

HAILSHAM FORWARD

EXECUTIVE TEAM

MINUTES OF THE MEETING HELD AT 3.00PM ON 1ST JULY 2013 AT
HAILSHAM GRANGE, VICARAGE ROAD, HAILSHAM

Attendees:

Paul Soane: PS
Cllr Nigel Coltman: NSC
Cllr Nick Collinson NAC
Cllr Paul Holbrook PH
Rudina Abbas RA
Mickey Caira: MC

Action:

7/13/1	Apologies:	
	Anton Bree: AB, Michelle Hagger MH	
7/13/2	Minutes of the meeting held on 10th June 2013:	
	Agreed as a correct record.	
7/13/3	Matters Arising:	
7/13/3.1	NSC questioned whether the general public understood QR Codes, it was agreed that promotion of the use of QR Codes and smart phones will need to be actioned.	RA to review the promotion of the use of QR Codes.
7/13/3.2	NAC confirmed that Hailsham Forward will need to formally write to WDC for permission to put up their QR Code signs. MC to write to Nigel Hannam on behalf of Hailsham Forward.	MC to write to WDC for permission to erect signs in WDC car parks.
7/13/3.3	NSC asked if AB/PS had written to WDC with reference to WDC taking enforcement action on dilapidated shop-fronts, and MC checking with Conservation Area requirements on enforcing the renovation of dilapidated shop-fronts. Both have not been actioned to date.	AB/PS to draft and issue letter to WDC requesting the enactment of the relevant act to force shop owners to renovate their property. MC to check with Conservation

		Officer on the regulations on the upkeep of property in the Conservation Area.
7/13/4	<u>Hailsham Street Market.</u>	
7/13/4.1	<p>PS updated the meeting on the work of the sub-group on the establishment of Hailsham's Street Market.</p> <p>The market is planned to operate on the third Saturday and the second and fourth Thursday of each month, starting on 24th August and ending on 21st December. The plan is to review the operation at this point and re-open in mid march 2014. The days selected should not clash with other local markets and therefore provide the availability of local market traders and the public.</p>	
7/13/4.2	<p><u>Market Traders:</u></p> <p>PS also conformed that a list of potential market traders would be available very soon and that there should be enough interest to have 20 stalls offering a wide variety of goods for sale at the first market on 24th August.</p>	
7/13/4.3	<p><u>Advertising/Sponsorship:</u></p> <p>It was agreed that the Team would look at obtaining advertising/sponsorship for the market stalls in the future.</p>	
7/13/4.4	<p><u>Infrastructure:</u></p> <p>The Team agreed to use the 3 x 3 metre gazebo for the market stalls as they offered more space and protection for the stall holder and the public and are also much quicker to erect and dismantle than the tradition market stalls. It was planned to order 17 stalls and request to use the 3 stalls owned by HTC to have a total of 20 stalls available. It was also agreed that as the bid to ESCC for funding of the market will not be know until just before the first market date the gazebos will need to be ordered now; committing the remainder of Hailsham Forward funds. It was agreed that HTC to be asked to fund the 17 gazebos if the bid to ESCC is unsuccessful.</p>	<p>RA to send details to MC to place the order for the stalls.</p> <p>MC to make the request to BEC and HTC in the next two weeks for the use of the three stalls and funding for the 17 to be ordered.</p>
7/13/4.5	<u>Branding:</u>	

<p>7/13/4.6</p> <p>7/13/4.7</p> <p>7/13/4.8</p>	<p>The Team agreed by majority to the traditional branding “The Hailsham Street Market Est. 2013” and agreed by majority for the red/purple colouring.</p> <p><u>Marketing:</u> RA proposed that there should be banners placed around the town including the main entrances to the town, and a large flyer campaign with flyers available in the shops, and distributed in local newspapers. She also proposed that large posters are placed in some of the empty shops. There is also a Facebook presence set up which will be managed by MH the Team agreed with the marketing strategy.</p> <p><u>Organisation:</u> To date no-one has been sourced to operate the market, including the set-up and take down. On this basis it was agreed that HTC will be asked to supply the workforce to set-up and take down of the gazebos including the storage of the gazebos within their town centre site, until a “market operator” is found. There was some doubt on the availability of Mick Clark to carry out the day to day organisation PS to review the job description and discuss with Mick Clark, including a suitable fee. It was agreed that if HTC refuse to support the market with staff the members of Hailsham Forward will step in to manage the market until market operator was found.</p> <p><u>Insurance:</u> PS advised the meeting that BTW Shiells have confirmed their insurance for the site and that each market trader would need to confirm their public liability insurance.</p>	<p>MC to review HTC sites to establish where banners can be placed without the need for external permissions.</p> <p>MC to take a report to BEC and HTC in the next two weeks asking for the use of HTC staff.</p> <p>PS to draft job description and discuss with Mick Clark.</p>
<p>7/13/5</p>	<p><u>BUSINESS PLAN</u></p>	
<p>7/13/5.1</p> <p>7/13/5.2</p>	<p>RA circulated the initial results in a user friendly format which was well received. This is the first draft with more work to be done, including the verbatim comments yet to be sent to RA.</p> <p>It was agreed that once the results were finalised that they should be reproduced in a large format and displayed in some of the empty shops.</p>	<p>MC to forward the verbatim comments to RA.</p>

7/13/5.3	It was agreed that these initial results together with the original HTC plan “Hailsham – The Way Forward will be used as the basis of the new business plan. It was also agreed that there should be a clear message on what we want to achieve including quick wins and that we should be concentrating on looking forward and not back.	
7/13/5.4	It was agreed that each member of the team to take a leading or secondary role in producing a clear action plan for each of the five headings, as below: Town Centre Shopping: Lead PS, Second NSC. Industrial: Lead AB, Second MC. Safety: Lead NAC, Second PH. Cleanliness: Lead Paul H, Second Paul S Transport: Lead NSC, Second NAC. All to review all the data and feedback to each heading as appropriate. Each member to identify the problems and recommend solutions/actions. It was agreed that the first draft should be ready by 10 th July and forwarded to MC. The BEC members to review the draft after the BEC meeting on 11 th July and then reviewed at the next Hailsham Forward Meeting.	
7/13/6	<u>Any Other Business</u>	
7/13/6.1	NAC advised the meeting that WDC had made an approach to him in respect of the future development and management of the Leap Cross Business Park. WDC wanted to know if Hailsham Forward were interested in taking on the site as a business park; it may also provide funding for the refurbishment of the site with a budget of up to £800,000. WDC were reviewing their options for the future use of the land and needed an indication of whether Hailsham Forward would be interested in taking on the site. The meeting agreed that it was interested and that should be fed back to WDC.	NAC to feed back to WDC.
	<u>Date of next meeting:</u>	
7/13/7	Monday 29 th July at 3pm Venue to be confirmed.	PS to confirm if Hailsham Grange is available.