

HAILSHAM FORWARD

EXECUTIVE TEAM

MINUTES OF THE MEETING HELD AT 3.00PM ON 8TH APRIL 2013 AT
HAILSHAM GRANGE, VICARAGE ROAD, HAILSHAM

Attendees:

Paul Soane: PS
Anton Bree: AB
Cllr Nigel Coltman: NSC
Cllr Roger Thomas: RT
Rudina Abbas RA
Mickey Caira: MC

Action:

4/13/1	Apologies:	
	Cllr Nick Collinson, Cllr Paul Holbrook	
4/13/2	Minutes of the meeting held on 18th March 2013:	
	Agreed as a correct record.	
4/13/3	Matters Arising:	
	None.	
4/13/4	Pop-up Shop:	
4/13/4.1	Media: MC confirmed that all the local media had been invited to the official opening at 11am on 11 th April. Councillor Jo Bentley, Town Mayor has confirmed she will be there to formally open the shop at 11am. MC also confirmed that as yet no local TV coverage had been secured and that this will be followed up. PS confirmed that his cashiers would be encouraging customers to visit the shop.	MC to liaise with HTC Press Officer to chase media coverage including Sovereign Radio and Sky TV.
4/13/4.2	It was agreed that a media release following the opening should include a quote from Charles Hendry and details of the Industrial Parks Forum. It was also agreed that the forum would be held in the Pop-up Shop. RA agreed to produce invitations for the Forum and AB agreed that these would be delivered to the industrial parks.	MC to liaise with HTC Press Officer to organise media release. AB/PS to confirm date for Forum to be included in the release.
4/13/4.3	Staffing:	

	<p>PS confirmed that there would be one Waitrose Partner on each of the days and that he would be available on Saturday 20th April and 4th May.</p> <p>MC confirmed that he would be available on all of the weekdays and on Saturday 13th and 20th April.</p> <p>MC confirmed that Councillor Ms Amanda O’Rawe had made herself available for most of the sessions, and that Lloyds TSB had offered one staff member for two of the days.</p> <p>NSC confirmed that he was available for most sessions.</p> <p>It was agreed that three members of staff should be sufficient and this was covered with the volunteer commitments.</p>	<p>MC to liaise with councillors and Lloyds TSB staff.</p>
<p>4/13/4.4</p>	<p><u>Young Persons Involvement:</u></p> <p>MC confirmed that the local young people would be encouraged to come to the shop via the Youth Café.</p> <p>It was agreed that the principal of Hailsham Community College should be asked to encourage the young people at the College to attend.</p>	<p>MC to email Phil Matthews at HCC.</p>
<p>4/13/4.5</p>	<p><u>Housekeeping:</u></p> <p>PS confirmed that he and his team would manage the opening and closing of the shop.</p> <p>PS to supply six chairs.</p> <p>MC to supply three desks.</p>	
<p>4/13/4.6</p>	<p><u>Questionnaire:</u></p> <p>The latest version of the questionnaire was agreed and the Hailsham Forward Logo should be used at the top of the form. It was also agreed that an additional page should be added to the questionnaire to allow the public to ask any questions that cannot be answered on the day. These questions to be reviewed by MC and to provide answers direct to the public.</p>	<p>RA to email logo to MC.</p>
<p>4/13/4.7</p>	<p><u>Displays:</u></p> <p>PS sent round the 15 pages of displays that he and RA had produced. These will be available in AO size on Wednesday and will be put up in the shop by Thursday morning.</p> <p>AB put up the two banner displays that had been provided by RA these were well received</p>	<p>PS/RA to arrange erection of displays in the shop.</p>

