

HAILSHAM FORWARD

EXECUTIVE TEAM

MINUTES OF THE MEETING HELD AT 8.30AM ON 10TH JUNE 2016 AT HAILSHAM TOWN COUNCIL OFFICES, MARKET STREET, HAILSHAM

Attendees:

Cllr Chriss Triandafyllou – Hailsham Town Council: CT
 Cllr Bill Bentley – East Sussex County Council: BB
 Cllr Gavin Blake-Coggins – Hailsham Town Council: GBC
 Cllr Barby Dashwood-Morris – Hellingly Parish Council: BDM
 Cllr Nigel Coltman – Co-opted Member: NSC
 Jan Townsend – Community Representative: JT
 Cllr Nick Collinson – Wealden District Council: NAC
 Trina Mayson – Hailsham Chamber of Commerce: TM
 Mickey Cairn – Officer Support Hailsham Town Council: MC

Action:

5/16/1	<u>Apologies:</u>	
5/16/1.1	Clive Soper – Federation of Small businesses: CS Michelle Hagger – Officer Support Hailsham Town Council: MH Phil Matthews – Representing Young People: PM It was noted that in the absence of PM, Hailsham Forward's Representative on the Hailsham Area Action Plan there was no opportunity for input from the Team into the on-going process.	
5/16/2	<u>Confirmation of the Minutes of the meeting held on 13th May 2016</u>	
5/16/2.1	Agreed as a correct record.	
5/16/3	<u>Matters Arising:</u>	
5/16/3.1	<u>Minute: 4/16/3.5 Financial Statement:</u> MC distributed the statement supplied by MH to the Team with the meeting papers.	
5/16/3.2	<u>Minute: 4/16/5.10 Street Market Traders:</u> MC confirmed that MH has started the process of contacting former market traders.	
5/16/3.3	Minute: 4/16/7.2 Legal Status: MC confirmed that a meeting has been set up with 3VA in	

	<p>late June to take this forward. (Note 3VA have advised that they may not be able to fulfil this meeting as they are going through some major organisational changes.)</p>	
5/16/3.4	<p><u>Minute: 4/16/8.9 Community Forum:</u> MC confirmed that a press release has been organised for the Community Forum</p>	
5/16/3.5	<p><u>Minute: 4/16/8.6 MASHH:</u> NAC asked BB for an update on the Town Centre Improvement Works.</p>	
5/16/3.6	<p>The project is progressing well; the contractor has been appointed and the MASHH Steering Group briefed on the project. Consultation with the local businesses is being undertaken, with a session at WDC Offices on 8th June and the second on 10th June. Feedback to date from local businesses is fairly positive.</p>	
5/16/3.7	<p>The cost of the project is £2.5m. This information is important as it demonstrates the high level of infrastructure that Hailsham is receiving for this project. This is very positive for the town.</p>	
5/16/3.8	<p>Work will start at the beginning of July, there will be a close down of the works for five weeks at Christmas to reduce the impact on local trade and will re-open in the new year and finish in February.</p>	
5/16/3.9	<p>The biggest change to the original plan is that the High Street will remain closed during the works as a result of safety issues. The highway is too small to be able to safely work whilst traffic is moving, especially large vehicles. Priority will be given to get pedestrians to the business premises. This will cause some inconvenience for local businesses.</p>	
5/16/3.10	<p>The restricted access will be addressed by providing a route up the High Street with the possibility of using the Asda service road, depending on negotiations with Asda.</p>	
5/16/3.11	<p>NAC challenged the use of road “closed” signs as this would be very negative for businesses.</p>	

