

HAILSHAM FORWARD

EXECUTIVE TEAM

MINUTES OF THE MEETING HELD AT 3.00PM ON 7TH MAY 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:

5/13/1	Apologies:	
	None. (Note Roger Thomas was not re-elected as a county councillor and will therefore no longer be part of the Executive Team. It was agreed to defer any decision on seeking a replacement to a future meeting.)	
5/13/2	Minutes of the meeting held on 8th April 2013:	
	Agreed as a correct record.	
5/13/3	Matters Arising:	
	None	
5/13/4	Update on Pop-up Shop:	
5/13/4.1	MC confirmed that the overall feedback was positive that Hailsham Forward was doing something. To date 232 questionnaires had been completed but there was a lack of young person's feedback. It was agreed that the views of young people need to be gathered as part of the feedback, and as an incentive £50 cash prize draw for all completed questionnaires from young people aged 19 and under was also agreed. MC to contact Andy Joyes, Phil Matthews and Musta Rahman to encourage young people to complete a questionnaire.	MC to take this forward with the young people's representatives.

5/13/4.2	MC suggested changing the shop front signage to say “thank you” to the public for their input and “watch this space”. This was agreed and PS agreed to contact Nick Cole to arrange the change to the shop front signage.	PS to arrange change to shop signage with Nick Cole.
5/13/4.3	Feedback. MH/MC to set-up and input the details from the questionnaires onto a spreadsheet, including highlighting the details of why out of town visitors come to Hailsham, and a verbatim list of all comments made. RA agreed to make the data more visually appealing once inputted.	MC/MH to set up and input data. RA to make the data more visually appealing.
5/13/5	Regular Town Markets:	
5/13/5.1	PS advised the meeting that a group had met with Tim Tradewell the organiser of Eastbourne’s Street Market who had spent two years getting the Eastbourne market off the ground and operating. He has agreed to provide a “Road Map”, documentation and contacts to help Hailsham set up a market for a fee. It was agreed that Hailsham Forward would offer Tim £1,000 to do the work and provide the information.	PS to contact Tim Tradewell to make the offer.
5/13/5.2	It was agreed that the market should have a clear brand to make it different to the current markets in Hailsham. It should be a quality market with a mix of goods, including produce, craft and collectables. The team also agreed to consider offering a stall to young people who wanted to trade, which would help both a young start up and may attract a different type of visitor. It was also agreed a target date to have the first monthly at the end of July.	All need to consider a brand for Hailsham Market.
5/13/5.3	AB confirmed that a local High Street trader Mick Clark was interested in running the market once set up. It was agreed that AB to work with Mick to get this going. Mick also was keen to get a regular antiques market going in Hailsham as well.	AB to work with Mick Clark on the running of the market once established.
5/13/5.4	PS confirmed that we need to find suitable traders for the market. It was agreed that any known suitable potential traders should be contacted direct; that the local media should be used to “advertise” the availability of a new	All to contact any potential traders. All to agree to visit a market(s) to seek out

	Hailsham market; and that all markets in a 30 mile radius should be visited to encourage suitable traders to come to Hailsham. MH agreed to research all the local markets and distribute the list to all the team and agree who would visit each market, to ascertain who would be interested in coming to Hailsham on what days and what they have to offer. If suitable then to invite them to the first market.	potential traders and provide feedback on what they sell, what day of the week they were available and if they wanted to trade in Hailsham. MH to research local markets and send round to all the team by the end of the week.
5/13/6	<u>Funding Opportunity - Rural Growth and Employment Fund - Round Two:</u>	
5/13/6.1	MC introduced the item and MH provided the detail of criteria of application. It was agreed that the project to set up a regular market fitted the criteria and that MH/MC would complete a draft application to be agreed by PS in time for the 31 st May deadline. It was also agreed to put forward £8,000 to be matched funded by the application to ESCC.	MH/MC to complete the application. PS to agree and sign off for submission to ESCC.
5/13/7	<u>Funding Opportunity – ACTM – MoLo Pathfinder:</u>	
5/13/7.1	MH provided the detail of the funding and the project, based on smart phone technology and providing a local loyalty scheme. The team agreed that Hailsham Forward was not currently in a position to pursue this at this time.	
5/13/8	<u>Update on on-going projects:</u>	
5/13/8.1	<u>A22/A271 Main routes.</u> MC advised the meeting that no progress had been made on this project since the last meeting and would not be able to take this on until after the feedback was input and analysed.	MC to pick this up as soon as practical.
5/13/8.2	<u>Car Park Signage.</u> No further progress at this stage.	
5/13/8.3	<u>QR Codes.</u> RA confirmed that she will be visiting the town centre businesses in the next week to start to gather the detail for the directory. RA requested that details of the those who attended the business forum on 8 th May are	RA to undertake the information gathering. MC to provide the signing-in sheet

