

Framlingham Business Association

Tuesday 19th July 2023 Bi-monthly Committee meeting – Draft Minutes

Present (at The Crown Hotel, Framlingham):

Lily Benbow (FBA Chair) – Noble Prawn Ltd

Danny Bannister (FBA Vice Chair) – Total Solutions Group

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

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

Vivia Bamford – Framlingham Library

Gabriela – The Crown Hotel Framlingham

Jacqueline – FBA Secretary and Association Co-ordinator

Apologies:

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

Meeting Chaired by Lily Benbow. Meeting Commenced at 5.30pm.

1. Attending and Apologies

Please see above, apologies accepted.

2. Minutes from previous meetings for approval - 23rd May bi-monthly and 21st June committee

May minutes already approved by LB and JL. June minutes agreed by LB in advance and JL in this meeting.

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

3. Matters arising from the previous meeting dated 23rd May and 21st June 2023

None not due to be discussed in this meeting.

4. Management Committee and Events

Management Committee, Chair and Vice chair positions –

LB is new Chair and DB is new Vice Chair. FBA members, FTC and ESC all informed by JW. LB happy to currently use her business email for FBA correspondence, JW will continue to monitor Chair email. DB would like to have a separate FBA email for FBA actions.

LB suggested a review of email protocol, with admin collating answers on committee decisions and reporting back, especially for day-to-day decisions.

ACTION: JW to contact Robert Chittick about the Vice chair email and use of Webmail outgoing email.

ACTON: Email review to be an agenda item.

FBA Future Plans – Update by LB and DB on some thoughts.

LB and DB note each person has a different FBA role, more people on board would enable us to carry out more, and there's a need to re-invigorate the FBA approach.

There is a need to re-establish what FBA does, and in relation to the FBA mission to look at what we do, where we want to be, and how we get there. Focus on 3 or 4 key areas of the FBA mission each with a nominated lead who would own that role, and report back into meetings.

Social media is a key area as it carries the FBA organisation voice, feeding out what we are about and what we are doing. Other key areas – Networking, funding and grants, events, membership growth.

August networking to include a short after-meeting for committee about the FBA vision and the main focus areas – to share ideas and look at what needs to be done. Then email discussions and feedback before the August 23rd meeting which would follow a workshop style.

DB asked about funding for FBA social media work in the future.

ACTION: JL to send committee a spreadsheet with the main focus areas for discussion.

ACTION: LB and DB to look at the FBA vision ahead of the Management committee meeting on August 23rd.

ACTION: JW remind committee FBA committee about attending the 16th August FBA networking and discussion on the FBA strategy redraft, including the 4 main focus areas. Ideas to be forwarded to LB and DB including form anyone unable to attend the 16th meeting.

ACTION: JW look at social media funding.

Other ideas included ensuring members receive benefits for example a membership discounts ~~XXXXX~~ or a special offer scheme, LB has already discussed with a few members or potential members. DB happy to approach a particular member about the special offer idea. Also, to look at the structure of working groups as they form.

Past and potential future events were discussed and included - wider stakeholder involvement, the need for organisers and grants, grant training, and acknowledgement this is a future discussion from September. This may collaborate with the new role at Framlingham Town Council.

LB and DB were asked by FTC to be part of the shortlisting process for the FTC job as the role could dovetail with FBA work. This supportive work has taken place.

FBA Constitution

Proposed amendments already circulated, JW asked for 4.1 under subscriptions to also be considered for amendment to bring it into line with current practice – setting the annual subscription amount to be July or August just before the next membership year and not at the previous AGM. JL has contacted a solicitor about their availability to look over the constitution.

ACTION: JW to forward current constitution and suggested amendments to a solicitor and add as an EGM to AGM (copy in JL). FBA would need a reply by 1st September for AGM process.

Management Committee meetings – August 23, October at The Station, October 18, and December 13 at CCR.

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

August 16 at Suffolk Sense Wickham Market. JW has cancelled the Unitarian booking for August.

Total expenditure on networking from July 22 to July 23 is £289.51.

ACTION: Networking review on how to promote/different venues/different times/informing members of wider networking including those attended by LB and JL.

ACTION: JW and JL to contact Suffolk Sense on arrangements and local promotion, including RC social media into W Mkt.

Networking A Board:

Invoice paid as agreed. LB to collect from Leiston Press on 20/07.

Networking Newsletter article

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

ACTION: JW reporting on JL Future Workforce talk in newsletter, already on social media

Bi-Monthly – Sept 20 and AGM at Fram Tech Centre, Nov 22 at The Crown Hotel.

FBA AGM Need to plan, need reports, catering budget, social media campaign with RSVPs preferred. Rebrand for FBA future.

ACTION: Review the AGM by the August committee meeting

Meeting Speakers – Speakers booked for AGM and October networking. LB has approached a potential speaker in the fire service.

ACTION: JW follow up potential November/December speaker on their available dates for networking or bi-monthly.

