

DRAFT MINUTES

HAILSHAM FORWARD

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EXECUTIVE TEAM

MINUTES OF THE MEETING HELD AT 3.00PM ON 18TH MARCH 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
Mickey Caira: MC

Action:

3/13/1	Apologies:	
	Cllr Roger Thomas, Cllr Paul Holbrook	
3/13/2	Minutes of the meeting held on 11th February 2013:	
	Agreed as a correct record.	
3/13/3	Matters Arising:	
	None.	
3/13/4	<u>Development of a Business Focussed Plan for the Town Centre and Industrial Parks:</u>	
3/13/4.1	The key objectives produced by MC and updated by the Committee were agreed.	
3/13/4.2	PS confirmed that the Chamber of Commerce would run a forum with the industrial parks to gather their key objectives and views.	AB & PS to run the industrial parks forum to gather their key objectives.
3/13/4.3	It was noted that PH was unable to contact the businesses on the industrial parks as a result of illness. It was agreed that PS would contact businesses where the Committee had a contact. These included Screwfix, Maceys and the MOT Centre. The rest of the team to forward any business contacts to PS so that he can invite them to the forum.	ALL to provide any contacts for the industrial parks to PS ASAP.
3/13/4.4	It was noted that the wider stakeholder group endorsed the key objectives list on 1 st March.	

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3/13/4.5	AB confirmed that the owners of Vicarage Field required public liability insurance to be provided by the Committee for the use of the empty shop during the event. MC to take this up with the Council's insurers.	MC to arrange Public liability insurance for the event.
3/13/4.6	The Committee agreed the presentation for display at the pop-up shop drafted by MC, but it needed to be A1 size. MC advised the meeting that it may not be possible to get the WDC Core Strategy Plans for the display. NAC agreed to take this up with David Philips at WDC. With respect to the remainder of the display AB agreed to ask Rudina to arrange the printing of the display in A1 size, MC to email the document to AB.	NAC to contact David Philips re WDC Core Strategy Local Plan, and to advise AB direct if it will be available. MC to email presentation to AB. AB to ask Rudina to arrange the printing of the display in A1 size.
3/13/4.7	It was suggested that the young people should be specifically invited to the pop-up shop to provide feedback.	MC to take this up with the Council's Youth Co-ordinator.
3/13/4.8	NAC advised the meeting that the Hailsham Festival of Arts & Culture had offered to provide a display at the pop-up shop and to provide some "entertainment" during the sessions. This offer was accepted by the meeting, as it will attract more people into the town and promote the Festival.	PS to organise green tokens.
3/13/4.9	With respect to getting feedback specifically on the key objectives it as agreed that each visitor will be given a limited number of Waitrose green tokens (less than the number of objectives) to place against their own preferences.	AB to arrange the supply of 500 Hailsham Forward pens.
3/13/4.10	It was agreed to provide a "give-away" to all those visiting the pop-up shop. This was to be a free pen with the Hailsham Forward logo. AB offered to source 500 pens.	

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3/13/5	Projects for the £10,000 Government Funding:	
	Signage:	
3/13/5.1	<u>A22/A271 Main routes.</u> MC advised the meeting that initial feedback from Highways at ESCC was that only the standard brown tourist type signs can be placed on the highway and not what Hailsham Forward had originally proposed.	MC to take up with Councillor David White.
3/13/5.2	It was agreed that the owner of the land adjacent to the Boship Roundabout on the southbound A22 would be approached via Councillor David White to secure an agreement to place a non-standard highway sign to cover the traffic on the southbound A22.	
3/13/5.3	It was agreed that if it is not possible to find suitable private land to cover the other two signs, (A22 northbound, South Road roundabout and A271 Battle Road junction) then the Committee would consider the standard brown tourist sign. The Committee also agreed that the sign should incorporate the words "Hailsham Historic Market Town".	
3/13/5.4	<u>Car Park Signage.</u> NAC confirmed that WDC Strategic Asset Management Meeting were positive about using QR codes on WDC signs that should also link to provide information on the WDC Community Convenience Scheme. NAC agreed to take this back to WDC once the QR Code was built.	NAC to take this back to WDC once the QR Code was built.
3/13/5.5	<u>QR Codes.</u> MC confirmed that the Stakeholder Group endorsed the QR Code proposal. AB advised the meeting the cost from Rudina to design and develop the QR Code proposal would be £1,200 and the cost to obtain the details from the town centre businesses would be £450. The meeting agreed to these costs to be met from the £10k.	AB to take this forward with Rudina.
3/13/5.6	It was also agreed that the initial standard set up for a business would be free and any subsequent changes, new businesses or	

