

HAILSHAM FORWARD CIC

EXECUTIVE TEAM

MINUTES OF THE MEETING HELD AT 9.00AM ON 9 NOVEMBER 2018 AT
HAILSHAM TOWN COUNCIL OFFICES, MARKET STREET, HAILSHAM

Attendees:

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
 Cllr Chriss Triandafyllou – Hailsham Town Council: CT

Action:

10/18/1	Apologies:	
10/18/1.1	Cllr Nigel Coltman – Co-opted Member: NSC Christian Letschka - Officer Support Hailsham Town Council: CL Steve Wennington – Hailsham Active: SW Neil Povey – Hailsham FM: NP Phil Matthews – Representing Young People: PM Paul Gibson – Hailsham News & Talk: PG Clive Soper – Federation of Small Businesses: CS Cllr Nick Collinson – Wealden District Council NAC	
10/18/2	Confirmation of the Minutes of the meeting held on 12th October 2018:	
10/18/2.1	The minutes were agreed as an accurate record of the meeting.	
10/18/3	Matters Arising from these minutes	
10/18/3.1	<u>Minute: 9/18/4.2 November Farmers’ Market.</u> CL has confirmed that it has not been possible to arrange anything for this event.	
10/18/3.2	<u>Minute: 9/18/4.3 November Hailsham Farmers’ Market</u> PW has contacted Peter Clarke, but he is not available to attend.	
10/18/3.3	<u>Minute: 9/18/4.4 Hailsham Farmers’ Market January 2019.</u> BP has emailed CS but has not yet had a response.	
10/18/3.4	<u>Minute: 9/18/7.1 New Projects – Printed Town</u>	

10/18/3.5	<p><u>Guide</u>. MC confirmed that CL is investigating this.</p> <p><u>Minute: 9/18/7.3: Sports Signage at Western Road Rec.</u> SW was not at the meeting to update the Team.</p>	
10/18/3.6	<p><u>Minute: 9/18/7.4: Chamber of Commerce/Business Parks Association</u> PW confirmed that he has not received the list from CL, MC to arrange for this to be done</p>	CL to send list of businesses to PW
10/18/3.7	<p><u>Minute: 10/18/8.1: Vicarage Field Redevelopment:</u> This is now a standing item on the agenda.</p>	
10/18/3.8	<p><u>Minute: 10/18/8.5: Bank Account:</u> MC confirmed that this has been done, and JT has agreed to be a signatory.</p>	
9/18/4	<u>Hailsham Farmers' Market</u>	
10/18/4.1	<p>BP reported that the Farmers' Market was now at a critical point. The footfall remained low and as a result some traders were not covering their costs and are leaving. If this continues the Market will no longer be viable. BP remained optimistic that things can be turned around but needed to see an increase in footfall and sales at the Market. He stated that the 20th anniversary market in December will go ahead as previously detailed and thanked Hailsham Forward and Hailsham Town Council for their continued support.</p>	
10/18/4.2	<p>This news opened a major discussion on the issues facing the Famers' Market in Hailsham. Several ideas were debated on the ways to attract more customers and traders. These included making each market more interesting, with an event style market, direct marketing and networking. BP confirmed that in the recent past, each market had some sort of event going on, but this did not attract many more customers.</p>	
10/18/4.3	<p>The Team considered why some of the Wealden Famers' Markets were working well but Hailsham was not. This could be down to their relative location and demographics of the town.</p>	

10/18/4.4	The location of the market and the day of the market were also discussed but BP confirmed that the day could not change and a change to the location was not supported by some of the current traders.	
10/18/4.5	PW highlighted the need to make the market more attractive and to try and make the market more of an event. He stated that this would need to be done on a regular basis to try and bring the footfall back to the market.	
10/18/4.6	Promotion of the market was a key issue on the continued future of the market. PW stated that in his experience word of mouth was the best way to promote a service. He offered the assistance of the Chamber of Commerce and suggested that BP attend the next breakfast meeting in December, where he will get one minute to promote the market. He also offered the monthly ten-minute slot but would have to confirm when this could happen. PB thanked PW for the offer and will take this up. CJ stated that there were 450 homes in Roebuck Park and suspected that very few were aware of the Farmers Market. He suggested that using the parish council's newsletter could be a way of making more people aware of the market. This would be the same if the Hailsham Town Council newsletter was used as it is delivered direct to 10,000 homes.	
10/18/4.7	JT asked BP if he gets support from the rest of the directors from the market? BP stated that the committee were supportive. JT suggested that an outsider comes to the next committee meeting to get an outsider's view. It may also help if other people could get involved in directly supporting the directors of the market.	
10/18/4.8	BP highlighted the positives of the Farmers' Market; including the produce at the market was local and traceable, there is also ample free parking on site.	
10/18/4.9	GBC asked if a Father Christmas had been found for the December market, BP confirmed that he was still trying to find one.	

10/18/5	<u>Hailsham Card</u>	
10/18/5.1	MC updated the meeting on the new cards, which are now available to purchase in the Council offices. Many the 2018 cards had been distributed as free tasters and this should encourage more people to use the cards and hopefully buy the 2019 cards.	
10/18/6	<u>Vicarage Field Development:</u>	
10/18/6.1	MC stated that WDC are in the process of producing proposals for the site which may include the wider area around the centre as part of the proposals.	
10/18/6.2	MC confirmed that this item will be put on future agendas to allow for the Team to put forward feedback to any emerging plans.	
10/18/7	<u>New Projects</u>	
10/18/7.1	MC stated CL was continuing to investigate the best way to produce a printed version of a town centre guide.	
10/18/7.2	The current Guide, access via QR Code was questioned as the use of QR Codes in the UK was not popular, it was agreed to investigate the possibility of producing an app for the current Guide.	CL to investigate the establishment of an app for the current Guide.
10/18/8	<u>Any Other Business:</u>	
10/18/8.1	PW stated that in the new-year, the Chamber will be determining whether to continue with the Pop-Up Shop project or use their limited resources to incorporate the business parks and Polegate into the Chamber. As there is a need for a paid employee to undertake this work the Chamber will need to decide what project to undertake.	
10/18/8.2	PW updated the meeting on Hailsham FM, he thanked Hailsham Town Council for their continued support. PW highlighted the conditions set out by OFCOM in operating a FM station, including providing 105 hours of original programming each week. He also stated that it was not possible to determine how many listeners there are but hoped that the station was slowly increasing its listeners base. Whilst broadcasting on FM could not	

10/18/8.3	<p>provide you with listeners numbers it did give you authenticity.</p> <p>MC highlighted the continued success of the Community Groups Forum. They are now in the process of setting up a volunteer hub, to operate out of the Food Bank. He acknowledged the work of the two facilitators, Jenny Seale and Julie Coates. He requested £100 of funding for a Christmas social and £150 funding for the use of the Pop-Up Shop in 2019 for the Forum. This was agreed by the meeting. The Christmas Social is on Wednesday 12th December at 6.30pm in the Church Lounge all members of Hailsham Forward are encouraged to attend to support the Forum.</p>	
10/18/9	<u>Date of Next Meetings:</u>	
10/18/9.1	Friday 14 th December	
10/18/9.2	<p>Dates for 2019:</p> <p>11th January 8th February 8th March 5th April 10th May 7th June 5th July 9th August 6th September 4th October 8th November 6th December</p>	