advisable to do risk assessments.

ACTION: JL to go back to FSB insurer on questions and amendments.

ACTION: Make insurance decision when info available.

ACTION: Once policy booked research and draft H&S policy and risk assessment/

Small Events – On hold this year, focus on networking.

Other Events –

Gala Fest – Have 10 applicants for window competition, prize and judge sorted.

FBA Strategy for 2023

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

ACTION: JW to find information to base the strategy document on and pass to JL

ACTION: JL to produce an initial spreadsheet.

5. Framlingham Town Council and 6. Business Items of Interest

Cllr Carl Bennett reported on his meeting with Morag Mc Innes and Jo Chapman from ESC.

They have requested an update on the Membership Grant progress, this was discussed.

LH was involved in the grant application and as Treasurer is happy to report back to ESC, with financial information so far on admin and social media. The report will include a timescale of 3-6 months to complete the spend and project. It was noted that most new members have joined due to social media efforts, with the addition of networking. It is important to reply as soon as possible.

LB to look at content and draft the PDF that will be sent out to potential members. LB can speak to Leiston Press about production of PDF document.

ACTION: JW to contact ESC to say this is being progressed and there will be an update in early June.

ACTION: JW to forward ESC email from Emily and Jo Chapman from ESC onto LH.

ACTION: JW to research progress so far on expenditure and report to LH asap.

ACTION: LH to report back to ESC asap on progress so far and what plans remain.

ACTION: PDF content to be reviewed

ACTION: LB to look at content again and draft PDF.

CB also updated on other aspects of his conversation with ESC:

£10K ESTI funding with FTC for wider town projects, £6K for co-ordinator job and £4K for additional expense. The co-ordinator job will include research on finding all local businesses in Fram and close surrounding area. ESC would like FBA to write some bullet points on marketing gaps, what businesses feel they need to help make them more economically viable.

ACTION: FBA to ask members what they need

Digital Audit offer could help improve businesses websites. MENTA offer a Digital Springboard to help businesses build their website.

ESC has a document about the Chair role for business associations.

ACTION: CB to forward this document to JW and from there to FBA committee.

There is ESC funding for FBA or FTC events. It was acknowledged that ESC would like FBA could run a Business event at CCR. It was agreed to review this and look at a reasonable content and timetable bearing in mind FBA run by volunteers with jobs and businesses. It would be a ticketed free business enterprise event, possibly with lunch, businesses could showcase what they offer, attending speakers. Would require a lot of organising. Would need to ask members

about event content, if they would like to take part, exhibit, speak, ideas on speakers, could be done by questionnaire. Should approach speakers and speak to local high schools about their young enterprise businesses and taking part.

ACTION: Email by committee further on a business event and asking members.

ACTION: Review potential Business Event at next meeting.

ACTION: It was agreed to have a meeting of FBA and FTC with Morag and Jo at some point.

ACTION: JW to share the East Suffolk Means Business link.

ACTION: CB to speak to FTC about the event grant.

FSB – CB is researching a potential special offer for FBA members.

ACTION: CB to keep FBA informed.

Chair JL left at this point; rest of meeting led by LB.

7. Marketing and Online presence

Marketing, social media and online presence.

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

Strategy ideas include Look at more info on social media about services by and for small businesses eg MENTA networking and courses; business grants. Also more stories on Instagram such as members chatting and finding useful contacts at networking – an example is Noble Prawn Ltd and Best Of Suffolk.

ACTION: JW do article on newsletter on benefits of networking.

Vivia has offered to be involved in looking at best use of social media by FBA and for members.

ACTION: Revisit this training opportunity with Vivia.

Social Media Training/students for work experience

LB still looking at. Lb noted there is free Videos for Instagram free of charge event.

ACTION: JW to let RC know.

To Note that ESC recently again publicised their Digital Springboard run by MENTA which offers access to workshops including social media strategies. There is a planned Town Centre and High Street Academy due to be launched March 2023. This was gleaned from a recent ESC magazine drop to households in Fram.