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	premium listings would be charged at £50. A premium listing would include a logo and a link to the business website.	
3/13/5.7	The industrial park businesses would be contacted by email to invite them to provide details for their business listing on the QR Code proposal.	
3/13/5.8	It was agreed to invite Rudina to subsequent meetings of the Committee in order that she can get the information on the relevant projects first hand.	
	Marketing:	
3/13/5.9	It was agreed that a leaflet promoting Hailsham Forward should be produced, MC & NSC to design the leaflet.	MC & NSC to design the leaflet.
3/13/5.10	It was agreed that the Pop-up Shop press release should be circulated to and agreed by all the Committee before it is issued by HTC	MC to arrange distribution of the draft press release.
	Website:	
3/13/5.11	The Committee acknowledged the need to populate the website as soon as possible. Despite a plea at the Stakeholder meeting, no suggestions of content for the website have been forwarded to AB. It was agreed that AB asks Rudina to put on what we have at present, including the pop-up shop presentation, draft key objectives, QR Codes project and links to HTC and Chamber websites.	AB to take forward with Rudina.
	Shop fronts:	
3/13/5.12	AB confirmed that the Chamber of Commerce were due to send the initial letter out soon.	
	Regular Town Markets:	
3/13/6.1	Feedback from the Langney Market organisers was negative and no real response from the Farmers' Market organiser had been received to date. It was agreed that MC would contact the Farmers Market and the organiser of the Heathfield Market to see if either party would consider managing the proposed Hailsham Market.	MC to contact the Farmers Market and the organiser of the Heathfield Market.

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	<u>Arts Festival:</u>	
3/13/7.1	It was confirmed that the next networking meeting would take place on 8 th April at 6.30pm at Chapter 12 Wine Bar.	
	<u>Events and Christmas Lights:</u>	
3/13/8.1	<u>Christmas Lights:</u> It was suggested that all the town centre businesses be invited to sponsor Christmas lights on their individual frontages in addition to the lights supplied by HTC. This would need to be considered further.	
3/13/8.2	MC advised the meeting that there were issues with some of the anchor points in the High Street which resulted in some lights not being put up last Christmas. AB asked for details of the premises where there is an issue to see if anything could be organised with the landlords?	MC to supply details to AB.
3/13/8.3	<u>Christmas Event:</u> MC reported that HTC would consider providing funding to Hailsham Forward to organise a Christmas event subject to the success of a regular town market. It was acknowledged that it would not be possible to get the market up and running in time for the Council to determine if it was successful before the Christmas event would need to be organised.	
3/13.8.4	The Committee agreed that the event should be held on Vicarage Field with no road closure and include music and other entertainment. This should be fed back to the Town Council.	MC to feedback to HTC.
	<u>Virtual Shops:</u>	
3/13/9.1	It was agreed that as the list of key objectives to be placed on the virtual shop would not be finalised until the business plan was completed by the end of May, the shop graphic should be changed to replicate a shop interior with an acknowledgement to Hailsham Forward, the Chamber of Commerce and HTC. This will result in the shop being completed sooner. It was also agreed that examples of shop interiors should be requested of City Dressing and distributed to the Committee for an agreement on the final	MC to take forward with City Dressing, and distribute the examples to the Committee.

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	design.	
	<u>Funding Opportunities:</u>	
3/13/10.1	PS confirmed that the cost to run a town lottery was prohibitive and suggested lottery scratch cards as an alternative. It was agreed to pursue this and get some feedback from the pop-up shop on the proposal for a town lottery to support the Hailsham Forward Project.	PS to continue to pursue this project and email the Bury St Edmunds lottery details to the Committee
	<u>Any Other Business:</u>	
3/13/11.1	AB provided some examples of pop-up signs promoting the Hailsham Forward Project. It was agreed that two signs should be produced including the one listing key objectives. MC and NSC to review the list of objectives and feedback to AB. The second sign to be the Hailsham images with the pink inset.	MC and NSC to meet to agree the key objectives for the sign and feedback to AB.
3/13/11.2	MC advised the meeting that the Town Council had invited Hailsham Forward to provide a stand at the Annual Town (Electors) Meeting on Monday 13 th May, 6.00pm to 7.30pm. The meeting agreed to take part as it will provide another opportunity to promote the project and get feedback on the key objectives.	ALL to check availability for 13 th May from 6.00pm to 7.30pm
3/13/11.3	AB advised the meeting that he had a client interested in developing the Swallow Business Park Development on the A22, but as a result of the Section 106 planning conditions placed on the proposal by WDC the proposal was not financially viable. AB asked for support to request an agreement from WDC to be more flexible with the Section 106 conditions to allow the development of the site.	
3/13/11.4	AB asked that any good news stories relating to Hailsham be sent to him so that they could be considered for inclusion in the Chamber of Commerce newsletter.	MC to liaise with Terry Hall (HTC) for any HTC news.
	<u>Date of next meeting:</u>	
3/13/12.1	Monday 8 th April (3pm, Town Council Offices)	

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