

Framlingham Business Association

Wednesday 21st June 2023 6.00pm at The Station Hotel, Framlingham

Present :

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

Lily Benbow (FBA Management Committee) – Noble Prawn Ltd

Jacqueline – FBA Secretary and Association Co-ordinator

Apologies:

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

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

Meeting commenced at 6.00pm

Meeting chair Lily Benbow and Jenny Labbett share

1.Attending and Apologies

Please see above, apologies accepted.

2.Minutes from previous meetings for approval

April meeting agreed by JL/LB

May meeting already agreed by LB so far, agreed by JL.

ACTION: JW request KS uploads to website and inform members.

3.Matters arising from previous meeting

None.

4.Management Committee and Events

Management Committee, Chair and Vice chair positions –

Chair and Vice chair midyear election process is active, two applications received so far and one has expressed a preference to be Vice Chair.

JW has found a copy of the ESC Business Association Toolkit and distributed to the FBA committee, it was felt it could be useful for the next Chair and Vice Chair.

Next steps considered as LB will be on holiday when the application deadline is reached, there could still be more applications and the possibility of a formal election.

ACTION: JW will update committee and applicants after the deadline, agree to appoint, and the result will be notified to members after that by newsletter.

FBA Constitution

Proposed amendments drafted and being considered before committee approval. It was decided that Committee should ask if a solicitor would be able to have a quick look over. The final proposals will be an EGM at the September AGM.

ACTION: JW remind all committee to approve proposed changes.

ACTION: JL to speak to a contact she has. If this isn't possible JW could contact via newsletter or direct approach.

Management Committee meetings – August 23, at The Station, October, and December 13 at CCR.

Networking- July 12, September 13, October 11, November 15, December 6 at Unitarian.

August 16 at Suffolk Sense Wickham Market (arranged by JL). July has JS as speaker, JW has got back to JL about her potential content ideas. October 11th speaker will be Claire Rowell.

Expenditure on networking July 22 to May 23 total £235.56

ACTION: JW to cancel Unitarian booking for August

ACTION: JW to contact Suffolk Sense on arrangements and local promotion.

ACTION: JL to contact Wickham Market Partnership about publicising/attending the August networking.

ACTION: JW ask RC to publicise the August networking on FBA social media and to

JL and LB discussed other local networking they have attended recently and feel some would be useful for members.

ACTION: JL and LB to give contact details to JW for newsletter.

ACTION: It was agreed to review networking times and perhaps offer some lunchtime or evening options.

Banner for networking:

LB researched types and costs, agreed by all present at this meeting after ideas from all committee. LB is progressing order and will collect after holiday. Need to find FBA weights.

ACTION: Visit storage after delivery to find the weights

ACTION: JW pay invoice once received, approval by JL, LB and JW given at this meeting.

Networking Newsletter article

JW yet to do a networking article on advantages of attending, needs quotes from various speakers and attendees.

ACTION: JW progress.

Bi-Monthly and AGM – July 19, Sept 20, Nov 22. The Crown for July and November. AGM at the Tech Centre.

LB happy to provide some cost price nibbles for AGM, FBA spend a small amount for this each year. It was agreed to relaunch the FBA at the AGM, encouraging people to attend and find out more.

ACTION: RSVPs requested for AGM to assist catering and encourage attendance

ACTION: Do social media QA ahead of the AGM to build energy.

Insurance

JL progressed insurance advice and quotes. JL and JW had discussed and JL awaiting clarifications from insurer. Once in place will need a Health and Safety policy, risk assessments, and copies of venue PL insurance, LB suggested Mark Benbow could assist in his professional capacity. JL believes that FSB also have proforma documents. There would need to be a named Responsible Person.

ACTION: Make final insurance decision when quote clarified

ACTION: Agree a Responsible Person

ACTION: LB ask Mark Benbow about the H&S policy and risk assessment template.

ACTION: JL to investigate FSB templates.

ACTION: JW to progress the risk assessments and PL insurance documents from venues once insurance sorted and documents completed.

Meeting Speakers Ideas – JW, LB and JL hve asked several people about speaking at networking and bi-monthly/AGM. Also publicised on newsletter and social media. Need a speaker for the AGM.

