

# HAILSHAM FORWARD

## EXECUTIVE TEAM

MINUTES OF THE MEETING HELD AT 2.00PM ON 10<sup>TH</sup> JUNE 2013 AT  
HAILSHAM GRANGE, VICARAGE ROAD, HAILSHAM

### Attendees:

Paul Soane: PS  
Anton Bree: AB  
Cllr Nigel Coltman: NSC  
Cllr Nick Collinson NAC  
Cllr Paul Holbrook PH  
Rudina Abbas RA  
Michelle Hagger MH  
Mickey Caira: MC

### Action:

6/13/1	<b>Apologies:</b>	
	None.	
6/13/2	<b>Minutes of the meeting held on 7<sup>th</sup> May 2013:</b>	
	Agreed as a correct record.	
6/13/3	<b>Matters Arising:</b>	
	NSC questioned whether a replacement for the ESCC councillor should be sought. It was agreed to defer this to the next Stakeholder meeting.	
6/13/4	<b>Update on Pop-up Shop Feedback &amp; Production of the Business Plan:</b>	
6/13/4.1	MH confirmed that all the 368 questionnaires had been inputted and provided the headline results of the feedback. This total includes 61 that were completed on-line. (The headline details to be provided separate from these minutes.)	
6/13/4.2	MH/MC to continue to work on the results to provide a report on the key findings, including a breakdown within age groups, this will be done as soon as possible. This report to be forwarded to RA for her to convert this data into a presentation that will be made available in the Town Crier, as a press release, in the front of the pop-up shop and other town centre	MH/MC to work on data to produce headline results. RA to convert results into a presentation.

	locations if available and by direct mail to the respondents who provided contact details.	
6/13/4.3	<p><u>Feedback - Town Centre Anti-Social Parking</u> MC reported that the police had reviewed the parking lines and restrictions in the town centre and have confirmed that they are enforceable. HTC have agreed that the Council sponsored PCSO can spend some of her time on enforcement duties in the town centre. It was agreed that a press release should be issued highlighting the enforcement.</p>	MC to organise a press release.
6/13/4.4	<p><u>Feedback – Anti-Social behaviour by Young People in the early evening</u> It was agreed that this should be followed up and that this should be discussed directly with the police.</p>	
6/13/4.5	<p><u>Production of the Business Plan</u> It was agreed that the plan needs to be completed by the end of September and that “Hailsham –The Way Forward” document produced by HTC would be used as the basis for the Plan. The Team to agree the high level strategy but a small team should work on the detail of each of the main headings using the feedback from the consultation and referring to other plans and projects such as MASHH that will have a direct input into the future of Hailsham. The plan should concentrate over the next five years. It was also agreed that individual members would take a heading to work on and this will be worked out at the next meeting, which will focus on the Business Plan.</p>	ALL to review Hailsham – The Way Forward document and the results of the feedback before the next meeting.
6/13/5	<b><u>Draw for £50</u></b>	
	The draw for the young persons completing the questionnaires was made and the winner will be contacted to arrange hand over of the prize. The young person and their family will be asked if they will be prepared for their details to be included in a press release.	MC to arrange hand over of prize and press release if appropriate.
6/13/6	<b><u>Regular Town Market</u></b>	
6/13/6.1	PS confirmed that he had spoken to Tim Tradewell and the details for the Hailsham Market should be completed soon. The plan is	

	to have the market open by the beginning of August.	
6/13/6.2	PS advised the meeting that he and some of his team were in the process of visiting local markets, including Hastings and Tunbridge Wells to try and recruit suitable traders for the Hailsham Street Market. He stated that a number of potential stall holders had been found.	
6/13/6.3	It was confirmed that the brand for the market is Hailsham Street Market, and it will include local artisan goods, local produce and collectables. The quality of goods available was a key response on the feedback from the questionnaire. The main aim of the market is to bring more people into the town centre.	
6/13/6.4	PS advised the meeting that a small working group comprising, PS, RA, MC & MH would be meeting the following day to work on the launch of the market. This is to include the possibility of a large banner across the street, RA to look at design and cost, and the use of the website and Facebook to promote the market. The details of the meeting will be circulated to all.	MC/MH to circulate minutes of the meeting.  RA to look at design and cost of banner.
6/13/6.5	<u>Cost of the market</u> The cost of the market was discussed and it was agreed that the cost of HTC staff to erect and dismantle the stalls should be investigated. The costs should also include the time of Mick Clark who has agreed to organise the market and take the fees from stall holders. It was recognised that this needs more work to establish who will do what and at what cost.	MH to establish cost of HTC staff.
6/13/7	<b><u>Funding Opportunity - Rural Growth and Employment Fund - Round Two:</u></b>	
	MH confirmed that the application for £8,000 funding for the market had been made by 31 <sup>st</sup> May and that there was a ten week turn around. This may be an issue as the date will be after the planned start of the market and the funding is required for new gazebos and marketing.	
6/13/8	<b><u>Virtual Shop:</u></b>	

