

DRAFT MINUTES

HAILSHAM FORWARD

EXECUTIVE TEAM

MINUTES OF THE MEETING HELD AT 3.00PM ON 11TH FEBRUARY 2013
 AT
 THE HAILSHAM TOWN COUNCIL OFFICES, MARKET STREET,
 HAILSHAM

Attendees:

Paul Soane: PS
 Anton Bree: AB
 Cllr Nigel Coltman: NSC
 Cllr Nick Collinson: NAC
 Cllr Paul Holbrook PH
 Mickey Caira: MC

Action:

2/13/1	<u>Apologies:</u>	
	Cllr Roger Thomas	
2/13/2	<u>Minutes of the meeting held on 14th January 2013:</u>	
	Agreed as a correct record.	
2/13/3	<u>Matters Arising:</u>	
	None.	
2/13/4	<u>Development of a Business Focussed Plan for the Town Centre and Industrial Parks:</u>	
	<p>It was agreed that there should be one plan with two sections; the town centre and industrial/business parks.</p> <p>The plan to be produced with the opinion, knowledge and expertise of both residents and businesses.</p> <p>This is to be started by the production of key objectives from “Hailsham – The Way Forward” document as a starting point to gather the detailed input from local residents and business.</p> <p>The Chamber of Commerce agreed to run a forum with the industrial parks to gather their key objectives and views. The businesses to be contacted by email and hand delivery if required.</p> <p>The key objectives list to be presented at the wider stakeholder group on 1st March for</p>	<p>MC to extract the key objectives from the document.</p> <p>AB & PS to run the industrial parks forum to gather their key objectives.</p> <p>PH offered to do the hand delivery.</p> <p>MC to provide the business park</p>

DRAFT MINUTES

	<p>endorsement. The detailed consultation is to take place in a pop up shop open, as a minimum, on a Thursday, Friday and Saturday between 11am and 3pm. The empty shop indentified was the old travel agents in Vicarage Field, and the owners had agreed to the use. The shop would need to be insured. It was agreed that HTC would supply desks for use in the shop. It was also agreed that the shop would need to have displays detailing the key objectives for the plan and wider Hailsham plans including the WDC Core Strategy and MASHH Objectives. These will provide a wider context to the development of Hailsham. It was suggested that as part of getting feedback from the public that £500 “Hailsham Development Pounds” could be handed out for the public to “spend” on their preferences. It was acknowledged that the young people of Hailsham needed to be involved and that this may be achieved via Hailsham Community College and Hailsham Youth Council, both of whom are represented on the wider stakeholder group that will meet on 1st March. It was agreed that the pop up shop should be open in eight weeks time and that the final plan should be completed by the end of May and presented to the wider stakeholder group in June.</p>	<p>contact list WDC had produced to AB.</p> <p>AB to investigate with local insurance broker.</p> <p>MC to put this on the agenda for 1st March.</p>
2/13/5	<p><u>Projects for the £10,000 Government Funding:</u></p>	
	<p><u>Signage:</u></p>	
	<p><u>A22/A271 Main routes.</u> AB provided the meeting with some mock-ups of road signs. It was agreed that the detail on free car parking and any business logo should be incorporated so that they can be removed without the need to change the whole sign. MC advised the meeting that as the signs will need to be placed on the highway ESCC would need to be consulted to move this on. It was agreed that the signs should be positioned on the A22 northbound prior to the junction of South Road (A295), A22 southbound at the Boship Roundabout, and on</p>	<p>MC agreed to present the designs and</p>

DRAFT MINUTES

	<p>the A271 to cover east/west traffic at the junction with Battle Road. MC agreed to present the designs and locations including photos of the locations to ESCC for feedback and potential costings.</p>	<p>locations including photos of the locations to ESCC for feedback and potential costings.</p>
	<p><u>Car Park Signage.</u> NAC confirmed that WDC plan to review the car park signage including detailing the “free car parking” but there was no time scale on this at present.</p> <p><u>QR Codes.</u> AB confirmed that in discussions with Pipmeister, (who have been commissioned to design the website) that it is possible to have a link from QR Code to live interactive business map. Discussion took place on what businesses should be included on the map/directory and whether local businesses should pay to be on the map/directory. One suggestion was that the cost could be included in the membership of the Chamber of Commerce?</p>	<p>AB to investigate the cost of setting up and maintaining this service.</p>
	<p><u>Hailsham Forward Stickers.</u> It was agreed that the logo presented by Pipmeister should form the basis of the sticker and that they are asked to provide proposals for the working of the stickers.</p>	<p>AB to make the request to Pipmeister for examples of the sticker wording.</p>
	<p>Marketing:</p>	
	<p>It was agreed that leaflets should be produced promoting the work of Hailsham Forward and the activities taking place including the pop up shop consultation on the plan. It was also agreed that there should be press releases to promote the activities including the pop up shop.</p>	<p>AB to discuss cost and design with local printers. PH agreed to distribute leaflets to industrial parks.</p> <p>MC to take this forward with HTC press officer.</p>
	<p>Website:</p>	
	<p>AB presented the outline design produced by Pipmeister it was agreed to use the green colour with the arrow in circle logo as part of the overall design. The content of the website will be informed by the work to produce the plan, and that the wider stakeholder group should have an input</p>	<p>AB to engage contractor to set up website.</p> <p>MC to send email list of wider stakeholder group</p>

