

# HAILSHAM FORWARD

## EXECUTIVE TEAM

MINUTES OF THE MEETING HELD AT 8.30AM ON 13<sup>TH</sup> MAY 2016 AT  
HAILSHAM TOWN COUNCIL OFFICES, MARKET STREET, HAILSHAM

### Attendees:

Cllr Chriss Triandafyllou: CT  
Cllr Bill Bentley: BB  
Mickey Caira: MC  
Cllr Paul Holbrook: PH  
Cllr Barby Dashwood-Morris: BDM  
Cllr Nigel Coltman: NSC  
Michelle Hagger: MH  
Jan Townsend: JT  
Cllr Nick Collinson: NAC  
Trina Mayson: TM

### Action:

4/16/1	<b><u>Apologies:</u></b>	
4/16/1.1	Phil Matthews: PM Clive Soper: CS  Trina Mayson introduced herself as the new Chairperson of the Chamber of Commerce and rep for the Chamber. Trina is the Chief Executive of the Now Charity.	
4/16/2	<b><u>Confirmation of the Minutes of the meeting held on 4<sup>th</sup> March 2016</u></b>	
4/16/2.1	Agreed as a correct record.	
4/16/3	<b><u>Matters Arising:</u></b>	
4/16/3.1	<u>Minute: 3/16/3.1 Street Market Advertising.</u> MH has had initial discussions, these to be followed up.	
4/16/3.2	<u>Minute: 3/16/3.4 Hailsham Promotional Video.</u> MH confirmed that she has emailed PM and is awaiting a response.	
4/16/3.3	<u>Minute: 3 /16/3.5 Legal Basis.</u> MH & MC have met with 3VA and a summary of the options is attached to the agenda of the meeting	
4/16/3.4	<u>Minute: 3/16/3.11 Advertising Opportunities</u>	

<p>4/16/3.5</p>	<p><u>with Local Community Groups</u> MH confirmed that she is discussing this with the groups.</p> <p><u>Minute: 3/16/3.12 Financial Statement</u> MC confirmed that he is yet to take this forward and will do so before the mini bus is used for the market storage. MH asked if the Team would prefer monthly statements. It was agreed that MH will issue a statement prior to each meeting.</p>	<p>MH to issue financial statement prior to each meeting</p>
<p>4/16/3.6</p>	<p><u>Minute: 3/16/6.1 Business Parks</u> NSC asked what was happening with the meeting with ESCC. MC confirmed that Councillor Simmons was not available for this meeting but would hopefully be available for the next meeting.</p>	
<p>4/16/4</p>	<p><b><u>Position of Chairman:</u></b></p>	
<p>4/16/4.1</p>	<p>MC confirmed that Rob Slater has resigned from the Team as he has moved from the area.</p>	
<p>4/16/4.2</p>	<p>BDM and NAC highlighted the need to raise the profile and improve the reputation of Hailsham Forward and this should be part of the remit of the new Chairman of the Executive Team.</p>	
<p>4/16/4.3</p>	<p>NSC stated that the Team has agreed that the Chairman is not a Councillor. NAC stated that he would be happy with a councillor in this role. NSC proposed BDM and after much discussion it was agreed that this will be deferred and resolved at the AGM of the Stakeholder Meeting in July. As both the community/residents representatives have recently left the Executive this will allow any new representatives on the Team to be considered for this role.</p>	
<p>4/16/5</p>	<p><b><u>Hailsham Street Market :</u></b></p>	
<p>4/16/5.1</p>	<p>NSC updated the Team on the reasons for the decision of the Stakeholder Group to change the days and times of the Street Market. The Thursday market was not viable, even making the market free to traders had not generated enough interest from traders. The inconsistency of not trading every Saturday</p>	

	<p>with both traders and shoppers was having a negative impact on the market. On regular visits to the market NSC was advised that not trading every Saturday did put of traders and shoppers were not happy that it did not take place very Saturday. There are many shoppers around early on a Saturday and an earlier start time of 8.30am would assist the traders. The finishing time was left open to consultation with traders and the majority of traders wanted to maintain the 3pm finish.</p>	
4/16/5.2	<p>NAC highlighted the fact that it was at the Annual Electors Meeting where this had been raised and this was followed up by representations at the Stakeholder Meeting. He stated that something had to change to reverse the decline.</p>	
4/16/5.3	<p>NSC stated that the offer to the Farmers' Market to work with the Street Market remained open. He advised the Team that there was a full and open discussion on the proposed changes and that no one voted against the changes. He commented that the Farmers' Market was changing and that it now incorporated a car boot sale.</p>	
4/16/5.4	<p>BDM commented that the Farmers' Market worked to strict rules. BB commented that local farmer David Turton had advised the Team in a meeting in 2015 that the Farmers' Market could not operate as a farmers' market outside of the Cattle Market site. He questioned if Hailsham Forward could seek advice on the legal statues of the Farmers' Market operating outside of their existing site, in order to assist the Farmers' Market in considering other options.</p>	
4/16/5.5	<p>It was agreed that NAC, PH, BDM and MC will meet with the Farmers' Market. The following two dates to be offered 25<sup>th</sup> and 27<sup>th</sup> May at 9.00am. Other dates to be supplied if these two dates are not suitable to the Farmers' Market.</p>	
4/16/5.6	<p>NAC proposed that Hailsham Forward helps promote them on their exiting site on the day of their market. If there are more visitors to the</p>	