4/13/4.8	<p>and will be used in the shop and at any future Hailsham Forward events.</p> <p><u>Other Displays:</u> It was agreed that Hailsham-In-Bloom can put up their display for the duration of the project. It was also confirmed that the Chamber of Commerce and Arts Festival would be putting up displays.</p>	
4/13/4.9	<p><u>Insurance:</u> MC confirmed that the public liability insurance was in place.</p>	
4/13/4.10	<p><u>WDC Core Strategy Local Plan:</u> MC confirmed that he will have copies of the local Plan and MASHH available at the shop. PS requested that Policies BP1 TO BP13 be available with the Core Strategy details. _</p>	MC to source all the details and provide a hard copy for the shop.
4/13/4.11	<p><u>Invoices:</u> All invoices for the work on displays website etc to be issued to Hailsham Town Council.</p>	
4/13.4.12	<p><u>Hailsham Annual Town Meeting 13th May:</u> It was agreed that Hailsham Forward would provide a display for the meeting from 6.30pm to 7.30pm and use the time to encourage the public to complete questionnaires.</p>	All to attend the meeting on 13 th May.
4/13/4.13	<p><u>Giveaway Pens:</u> AB confirmed that he had not been able to take this forward. RA was asked if she could try and source 500 Hailsham Forward pens for the pop-up shop.</p>	RD to check if the pens can be supplied for the shop.
4/13/5	<p><u>Projects for the £10,000 Government Funding:</u></p>	
	<p><u>Signage:</u></p>	
4/13/5.1	<p><u>A22/A271 Main routes.</u> MC advised the meeting that no progress had been made on this project since the last meeting.</p>	MC to work on this.
4/13/5.2	<p><u>Car Park Signage.</u> No further progress at this stage.</p>	
4/13/5.3	<p><u>QR Codes.</u> The meeting confirmed that RA should go ahead with setting this up including obtaining the information from the town centre</p>	RA to undertake the project to set up the QR Code

4/13/5.4	<p>businesses to build the directory. This will be provided free of charge to the business for the initial set-up.</p> <p>The industrial park businesses would be contacted by email and personal visit to invite them to provide details for their business listing on the QR Code proposal.</p>	directory linked to the website.
	Marketing:	
4/13/5.5	Reminder to all to send all good new stories to RA to be included in the Chamber Newsletter.	All.
4/13/5.6	AB circulated a brochure that Eastbourne had produced to sell Eastbourne to major retailers. It was agreed that Hailsham Forward should consider replicating this form Hailsham once the MASHH project has produced a positive impact on the town centre.	
	Website:	
4/13/5.11	RA confirmed that the website has gone live and that the pop-up shop displays would be posted on the website as a PDF. It was also agreed that the final version of the questionnaire will be put on the website to obtain more feedback.	RA to upload display posters. MC to send final version of questionnaire to RA to be uploaded.
	Shop fronts:	
4/13/5.12	<p>AB confirmed that the Chamber of Commerce were due to send the initial letter out soon.</p> <p>The issue of the state of the Quintin's was raised and it was agreed that AB would draft a letter to be sent to the owners (Derbyshire County Council Pension Fund) by HTC requesting an update on renovations and detailing the negative impact the centre has on the town centre.</p>	AB to draft letter and forward to MC to issue.
	Regular Town Markets:	
4/13/6.1	MC confirmed that he had yet to 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.
	Arts Festival:	
4/13/7.1	No update available.	

	<u>Events and Christmas Lights:</u>	
4/13/8.1	<u>Christmas Lights:</u> The suggestion that all the town centre businesses be invited to sponsor Christmas lights on their individual frontages in addition to the lights supplied by HTC was discussed and it was agreed that this would need to be progressed in the next couple of months and once more people were positive about the project.	
4/13/8.2	<u>Christmas Event:</u> MC confirmed that he would feed back Hailsham Forwards position in respect of the impact of not being able to establish a regular town market to HTC; and the Committee's outline for an event (the event should be held on Vicarage Field with no road closure and include music and other entertainment). This will be done that the next BDC meeting on 11 th April.	MC to get feedback from HTC on how to take this forward.
4/13/8.3	It was agreed that feedback from local people should also be sought to determine the type of Christmas Event that should take place. This will be done by directly contacting people who have completed questionnaires and agreed to take part in further consultation.	
	<u>Virtual Shops:</u>	
4/13/9.1	MC to re-circulate the virtual butchers shop supplied by City Dressing for approval.	MC to re-circulate the virtual butchers shop
	<u>Funding Opportunities:</u>	
4/13/10.1	PS confirmed that he was still pursuing the scratch card option.	PS to continue to pursue this project.
	<u>Any Other Business:</u>	
4/13/11.1	The Executive Committee agreed that it was appropriate for RA to charge her normal rates for her work on the various projects.	
4/13/11.2	NSC advised the meeting to look at the Future Towns Forum as circulated by MC.	
4/13/11.3	MC made a request on behalf of WDC's Streets Ahead Project to run a photographic competition in Hailsham to provide new	

4/13/11.4	<p>images of the town that can be used in future plans website and marketing. This was agreed and supported by the Committee. MC to feed this back to WDC and establish how this will be taken forward.</p> <p>The Committee thanked RA for all the hard work in producing the posters website etc in such a short period of time.</p>	
	<u>Date of next meeting:</u>	
4/13/12.1	Tuesday 7 th May (3pm, venue TBC)	