

# HAILSHAM FORWARD

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### EXECUTIVE TEAM

MINUTES OF THE MEETING HELD AT 3.00PM ON 14<sup>TH</sup> JANUARY 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 Roger Thomas: RT  
Mickey Caira: MC

#### Action:

1/13/1	<b><u>Election of Chairman:</u></b>	
	Paul Soane was nominated and seconded and elected as Chairman. Paul agreed to take on the role from the next meeting. Cllr Nigel Coltman chaired the meeting.	
1/13/2	<b><u>Apologies:</u></b>	
	Cllr Paul Holbrook	
1/13/3	<b><u>Development of a Business Focused Plan for the Town Centre and Industrial Parks:</u></b>	
	It was agreed that the team needed to produce a plan.	
	It was agreed that "Hailsham – The Way Forward" will be used as the starting point but it was recognised that it was vital that businesses and the public was fully involved in providing a robust input into the detailed plan.	
	The plan should establish what Hailsham wants and what it already has. As a by-product it was recognised that a local shopping/services guide should be produced and distributed to "market" the goods and services available in the town.	
	It was recognised that it will be difficult to get the industrial parks involved based on their lack of response to recent invitations to provide feedback. It was agreed that businesses on the industrial parks would be invited to a forum to start the process of consulting with them. This would include refreshments to help	All to review what contacts they have on the industrial parks that they can get to a forum.

	persuade them to attend. It was hoped that those who did attend would spread the word and more would want to get involved.	
	It was agreed that an empty shop would be used to promote the development of the plan and where local residents, business and community groups could provide an input into the detail of the plan. The shop would be opened on a Friday and Saturday from around 11am to 3pm for a month to start with. AB agreed to source a shop that could be used for this purpose.	AB source empty shop for public/business engagement.
	It was also agreed that these events should be marketed in order to maximise the number of attendees.	
	It was noted that the plan would need to be measured in the future and that key data would need to be collected in order to establish if any actions were having a positive effect. These could include footfall counts, car park usage and the number of empty shops.	
1/13/4	<b><u>Projects for the £10,000 Government Funding:</u></b>	
	<b><u>Signage:</u></b>	
	<u>A22/A271 Main routes.</u> It was agreed that signage on the main roads would attract people into Hailsham. After much discussion it was agreed that the sign should detail Hailsham, free parking and list the main “attractions” (Waitrose, Asda, Tesco, Freedom Leisure, Pavilion Cinema and Costa Coffee) These would be included on the sign if they would be prepared to pay for their name. The sign would provide the key attractions to Hailsham town centre and a source of income to pay for the sign. These would need to be approved by East Sussex Highways and Wealden Planners, and a mock up will be provided to the next meeting.	AB to source mock up of sign.
	<u>Car Park Signage.</u> It was agreed not to pursue providing town centre guides in the car parks. Paul Soane suggested that QR Codes could be placed in the car parks to provide an up-to-date town centre map and guide. The Team agreed to look at the car parking directional signs around the town centre as a priority. The existing signs are either old or not detailing the “free” parking. The signs should	NAC to discuss car park directional signs direct with WDC MC to investigate QR codes, for access to a town centre guide.

	include the free element, the total number of spaces and the time limitations. As Wealden District Council (WDC) is responsible for the car parks, Cllr Nick Collinson agreed to take this up at WDC.	
	<u>Hailsham Forward Stickers.</u> The team recognised the importance of getting the name and the project known around the town and beyond. Hailsham Forward Stickers may assist in this process but needed further consideration in terms of wording and placement.	All to consider the wording of stickers for the next meeting.
	<u>Shop Directory.</u> It was agreed that this would be a medium term project.	
	<u>Finger Posts.</u> This was not considered to be a priority.	
	<b>Marketing:</b>	
	It was agreed that this should be done but would need to be considered further.	
	<b>Website:</b>	
	Anton Bree had negotiated a fee of £500 to set up a Hailsham Forward Website. The team agreed that Anton could engage the contractor for this fee	AB to engage contractor to set up website.
	<b>Shop fronts:</b>	
	The poor state of some occupied shops was discussed. Anton stated that the Chamber of Commerce was planning to contact the affected shops to try and improve the image of the town centre. Mickey Cairra confirmed that if this did not have a positive outcome then it may be possible for WDC to use the Clean Neighbourhoods and Environment Act 2005 to enforce the repair/renovation of properties. This would need checking with WDC. Mickey to provide details of the Act to Cllr Nick Collinson to take up with WDC.	MC to provide details of the Act to NAC to take up with WDC.
1/13/5	<b>Regular Town Markets:</b>	
	Mickey Cairra reported that the Town Council's Business Development Committee was recommending to the Town Council that the market stalls and staff time, during normal working hours, could be used for regular markets. Anton Bree confirmed that the owners of Vicarage Field were happy for the market to be held on their site.	

	It was acknowledged that a professional market manager would need to be found to organise the market.	
	Cllr Nick Collinson suggested that the market should be a night market; the remainder of the meeting were not supportive of this at this stage. The Team would need to re-visit this item at the next meeting following the Town Council's decision to allow the Council's resources to be used for the market or not.	
1/13/6	<b>Events:</b>	
	<p>For many years the Town Council had organised Christmas and other town centre events and provided a Christmas lighting scheme. Mickey Caira asked the Team if they considered that these should be organised by Hailsham Forward.</p> <p>It was agreed that this should be done by the Team in the future but this would require negotiation and agreement with the Town Council.</p> <p>The Team were keen to work with the established Arts Festival as a key event to attract people into the town centre.</p> <p>It was also agreed that the Team would not want to get involved in the summer fete planned to take place on the recreation ground.</p>	
1/13/7	<b>Virtual Shops:</b>	
	<p>It was agreed to pursue this project for the shop units that are not being used as part of the artwork in shops project.</p> <p>Mickey Caira confirmed that the Town Council was considering sponsoring the project up to £2,000 subject to other funding being made available.</p> <p>Prices had been put forward by City Dressing for some empty shops and Anton agreed to obtain prices from a local company and asked Mickey to forward details of the shops quoted for by City Dressing.</p>	<p>MC to forward details of the empty shops quoted by City Dressing.</p> <p>AM to obtain local company quotes.</p>
1/13/8	<b>Town Markers:</b>	
	<p>Mickey Caira asked the Team if they wanted to include the development of town markers as part of their work. The Team considered that this was not a priority at the present time.</p> <p>The Team considered that it was more</p>	

	important to get more floral displays in the town centre.	
1/13/9	<b>Funding Opportunities:</b>	
	The Team acknowledged that it would need to generate income to be able to continue with the project for the future. This would include self funding projects such as the signs on the main routes, the market and the possibility of a town lottery. The lottery would need further investigation and Mickey Caira agreed to take this forward.	MC to investigate a town lottery.
1/13/10	<b>Any Other Business:</b>	
	<b>Terms of Reference:</b>	
	The question of how Hailsham Forward should be constituted was raised. Mickey Caira confirmed that this is something that the whole stakeholder group should consider at its next meeting.	
	<b>Date of Next Meeting:</b>	
	It was agreed to meet at 3.00pm on Monday 11 <sup>th</sup> February at the Town Council Offices.	