Insurance

JL has progressed insurance advice and quotes awaiting the clarification info from insurer. Once in place will need a Health and Safety policy, risk assessments, and copies of venue PL insurance. LB has someone to ask for the policy and risk assessment and JL researching FSB templates. Will need a Responsible Person. Will need PI insurance info from venues.

ACTION: Make final insurance decision when quote clarified and action H&S policy etc.

Small Events – LB discussed the possibility of a social media course with MENTA. FBA members and committee can sign up to the MENTA mailing list. MENTA provide free and low-cost courses that can help develop skills and close skills gaps including for social media.

DB asked about the funding for FBA social media work in the future.

Other Events –

National Bike Tour, going through Fram 7th September. ESC keeping FBA and FTC informed. Have given info on FBA newsletter and passed to RC. Included a link to the Bike Trail. FTC are to run a Bike Trail for children and encourage sponsored decorated bikes.

ACTION: JW and RC to continue to promote event.

Christmas Event –

FTC organising event for December 8th 4pm to 8pm. FBA received an agenda and info on event for a meeting July 10th. FBA will need info on the main tree delivery date.

ACTION: Stay in touch with FTC for tree date etc.

ESC Traffic Management Training

SC is very interested, committee agreed he should apply for FBA. SC the FBA expert on events, could give a short talk at a meeting.

ACTION: SC to apply to do the training.

5. Framlingham Town Council

Cllr Carl Bennett is looking into FTC involvement in the ESC event grant funding.

ACTION: Await updates from Cllr Bennett

6. Business Items of Interest

ESC funding and advice programmes/Proposed business event.

Jo Chapman and Morag McInnes of ESC pleased FBA has Chair and Vice Chair in place and want to meet with FBA Chair and Vice Chair and FTC about funding and advice. ESC has been informed about FBA ideas and progress about the proposed business event, including the link with MENTA. FBA currently awaiting replies on some of this (see agenda item 8).

Marketing Bullet Points - FBA has gone back to ESC about their marketing bullets points and asked them to be a speaker on the topic. No reply yet.

Training for Grant Applications

JW contacted ESC about alternative dates and if training recorded. Seems not recorded, next course was too short notice, there may be more Jo Chapman will inform us.

ACTION: Follow up with ESC if not heard back in next few weeks.

Wi Fi Stats

JW contacted ESC, as a result they are now forwarded to FBA from FTC who still receive them.

7. Marketing and Online presence

Items to be reviewed:

Marketing, social media and online presence.

Social Media Training/students for work experience

FBA Website, including list of updates needed and keeping updated about meetings, photos etc.

FBA Newsletter improvements.

Social Media Report from RC 20/06 to 17/07

RC reported a good month for social media with some good interaction and post likes. RC has researched most content including area events. New Instagram followers and new likes on Facebook. Information on FBA meetings shared with: Norfolk and Suffolk Business Networking,; Suffolk Business Stars; and Fram Community Page.

Facebook – Reach 4.3K up 14.5%. Instagram – Reach 631 up 7.1%

8. Membership

As at 17/07/23 47 memberships, including one new member.

FBA membership fee

This is set annually and in time for the invoices going out late August/early September. The website states £60 PA, BA have offered discounts the last 3 years due to covid, this has largely been in the form of an early bird discount. Consideration given to no longer offering a discount post covid.

ACTION: Agree the membership fee by email after further information and discussion.

FBA Membership Drive and Marketing Pack – To be actioned in link with potential business event. Need wording/pics for PDF. Can include News and Offers website update as part of membership drive, KS needs some content to progress.

LH has replied to ESC about progress and costs so far, awaiting reply from ESC, she will follow up soon if not heard back. This could have an impact on the proposed business event.

ACTION: LB, DB, and rest of Committee to review wording and content.

ACTION: JW ask LH about ESC reply on the membership grant.

ACTION: Use ESC feedback in relation to the proposed business event.

Mailchimp Stats for FBA newsletter

Newsletter 254 05/07 – 254 total opens, 7 Click on Member news and 1 on roadworks link.

Newsletter 255 10/07 – 111 opens, 0 clicks

9.Finance –

As at 17/07//23

Community a/c - £149.16

Saver a/c - £ 6500.88

Total - £6650.04

A transfer was made for Saver to Community accounts to top it up. Most money kept in Saver now interest is more generous and frequent.

Total includes ring fenced amounts: £320.10 for HOD event, £210.49 for small events, ESC grants remaining £1393.63, gazebo.

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

Finances Community Account:

June In – Total £0.00

June Out – Networking venue £15.00, CCR May bi-monthly meeting venue £20.00, Total £35.00

ACTION: Finance spreadsheet to be done

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: Need to review

10.AOB and Updates –

None discussed.

11.Next FBA Meetings

Management Committee meetings –August 23, October 18, December 13. 6.00pm.

Networking- August 16, September 13, October 11, November 15, December 6, at 8am. Check venue info in newsletter and social media

Bi-Monthly – Sept 20 and AGM at Fram Tech Centre, Nov 22 at The Crown Hotel, at 5.30pm.

LB thanked everyone for attending.

Meeting closed 7.20pm