	town on the second Saturday visiting the Street Market, these visitors can be signposted to the Farmers' Market.	
4/16/5.7	BB commented that the Farmers' Market have not approached Hailsham Forward with a view to working together as promised in the October meeting. There is a need to meet to discuss working more closely and finding a solution that is of mutual benefit. He also commented on the issue of signage and proposed that we consider the signage as part of the work to improve the markets in Hailsham.	
4/16/5.8	BDM commented that we need to move on and find a way to overcome the negatives and ask the Farmers' Market how we can help them.	
4/16/5.9	BB asked if we have an indication on how the move to all Saturdays has affected the trader numbers. Are traders committing to all Saturdays?	
4/16/5.10	MH commented that we have lost traders over time because we did not trade every Saturday and she will contact all our former traders to encourage them to consider Hailsham again.	MH to contact former market traders.
4/16/5.11	NAC we need to re-promote the market now we have made the changes and we need to help contact and find traders. MC confirmed that the existing advertising was being changed and that a press release was due to go out and that he was doing a radio interview with Radio DGH to promote the market and Hailsham Forward.	
4/16/5.12	BDM stated that she will visit Lewes Market in the next couple of weeks and as this market is seen a successful she will come back with ideas for the next meeting.	
4/16/5.13	Shepton Mallet and Ringwood were highlighted as good example of successful markets. MH commented on the Forest Row monthly market, which is also successful with around 50 stalls.	
4/16/6	<b><u>Hailsham Card:</u></b>	

4/16/6.1	MC updated the Team on the establishment of the card. A number of local businesses have now signed up including: Knockhatch Adventure Park - 25% off Ms Match - 10% off Stitch N Sew - 10 % off Chapter 12 - 10% off Freedom Leisure - No joining fee Renaissance Originals – Free paint brush BEA-utiful print & design – 50% off Hot Dogs Grooming – 10% off Isabelle’s Beauty Treatments – 10% off Experience Holidays – 2 for 1 on lounge passes.	
4/16/6.2	It was agreed that the Hailsham Cards should be sold at the Street Market. MC to organise this for the first Saturday in June.	
4/16/6.3	It was agreed that Hailsham Forward will sell their cards direct to local businesses at a cost of £5.00.	
4/16/7	<b><u>Legal Status:</u></b>	
4/16/7.1	MC highlighted the details sent to MH/MC by 3VA following a recent meeting.	
4/16/7.2	BDM proposed that the only option was to move to a community Interest company (CIC). MC raised the issue of how Hailsham Forward works now and how this would fit into this legal status. BDM suggested that the directors would be the Hailsham Forward Executive Team. It was agreed that this option would be pursued with 3VA and the present objectives will form the basis of the CIC.	MH/MC to take forward with 3VA.
4/16/8	<b><u>Any Other Business:</u></b>	
4/16/8.1	CT asked for an update on the town centre improvement works. BB responded and stated that the works are more complicated than expected. The works will start in around six weeks, with a slow start and they will take longer than originally thought. There will need to be a meeting with local businesses following the next MASHH meeting that should take place in the next couple of weeks. It is likely that the works will have to be suspended for the Christmas shopping period and the re-started again in the new year.	

4/16/8.2	NSC questioned the need for the traffic lights on the Vicarage Road/High Street/Market Street junction, as they may cause more congestion? BB stated that they need to be in place for safety reasons.	
4/16/8.3	BB confirmed that there will be conversations with WDC about the use of their car parks for a compound for the contractor. PH advised the meeting that South East Marts have been contacted about the use of part of the Livestock Market Site as a compound.	
4/16/8.4	BB stated that one option is to have six day working to get the job done quicker and thus will need to be discussed with local businesses along with the significant issues that some of the larger businesses will face during the works.	
4/16/8.5	BB also stated that details of the lighting scheme will need to be expanded to ensure that the lighting will add value to the use of the town centre including the night time economy.	
4/16/8.6	NAC stressed the need for the local businesses to be informed of what is happening with the scheme, as there are a lot of rumours and disinformation going around in the absence of the facts. BB confirmed that it was too early to get the message out at the moment. It was agreed to put this on the agenda of the next meeting	MC to put MASHH on the next agenda.
4/16/8.7	BB confirmed that he will be the ESCC Hailsham Forward Rep for the next year.	
4/16/8.8	BDM confirmed that she will be the Hellingly Hailsham Forward Rep for the year.	
4/16/8.9	MH updated the meeting on the Community Forum. She stated that it is working well with 15 – 20 local groups attending the meetings and working together. It was agreed that a press release should be issued on the positives about the Forum.	MC to organise a press release.
4/16/8.10	NAC asked if Hailsham Forward will support a Responsible Parking Campaign. He wanted this to become a social responsibility in the	

	town. The Town Council and the Chamber of Commerce have agreed to support the campaign.	
4/16/8.11	BB highlighted the bleed of irresponsible parking from Diplocks Industrial Park into the town centre. Recent events such as the move to time limited parking in the Wickes car park and Chandlers redevelopment works, have not helped this situation. NAC confirmed that he was due to discuss parking with Chandlers following this meeting.	
4/16/8.12	BB asked where there can be more parking available in Hailsham town centre. NAC stated that since the changes to some of the time limited hours in Hailsham's car parks the churn has been much better.	
4/16/8.13	The meeting agreed to support the campaign.	
4/16/9	<b><u>Date of Next Meeting:</u></b>	
4/16/9.1	It was agreed that the next meeting will be Friday 10 <sup>th</sup> June 2016 at <b><u>8.30am.</u></b>	