Social Media Report from RC 24/04 tp 21/05

RC has not received a lot of direct content.

Facebook – Posts up 34 at 25.9%, 0% stories. Improved engagement up 33.3%.

Instagram - Posts 26 up 23/38, stories 74 up 106%. Improved engagement down 12/5%.

FBA Website –

ACTION: News and Offer update to be done

KS has done a lot of work with member page updates recently.

JW has asked KS to update the committee page regarding KG, JL, and LB.

ACTION: JW to remind LB and JL of member page information.

JW has asked KS to amend the events page to correct venue information and ask people to check out FBA social media and newsletter for up-to-date info rather than keep changing each month.

JW has sent KS an updated page of member info for those without a member page for the website;

FBA Newsletter- Have individually requested member news information when emailing about other things and that works but would be more time consuming. RC has done similar on social

media.

FBA Pledge –

LB spoke about looking at creating a FBA Pledge where members would pledge to look at FBA member list first for services and ask them for information or quote first, could be part of Join pack to sign pledge.

Standing Agenda item - Need to keep the website updated with photos/meeting dates/members/events/. Ensure we take photos of the window competition winner and networking

8. Membership

As at 18/05/23 46 memberships., including one new member.

Member retirement – Victoria from Framlingham Bookshop thanked FBA for card, flowers, and good wishes.

ACTION: JW to contact new person at Bookshop early June when re-opens.

FBA Membership Drive and Marketing Pack – Still to be actioned – see Agenda items 5 & 6.

Group Membership Idea –

Subject to the review of the marketing pack we should review the proposed wording for this too. Need to complete to fit with the August renewals.

ACTION: Review wording and content in conjunction with PDF production.

Mailchimp Stats for FBA

April

Newsletter 246 24/04 – 106 total opens, 1 Clicks on Member news

May

Newsletter 247 03/05 – 232 opens, 3 clicks on MENTA networking

Newsletter 248 09/05 – 98 opens, 2 Clicks on Galafest 6 clicks on member news

Newsletter 249 15/05 – 91 opens. 2 clicks member news

To note 3 newsletters are forwarded to members who unsubscribed in error and have confirmed still wanted newsletter.

9. Finance –

As at – 18/05/23:

Community a/c - £765.46

Saver a/c - £6637.04

Total - £7402.50

Total includes ring fenced amounts: £320.10 for HOD event, £264.44 for small events, ESC grants remaining £1573.63, gazebo.

Finances Community Account:

April In – Membership £25.00. Total £25.00

April Out – Networking venue £15.00, social media £180.00, Total £195.00

To note FBA Barclaycard £5 in credit due to issues around not receiving the Barclaycard statements for a couple of months and payment made crossed over with £5 direct debit payment, we also paid a little interest.

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

Need to get back to ESC about grants.

ACTION: JW to contact JS for suitable time to review

FBA Insurance – Awaiting quotes, see item 4.

10.AOB and Updates –

FBA Crash barriers – SC has requested to borrow for Gala Fest, agreed by JL, JW, and SC. JW informed SC that borrowing of the equipment is at the risk of Gala Fest committee.

FBA Storage – Ongoing item. Should do another check and formalise the current inventory (better weather first!)

ACTION: Review when someone available

Mailchimp – Mailchimp doesn't allow attachment documents as it can slow or stop the email delivery or affect the security around delivery and block the email delivery. There is a free File Hosting that can be used or can download word documents to the Content Studio and upload to a standalone newsletter for members as required at AGM or EGM.

Request re publicity of ad – FBA asked by a local event organiser about asking our members about whether they would like an ad in their event booklet. More event and organiser details requested but not received.

ACTION: JW to contact again and suggest individual approaches to businesses as more effective.

11.Next FBA Meetings

Management Committee meetings – June 21st, 6pm at The Station Hotel

Networking- June 14, venue and time tbc if not at Unitarian (if not cancel June booking or will be automatically charged?)

Bi-Monthly – July 19, 5.30pm, venue tbc

Everyone was thanked for attending.

Meeting ended at 7.10pm.