DRAFT MINUTES

	<p>into the content and design. It was agreed that “Hailsham – The Way Forward” document should be used as the starting point of informing the content of the website.</p>	<p>to AB, AB to send outline design to wider group. MC to email the document to AB</p>
	<p>Shop fronts:</p>	
	<p>AB confirmed that the Chamber of Commerce were due to agree the wording of the letter to shop owners at their meeting on 12.2.13. NAC confirmed WDC position was of carrot not stick in the first instance to try and improve the exterior of properties. He also confirmed that WDC would find it difficult if they had to take enforcement action and that Cllr Roy Galley would assist if action was deemed necessary.</p>	
2/13/6	<p><u>Regular Town Markets:</u></p>	
	<p>AB stated that after attending the ATCM seminar on markets he was concerned on the amount of work and challenges faced when managing a market. It was agreed that the team needed to find someone prepared to manage the market on behalf of Hailsham. Both the organiser of Langney Market and Hailsham Farmers Market were identified as possible local organisers.</p>	<p>PH to check with Langney Market organiser. MC to check with Farmers Market organiser.</p>
2/13/7	<p><u>Arts Festival:</u></p>	
	<p>NAC confirmed that a series of events were planned leading up to the week long festival in September. The festival has been renamed “Hailsham Festival of Arts and Culture” It was agreed that there should be a Festival presence/display at the pop up shop to help cross promote both projects.</p>	
2/13/8	<p><u>Events and Christmas Lights:</u></p>	
	<p>MC confirmed that the Council were still considering their future delivery and input into Christmas Lights and town events, and more should be known after the HTC meeting on 13.2.13.</p>	
2/13/9	<p><u>Virtual Shops:</u></p>	
	<p>It was agreed that this was the one quick win</p>	<p>MC to take forward</p>

DRAFT MINUTES

	<p>that can be achieved and that the old Sovereign Meats shop in Vicarage Field should be used with a graphic detailing the Hailsham Forward project with a background of image(s) of Hailsham.</p> <p>It was agreed to approach City Dressing to get this done ASAP at a cost of around £1,000 to be funded by HTC with a £250 contribution from the Chamber of Commerce.</p> <p>This would also complement the pop up shop located in the same area of Vicarage Field.</p>	<p>with City dressing, with the detail of the graphic to be agreed by the team.</p>
2/13/10	Funding Opportunities:	
	<p>PS produced some research on town lotteries and confirmed it was possible to operate and one example, Pembrokeshire were using the proceeds to provide interest free business loans.</p>	<p>PS to continue to research this.</p>
2/13/11	Any Other Business:	
	<p>The team had previously proposed that the Chairman should be on the MASHH Group. NSC advised the meeting that the MASHH Group would need to agree to this and that as the constitution of the Group had already been agreed it could only be as an observer. NSC confirmed that the next meeting of MASHH was on 15th February and he would report back to the next meeting.</p>	<p>NSC to take up with MASHH group.</p>
	<p>PS advised the meeting that Action for Market Town could provide focus group feedback, but it was at a cost. He had obtained the work done by AMT for Bury St Edmunds as an example.</p>	
	<p>PS advised the meeting of some research carried out by his staff on vacant spaces in the town centre car parks at different times of the day and on each day of the week. He presented the result to the meeting, highlighting the fact that at certain times there were fewer than 10 spaces available in all surveyed car parks, and this was of some concern!</p>	<p>NSC to advise the MASHH Group of this survey and the issues it raises for users of the town centre.</p>
2/13/12	Date of next meeting:	
	Monday 11 th March 3pm Town Council Offices	

DRAFT MINUTES