	BB confirmed that legally you need to sign that the road is closed; however, additional signage will be put in place by the contractors to confirm that it is business as usual during the works. This will include signage around the town and the main routes into the town centre.	
5/16/3.12	We need to learn from the issues at Uckfield – the road is closed but the town is open for business.	
5/16/3.13	BB -The High Street will be renovated in three stages the first being Prezzo to Carriers Path. Vicarage Lane and Vicarage Road will not be made one way until the end of the works; this is to allow the roads to be used as a diversion when George Street is being renovated.	
5/16/3.14	BB reported that the bus shelter in Vicarage Lane is damaged. NAC to follow this up with WDC. BB confirmed that the plan to place a new bus shelter in the High Street has been withdrawn.	NAC to follow this up with WDC.
5/16/3.15	BDM – There needs to be a positive message about the businesses being open during the works. The message should be welcome not closure. BB confirmed that ESCC will be issuing information on the works including the message that the businesses are open. BB suggested that the town’s businesses need to offer promotions during the works as an incentive and this could possibly tie into the Hailsham Card with special offers during the works.	
5/16/3.16	NAC stated that the Chamber of Commerce will look at putting up signage with a very positive message about the town being open for business.	
5/16/3.17	NSC suggested putting information into the Town Council newsletter “Our Hailsham” if the publication of the next newsletter ties into the works schedule. Hailsham Forward should work with the Chamber and Hailsham Card to promote the businesses during the works.	
5/16/3.18	BDM asked what the feeling of the town centre traders was to the works. TM stated that the	

	<p>membership of the Chamber in the town centre was low but the Chamber are planning to build a new website and undertake a recruitment programme from September. The Chamber will also be bringing their meeting into the town centre from July.</p>	
5/16/3.19	<p>BB stated that with the High Street being made pedestrian friendly and the installation of new LED lighting; this will make the town centre more attractive for a night time economy. Hailsham Forward should be working to help the town centre grow its night time economy in the future.</p>	
5/16/3.20	<p>BB stated that he has asked the contractor CH2M to look to sponsor the Christmas Lighting Switch-On Event in November as this will be at the same time as the works to the High Street section should be completed. CH2M will look at this. He also stated that CH2M will provide traffic management support on a Saturday to assist Hailsham Street Market traders get to Vicarage Field to load and unload.</p>	
5/16/3.21	<p>BB confirmed that the closure to the High Street was required for safety reasons. There will be a liaison officer in place to ensure constant communication between local businesses and other affected individuals and organisations and the contractor. The liaison officer will be in place by 13th June and it is planned to have a constant feed into the local radio stations with updates including Hailsham FM.</p>	
5/16/3.22	<p>NAC questioned the use of Vicarage Lane as a temporary two-way road from the Wealden Offices back to the High Street; as there are often cars parked on the sharp bend that may block a large vehicle getting through. BB confirmed that WDC are being approached to see if the car parking orders for the car park adjacent to Waitrose can be suspended to allow local residents to park there and not on the sharp bend on the highway.</p>	
5/16/3.23	<p>NAC suggested that Hailsham Forward work with the Town Council and the Chamber of</p>	

	<p>Commerce and make some funds available to promote "Hailsham Open for Business" BB stated that the contractor should be doing this but Hailsham Forward could add to this if required. A number of suggestions for promoting Hailsham during the works were put forward: banners and sails in and around the town including the main routes into the town centre and the Cuckoo Trail. A3 posters in shop windows with "Road Works Special Offers". All ideas to be forwarded to MC.</p>	<p>All to forward ideas for positive promotions to MC</p>
5/16/3.24	<p>GBC asked about signage on the A22. MC stated that this issue has been debated at length in the past and will provide details to GBC if requested.</p>	
5/16/3.25	<p>NAC stated that the communications on the works need to be comprehensive to stop the rumour mill.</p>	
5/16/3.26	<p>BB confirmed that there will be a three year ban on utilities companies digging up the town centre unless for emergency repairs.</p>	
5/16/4	<p><u>Hailsham Street Market :</u></p>	
5/16/4.1	<p>MC updated the Team on the promotion of the new days for the market and the work to find new traders. New flyers have been printed and will be distributed with the Town Council newsletter in the next tow weeks.</p>	
5/16/4.2	<p>BDM stated that the recent meeting with the Hailsham Farmers' Market was positive in the end. Past issues were aired but it was agreed that a concordat would be drawn up so that both markets would work together in the future. It was agreed that the design of the flyers will be changed on the next print and a press release will be issued promoting the Farmers' Market. The Farmers' Market was asked to provide details of other promotional activity that they want Hailsham Forward to consider. The issue of the Farmers' Market moving sites was discussed and this will be taken back to the Farmers' Market traders for consideration. Notes of the meeting have been distributed but the Farmers' Market has not yet commented on them. BDM will provide some changes to these notes.</p>	