ACTION: JL to approach author contact for AGM.

ACTION: JW to confirm availability for a winter networking at Bi-monthly with a volunteer speaker.

ACTION: Make more individual approaches, personal rather than email if possible.

Small Events – Has been on hold this year. LB suggested FBA investigate local availability of free MENTA Digital Springboard Instagram/Video for business and this could be a learning small event. FBA can register with MENTA which means RC could easily access the training as could the committee. Training is mostly online, with some in-person.

ACTION: LB organise registering and then send JW a link for RC.

ACTION: LB to look at the possibility of a local MENTA Insta course and report back.

As part of an LB discussion with MENTA the subject of FBA possibly hosting a business event in Framlingham was mentioned as MENTA would like to work with East Anglia's business associations. They would be happy to be the event showcase lead and bespoke design a presentation useful for local district businesses. Perhaps on training and support. LB happy to organise. Likely to be a 2.30-5.00 pm event in October or November, Tuesday, Wednesday, or Thursday. There might be a catered lunch. This is all dependant on ESC funding available as FBA would need additional budget, and on any FTC involvement. It was agreed that young people should be involved with a free stand and the chance to present (or do a car wash posted on social media), for example local high school

students doing their business enterprise as part of their curriculum. Both JL and LB have some contacts, and possibly SC. This could be a marketplace event with stall holders promoting their business services and perhaps involvement with other local BA's. This could be free for members, a charge for non-members would be refundable against FBA membership.

As Carl Bennett was going to speak to FTC about the possibilities around the event grant, we should wait for an update or contact Carl.

ACTION: JW to contact RC for CCR availability weeks of 16th and 26th October and 6th and 13th November Tuesday to Thursdays.

ACTION: JW contact Carl Bennett regarding any FTC ideas regarding the business event ESC was asking FBA or FTC to run

ACTION: JW to contact ESC re the possibility of an event by FBA and MENTA and about any date limit on the funding they discussed with Carl.

ACTION: JW contact LH re membership drive finances, as some could be used as part of event if could increase FBA profile and attract members.

Other Events –

Gala Fest – Successful Best Dressed Window competition organised by FBA. 12 entrants, the winner was Callendars with 2 highly commended Mark Palmer and Coopers. Winners informed by Gala Fest committee, FBA social media and newsletter. All entrants individually informed by FBA, received nice feedback from them.

FBA Strategy for 2023

While there is a need to review and allocate actions and carry out monthly monitoring it was agreed that this should be part of the role of the new Chair and Vice Chair.

ACTION: To be discussed by committee and agreed in September

5. Business Matters

ESC funding and advice programmes

CB had discussed with Morag McInnes and Jo Chapman of ESC this is in Item 4. Small Events, above.

Marketing Bullet Points

ESC also asked if FBA had any bullet point input to any marketing gaps in Framlingham, ie what businesses feel they need to make them more economically viable. It was agreed that members should be asked, FBA could put the ideas out on social media, asking people what they want from a Business Association, perhaps voting via Instagram/FBA newsletter. Could include the business event as something good if it happens. FBA could ask Morag and Jo to come to an FBA meeting to speak about this, would have to be October Networking or November Bi-monthly (or AGM if no other speaker perhaps).

ACTION: JW contact Morag and Jo about how best to proceed with this, timescale etc.

East Suffolk Means Business

It was suggested that the committee should have the link to East Suffolk means Business:

<https://eastsuffolkmeansbusiness.co.uk/>

there is also a page on funding at <https://eastsuffolkmeansbusiness.co.uk/funding-finder/>

Free Support for Funding Applications

FBA was informed by ESC Economic team about this training, but the short notice meant no-one could attend.

ACTION: JW ask Morag and Jo at ESC if this training was recorded so we can catch up or if there are further events planned or a suitable contact.

Wi Fi Stats

ESC has publicised that are going to be using the Wi Fi stats to identify visitor trends and help make local decisions in the future.

DECISION: Ask if FBA can have the Wi Fi footfall stats so members can see the data as before.

6. FBA Website, Social Media and other Communications

Marketing, social media and online presence.