5/13/8.4	<p>taken to help build a contact list for the future</p> <p><u>Hailsham Annual Town Meeting.</u> MC confirmed that the Hailsham Forward stand will be part of the meeting and that the team would be needed to man the stand from 6.30pm to 7.30pm. MC will bring the two Hailsham Forward roller banners and Arts Festival roller banner to the meeting.</p>	<p>for the forum.</p> <p>All to attend the meeting if possible. MC to set up the stand.</p>
	<u>Marketing:</u>	
5/13/8.5	<p>Reminder to all to send all good new stories to RA to be included in the Chamber Newsletter. RA confirmed that some were now coming in.</p>	All.
5/13/8.6	<p>NAC advised the meeting that John Wilders had agreed to make a short film "What has Hailsham done for me" based on the Monty Python film what have the Romans ever done for us. This will be filmed in the Pop-up Shop and loaded on websites; hopefully this will be picked up by the media to give the Hailsham Forward more coverage and higher profile. NAC will get HCC involved and put on their website.</p>	NAC to take to HCC.
5/13/8.7	<p>AB circulated details of the prospective retail uses for Hailsham following analysis of the retail directory he has purchased at his own cost.</p> <p>This will help produce a list of the type of businesses needed in Hailsham. On an initial check Hailsham has already got most types covered except clothing. Part of this work should also include details of what has been lost to Hailsham and why.</p> <p>The team agreed that Hailsham Forward and the Chamber of Commerce should help incentivise specific types of shops that are identified from this work and feedback from the Pop-up Shop. This should also include advice, possible loans/gifts and mentoring.</p> <p>NAC advised the meeting that there was other mentoring available from Let's Do Business The team agreed to look into this, NAC agreed to set up a meeting with Let's Do Business, and the team agreed to take this forward at the next meeting.</p>	NAC to set up a meeting with Let's Do Business.
	<u>Website:</u>	

5/13/8.8	<p>RA confirmed that it was not possible to load the Pop-up Shop displays on the website and agreed to load them as a downloadable document.</p> <p>Sussex Express had produced a short film of the opening of the Pop-up Shop; this should be put on the website.</p>	RA to load the displays as a downloadable document.
	<u>Shop fronts:</u>	
5/13/8.9	<p>AB confirmed that the Chamber of Commerce letter had been sent out.</p> <p>This will be backed up by RA's visit to all businesses to obtain their details for the directory.</p> <p>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.</p> <p>AB provided MC with a draft letter with respect to the issue of the state of the. MC to take to the Council's Business Development Committee for endorsement and then issued.</p>	MC to take draft letter to BDC
	<u>Arts Festival:</u>	
5/13/8.10	<p>NAC reported that the Festival programming was well established with over 30 events planned, many taking place before the week long event in September. Some sponsors were in place and Hailsham Festival FM was also taking shape. The plan was to have all the programming in place by the end of May. Festival flyers will be put out in the next Council newsletter.</p> <p>RA agreed to take information from the Festival website to put onto Hailsham Forward and Chamber websites, MC to arrange the detail to go on to HTC website.</p> <p>MH agreed to help distribute Festival leaflets to schools.</p>	RA to upload Festival information to HF & CofC websites, MC to arrange info onto HTC website.
	<u>Virtual Shop:</u>	
5/13/8.11	<p>MH passed round a number of examples of the shop front for the former Sovereign Meats Shop. It was agreed to use the restaurant image with Hailsham Forward logo as the shop sign at the top and contact details of how to let the shop at the bottom panel, subject to the cost.</p>	MC to get back to City Dressing with the details and request for the cost to supply and install.
	<u>Date of next meeting:</u>	
5/13/12.1	Monday 10 th June 2pm, at Hailsham Grange	