

# HAILSHAM FORWARD CIC

EXECUTIVE TEAM

MINUTES OF THE MEETING HELD AT 9.00AM ON 11 JANUARY 2019 AT  
HAILSHAM TOWN COUNCIL OFFICES, MARKET STREET, HAILSHAM

**Attendees:**

Paul Gibson – Hailsham News & Talk: PG  
 Clive Soper – Federation of Small Businesses: CS  
 Cllr Chriss Triandafyllou – Hailsham Town Council: CT  
 Cllr Nigel Coltman – Co-opted Member: NSC  
 Christian Letschka - Officer Support Hailsham Town Council: CL  
 Steve Wennington – Hailsham Active: SW  
 Cllr Gavin Blake-Coggins – Hailsham Town Council: GBC  
 Cllr Chris Jackets - Hellingly Parish Council: CJ  
 Jan Townsend – Community Representative: JT  
 Peter Willson – Hailsham Chamber of Commerce: PW  
 Mickey Caira – Officer Support Hailsham Town Council: MC  
 Ben Pratt – Hailsham Farmers’ Market: BP

**Action:**

1/19/1	<b>Apologies:</b>	
1/19/1.1	Neil Povey – Hailsham FM: NP Phil Matthews – Representing Young People: PM Cllr Nick Collinson – Wealden District Council NAC	
1/19/2	<b>Confirmation of the Minutes of the meeting held on 14<sup>th</sup> December 2018:</b>	
1/19/2.1	The minutes were agreed as an accurate record of the meeting.	
1/19/3	<b>Matters Arising from these minutes</b>	
1/19/3.1	<u>Minute: 11/18/5.3 Pop-Up Shop:</u> PW has spoken to new lessee of the former Pop-Up Shop and she has confirmed that she will come to a future meeting of the Team. She was not available for this meeting. PW stated that the Chamber are yet to decide on what project to take forward this year. There is an opportunity for the Chamber to take on a small vacant unit in Vicarage Field to operate another Pop-Up Shop or they could expand the Chamber’s remit to include the industrial estates and Polegate.	PW to arrange for the new lessee to attend a future meeting.
1/19/3.2	<u>Minute: 11/18/6.1 Town Guide App</u> CL confirmed that the use of apps for the Town	

1/19/3.3	<p>and Shopping Guide would involve a cost. Google charge 25 dollars and 30% of any income earned and do not provide any technical support. Apple charge 99 dollars per annum and provide full technical support. The availability of wi fi in the town in the town centre was discussed and it was acknowledged that this may be achieved as and when WDC develop the Vicarage Field area.</p> <p><u>Minute: 11/18/7.8 Former Ambulance Station Site Motion to Hailsham Town Council.</u> A copy of the motion was distributed at the meeting GBC will present a signed copy to the Town Clerk</p>	
1/19/4	<b><u>Hailsham Farmers' Market</u></b>	
1/19/4.1	<p>BP updated the meeting on the December Farmers' Market. He stated that all went to plan, including an appearance of Father Christmas, Nus Ghani and the Mayor. BP was disappointed that Nus did not include her attendance at the event in her blog, although it was on her website. BP's takings for the market were good but only half the amount earned two years ago. BP confirmed that three traders have now resigned from the Farmers' Market. He also highlighted the fact that some of his customers who attended that Hailsham Christmas Market in Vicarage Field where not aware that the Farmers' Market existed.</p>	
1/19/4.2	<p>CJ highlighted the on-going footfall decline in town centres that is also affecting shopping centres. Retail is taking a hit now, mostly as a result in on-line sales but also as a result of uncertainty in the economy.</p>	
1/19/5	<b><u>Vicarage Field Development:</u></b>	
1/19/5.1	<p>NSC confirmed that WDC are yet to receive and consider the plans from their consultants. This should happen soon and is likely to include some potential major changes to this area including some residential and parking development.</p>	
1/19/5.2	<p>BP commented that some town centres are suffering a "doughnut" effect where their centres are becoming void and in decline.</p>	

1/19/6	<b><u>New Projects</u></b>	
1/19/6.1	<p>PG thanked the Team for the opportunity to put his proposal forward and provided some background on himself and the proposal. PG has a media background and has lived in Hailsham most of his life and has with his partner taken on the administration of the News and Talk Facebook page. The page has 11,000 in the group with around 9,500 active users. A news website was created 18 months ago and in the last full year (2018) had 340,000-page impressions. The website was created to provide local news as local media no longer exists. PG and his partner have also created Hailsham Shop Local to help promote local small businesses, there are 1,500 using this.</p>	
1/19/6.2	<p>In 2018 PG decided to create an interactive shop front for Hailsham. This would provide local businesses the opportunity to advertise the business and provide details of any events promotions and coupons. These would be promoted through the 11,000 members of the current News and Talk Face book page. The address is local.hailsham.news</p>	
1/19/6.3	<p>PG confirmed that all businesses would have a basic listing and would have to subscribe to be able to use the features of the service as detailed above. A basic package would cost the businesses £49 per annum the ultimate package would cost £249 per annum. The principal is to support and work with individual businesses to make the most of the “shop front”. The plan is to use the virtual shop window to develop into a real shop window for Hailsham town centre. The technology will motivate people to see what is available in the town. This is a website that is designed for mobile use and is not an app. There are plans to develop other local sites to promote jobs and events in the future. JT asked if the local community groups could be included in the listings.</p>	
1/19/6.4	<p>PG highlighted the need to promote local businesses through editorial on the web and the use of face book; markets can be included</p>	

	<p>in this. There will be a rebrand of the News &amp; Talk Facebook page in February, when it will become hailsham.news. PW also highlighted the large percentage of the population using the face book page and this should be embraced. Many young people are using their phones/tablets to communicate, and this is a great way of promoting the town. There will be a call in the future to those using the current face book page to have an email address. This can then be used to send a weekly newsletter to help with the promotion of Hailsham.</p>	
1/19/6.5	<p>PG commented that businesses need to embrace new technology in order to survive and grow and use both physical and online selling platforms.</p>	
1/19/6.6	<p>Various comments were made about the layout of the town centre including the car parking and location of supermarkets and how this is affecting businesses. It was agreed that everyone needed to work together to improve the situation for local businesses. The Team confirmed that they fully support and endorse the proposal from PG.</p>	
1/19/7	<p><b><u>Any Other Business:</u></b></p>	
1/19/7.1	<p>NSC provided an update on the status of the post office in Hailsham. He confirmed that the Town Council has set up a community interest company to operate a post office and was in the final stages of its application to obtain the franchise, and if successful will then negotiate a lease on a suitable premise and work with the Post Office to ensure their fitting out takes place as soon as possible.</p>	
1/19/8	<p><b><u>Date of Next Meetings:</u></b></p>	
1/19/8.1	<p>Future Dates for 2019:        8<sup>th</sup> February (PW apologies)        8<sup>th</sup> March        5<sup>th</sup> April        10<sup>th</sup> May        7<sup>th</sup> June        5<sup>th</sup> July        9<sup>th</sup> August</p>	

	6 <sup>th</sup> September 4 <sup>th</sup> October 8 <sup>th</sup> November 6 <sup>th</sup> December	