Review of social media strategy and impact to be carried out as part of FBA strategy and relaunch. We have Viviva Bamford's offer to be involved in looking at best use of social media by FBA and for members. If FBA can access MENTA social media training this could attract non-members to join. Should consider perhaps more info on social media about services by and for small businesses eg MENTA networking and courses; business grants etc. And to showcase more members businesses.

Social Media Training/students for work experience

LB looking into with Suffolk Coastal College.

ACTION: LB report back.

Social Media Report

897 Facebook followers. 1.17K Instagram followers.

Top performing posts reached 2110 on Facebook and 208 on Instagram

RC posting at least once a day during the week and also shares items she has seen. Most content has been found by RC, some direct regular content is received, plus content shared from FBA website.

FBA Website

ACTION: News and Offer update to be done as part of membership drive, see item 7.

FBA Newsletter- Have individually requested member news information when emailing about other things, could ask more people but will be more time consuming. RC has done similar on social media. Could consider doing this regularly.

Standing Agenda item - Need to keep the website updated with photos/meeting dates/members/events/. Could include recent window comp and networking.

7. Membership

As at 14/06/23 46 memberships. 2 recent applications not progressed. JW has contacted new person at Framlingham Bookshop, they wish retain membership and have engaged with FBA social media.

ACTION: JW publicise details of bookshop (social media has also)

FBA Membership Drive and Marketing Pack – Still to be actioned – need wording/pics for PDF. Need to action soon as ESC has followed up. LB was to review previous potential wording and printing for PDF, then committee to look at. This may be affected by the rebranding.

ACTION: LB and Committee to review wording and content asap

JW has sent Treasurer LH the information on grant expenditure so far on the membership drive grant. LH was to reply to ESC with information and a timescale.

ACTION: Need to get back to LH about outcome (and ESC about progress in a few weeks).

KS confirmed the news/offer page can be setup in a few days for £50, and would require some content to start that off - some text telling people how they can ask for their news/offer to appear on this page and perhaps 1 offer from a business.

KS believes there is a minimum spend of £60 per month on Google ads. Typically, small businesses pay about £90-100 per month (£3 a day) as their spend, this can be trialed and adjusted or stopped if not effective. Grant Budget is £25 per month for 6 months but this could be adjusted.

KS also suggested the PDF could go on the FBA website.

LB feels Google ads are not always effective, depending on the back end of a website. An SEO evaluation by KS could be a first step and LB has also had some MENTA Digital Springboard training which indicated you can put in a web address and get a report and assessment of what changes might help.

ACTION: LB to investigate the report idea and inform committee.

ACTION: To look at informing members about SEO evaluations.

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 newsletter

May

Newsletter 250 22/05 – 106 total opens, 1 Click on Member news and 1 on Suffolk Libraries employer information.

June

Newsletter 251 01/06 – 109 opens, 1 click on member news.

Newsletter 252 09/06 – 121 opens, 5 Clicks on member news.

Newsletter 243 12/06 – 61 opens, 0 clicks (Chair and Vice Chair member only newsletter).

8. Finance

As at – 14/06/23:

Community a/c - £565.46

Saver a/c - £6650.88 (includes £13.84 interest applied 5 June)

Total - £7216.34

Total includes ring fenced amounts: £320.10 for HOD event, £264.44 for small events, ESC grants remaining £1393.63, gazebo.

Finances Community Account:

May In – Membership £20.00. Total £20.00

May Out – Networking venue £15.00, March committee venue £20.00, Total £35.00

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

Need to get back to ESC about all grants at some point, there may be £ to go back regarding Wi Fi grants, not been asked.

ACTION: JW to contact JS for suitable time to review

FBA Insurance –

JL has been researching insurance requirements for meetings and is awaiting quotes.

ACTION: JL to report back

9. AOB

FBA Storage – Should do another check and formalise the current inventory.

ACTION: JW ask JS if she has a copy of her last inventory

ACTION: Review when someone available

10. Next FBA Meetings

Management Committee meetings – August 23rd, 6pm

Networking- July 12th venue 8am at Unitarian Church

Bi-Monthly – July 19th, 5.30pm, venue The Crown

Meeting concluded 8.00pm