5/16/4.3	Discussion took place on how to promote the market to the public and how to attract new traders. It was proposed that the flyers should be changed to promote Hailsham as a market town. MC to supply the current flyer to TM	MC to forward the current market flyer to TM
5/16/4.4	BB asked how the public find out who is trading at each market. TM asked if there is a twitter feed giving these details. MC confirmed that most weeks the Hailsham Street Market Face book page gave details of each trader the day before the market date. BB suggested using A Boards with details of the traders that could be placed around the town centre including car parks.	
5/16/4.5	It was agreed that the ambition is to let all 29 stalls each market and the number of traders should increase over a period of time.	
5/16/4.6	BDM highlighted the fact that market traders want cash and may not accept card payments. This may be an issue for the public shopping at the market. BDM suggested that we need to encourage traders to offer a card payment facility. TM asked if we know what traders offer card payment facilities. MC stated that a few do but we do not have definitive list.	
5/16/4.7	BB suggested that an independent financial advisor could provide information to traders to help them make a decision on whether to pay the costs of having card payment facilities. TM stated that the Chamber can see if they can put forward an independent financial advisor to speak to the traders.	
5/16/4.8	BB suggested that there may need to be a Wi-Fi Hotspot put in place so that traders can use their card payment machines in Vicarage Field. NAC and TM offered to discuss this with a Chamber member.	
5/16/5	Hailsham Card:	
5/16/5.1	NAC reported that the card has been used in Chapter 12 but not to any great extent.	
5/16/5.2	MC passed around a copy of the current list of businesses in and around Hailsham that have signed up. He will issue the latest list to all.	MC to send the latest list to all.

5/16/5.3	It was agreed that more promotion of the card should be carried out. MC confirmed that he will be promoting and selling the cards at the Children's Market Event at the end of June. NAC suggested that the Chamber will promote the card and asked for an electronic copy of the advertising material so that large posters can be created locally.	MC to obtain electronic copies of promotional material to forward to NAC
5/16/5.4	NSC stated that all councillors should support the project and purchase a card. He purchased a card for himself at the end of the meeting.	
5/16/6	<u>Legal Status:</u>	
5/16/6.1	MC confirmed that a meeting with 3VA had been set-up but this was subject to change depending on the outcome of changes within 3VA.	MC/MH to take this forward with 3VA
5/16/6.2	It was agreed that there should be a deadline on a proposal to the Team and this should be the September meeting.	
5/16/7	<u>Any Other Business:</u>	
5/16/7.1	Swallow Business Park – BB is waiting for confirmation on the availability of ESCC officers to attend the next meeting on 22 nd July to discuss the impact of this new business park on the existing parks in Hailsham and what can be done to improve the existing parks.	Funding for business to be on the next agenda. MC to supply documents to TM NAC to discuss the planning
5/16/7.2	NAC asked what funds would be available to Hailsham Forward when it has a legal status? If Hailsham Forward cannot bid at the moment can our businesses made bids for funds?	
5/16/7.3	Funding for business is an issue for the town and it is suggested that Hailsham Forward helps local businesses bid for funding. It was agreed to look at this at the next meeting.	
5/16/7.4	BB confirmed that ESCC does have a full time funding officer and they may be able to get out and talk to local businesses to help them.	
5/16/7.5	TM asked for a copy of the Hailsham Forward Constitution and Plan for Hailsham.	
5/16/7.6	Hailsham Street Market Planning Application –	

	BB highlighted the fact that this make attract objections from the Farmers' Market and may be better going through the committee process. NAC agreed to discuss this with Kelvin Williams.	application with Kelvin Williams.
5/16/8	<u>Date of Next Meeting:</u>	
5/16/8.1	It was agreed to hold the date of 22 nd July for the next meeting pending confirmation of the availability of County and LEP Officers.	