	MC reported that the virtual shop had been installed but minus the Hailsham Forward logos at the top and bottom of the display. The contractor has been contacted and confirmed that this part of the vinyl was not available from the printers and it will be installed as soon as possible. It was agreed that the press release will be held until the shop is complete.	
6/13/9	<b><u>Update on on-going projects:</u></b>	
6/13/9.1	<u>A22/A271 Main routes.</u> MH advised the meeting that some progress had been made in getting information and costings from ESCC on supply and installation of road signs. MH to provide details as soon as they have been received from ESCC	MH to forward information on estimated costs once received from ESCC
6/13/9.2	<u>Car Park Signage.</u> WDC are yet to progress improvements to car park signs. However the team considered that the signs incorporating the QR Codes should be independent of the WDC signs. Permission from WDC would need to be agreed before any signage was placed in car parks. It was agreed that the car parks and other potential sights around the town should be surveyed and that RA should talk to Nic Cole on the design and costing of the signs. It was also agreed that details of the Community Convenience Scheme should be included on the directory, and that a supply of signs should be sourced with spares to replace and future new/damaged sign sights.	.  NAC to seek permission from WDC  RA to liaise with Nic Cole to obtain design and costing of signs.
6/13/9.3	<u>QR Codes.</u> RA confirmed that she had made progress on gathering the relevant information from town centre businesses, and that the guide would be ready by the next meeting. The issue of signs was discussed and it was agreed that RA would work on a design and costing for a shop sticker. PH agreed to follow this up in the future to ensure all the businesses were displaying the stickers once distributed.	RA to design QR Code shop sticker and obtain a cost.  PH to chase up businesses if appropriate.
	<b><u>Marketing:</u></b>	
6/13/9.4	RA confirmed that she had received a few good new stories to be included in the Chamber Newsletter.	

6/13/9.5	NAC advised the meeting that the short film "What has Hailsham done for me" was in post production and that it will be available soon.	
	<u>Shop fronts:</u>	
6/13/9.6	AB confirmed that the Chamber of Commerce letter had not received any feedback. The team agreed that it would formally make a request to WDC to enact the enforcement powers if the response from the letter and follow up does not have any effect. AB and PS agreed to draft a letter to Councillor Roy Galley at WDC to request that WDC take action as appropriate, this will include feedback from the questionnaire, copies of the letters sent by the Chamber and photos of the worse offenders. It was acknowledged that the main issues were with: Paydens, Downland Carpets, Costcutter in the High Street and Simpsons Chicken. AB asked if there were any enforcement powers under the Conservation Area Status for the dilapidated shop fronts. MC agreed to follow this up.	AB/PS to draft letter to WDC  MC to check on the Conservation Area rules and enforcement.
6/13/9.7	Work on improvements to the Vicarage Field Estate had started and this will continue over the coming months.	
6/13/9.8	MC reported that HTC were concerned in issuing a letter to Derbyshire Pension Fund whilst negotiating on a premises in the Quintin's Estate. The Team agreed that a joint letter from the Chamber and Hailsham Forward will be sent.	AB to re-draft the letter and agree with PS. MC to supply AB with original letter.
	<u>Arts Festival:</u>	
6/13/9.9	NAC reported that the Festival flyers will be put out in the next Council newsletter. MH agreed to help distribute Festival leaflets to schools. NAC advised the meeting that Hailsham Festival FM will be on 87.7 subject to final ratification.	
6/13/10	<b><u>Any Other Business:</u></b>	
6/13/10.1	MC asked if the chamber can circulate the details of the Streets Ahead Forum in August to attract more Hailsham business people to the event.	

6/13/10.2	PS reported that he had been contacted by a local artist looking for a suitable premises to have an art workshop. He will be meeting the person in the next two weeks.	
	<b><u>Date of next meeting:</u></b>	
6/13/11.1	Monday 1 <sup>st</sup> July 3 pm, at Hailsham Grange	