

# HAILSHAM FORWARD

## EXECUTIVE TEAM

MINUTES OF THE MEETING HELD AT 3.00PM ON 16<sup>th</sup> JANUARY 2015 AT  
HAILSHAM TOWN COUNCIL OFFICES, MARKET STREET, HAILSHAM

### Attendees:

Cllr Nick Collinson: NAC  
Cllr Nigel Coltman: NSC  
Cllr Bill Bentley: BB  
Michelle Hagger: MH  
Cllr Paul Holbrook: PH  
Mickey Caira: MC  
Rob Slater: RS

### Action:

1/15/1	<b>Apologies:</b>	
1/15/1.1	Anton Bree: AB Cllr David White: DW Phil Matthews: PM	
1/15/2	<b><u>Confirmation of the Minutes of the meeting held on 12<sup>th</sup> December 2014</u></b>	
1/15/2.1	Agreed as a correct record.	
1/15/3	<b><u>Matters Arising:</u></b>	
1/15/3.1	<u>10/14/3.2 Stall Store Facility:</u> NAC confirmed that the price to lease a vehicle, to store and transport the market stall equipment would be in the region of £360 per month. MC reported that there was some doubt if the premises used to store the market stalls was still under offer. It was agreed to monitor the situation and consider the suitable solution as required.	
1/15/3.2	NSC asked for an update on obtaining feedback from the town centre traders. MC confirmed that he and MH were due to look at a suitable questionnaire and timetable to consult with the town centre traders in the near future.	MC & MH to draft a questionnaire and draw up timetable to consult.
1/15/3.3	NSC asked if the shield for the winner of the Christmas "Best dressed shop competition"	

	had been acquired. MH confirmed that a shield has been purchased and presented to Hailsham Cellars.	
1/15/4	<b><u>Hailsham Street &amp; Specialist Markets:</u></b>	
1/15/4.1	<u>Market publicity material:</u> MC confirmed that the market flyers were now in stock and are being distributed. MH confirmed that Rudina is working on designs for the new market banners that should be available in the next couple of weeks.	
1/15/4.2	<u>Banners on the Highway:</u> The issue of banners and signs on the highway was raised. BB highlighted the issue of lack of understanding by local businesses what is required to place advertising on the highway. He also pointed out that there needs to be control in the town centre once the area is renovated later in the year. NAC stated that there needs to be communication of the issue across the business community. BB commented that either ESCC Highways can do this or Hailsham Forward could deal with the businesses direct and provide a basic Hailsham framework agreed with ESCC.	
1/15/4.3	NAC also pointed out that there will be a de-cluttering of the town centre as part of the renovation works, and the area will need managing to help prevent cluttering up of the town in the future. This would include tables, chairs and A boards.	
1/15/4.4	BB stated that is difficult as the local businesses see any enforcement action as anti business. He suggested that ESCC and WDC are invited to the next Executive Meeting to discuss a protocol for Hailsham. BB to contact Roger Williams from ESCC and NAC to contact Economic Development from WDC.	BB & NAC to invite ESCC & WDC officers to the next Executive Meeting to discuss a new protocol.
1/15/4.5	<u>Themed Markets:</u> MC confirmed that working with the Council's Festivities Committee the plan was to hold an event on the last Saturday of the month in June, July & August; using the regular market	

	as a starting point and then providing themed entertainment and market stalls. The entertainment would run into the early evening to try and encourage more visitors to the town at this time of day. He also highlighted the fact that the works to the town centre were now due to start in June!	
1/15/4.6	NAC highlighted that the negative impact renovation of the town centre was unknown but the events should go ahead as planned. He suggested that the Chamber of Commerce and FSB should promote the positive impact once the works have been completed.	
1/15/4.7	BB proposed that Hailsham Forward could play an active role in co-ordinating potential promotions offered by businesses in the town during the works, to encourage the public to continue to visit the town centre during the works. He suggested that Hailsham Forward could pay for printing of any vouchers or promotional material.	
1/15/4.8	It was agreed to work on this; RS to discuss with FSB and NAC with the Chamber. The Executive to look at this at the next meeting.	RS and NAC to contact FSB and the Chamber to discuss the works and a scheme to help promote the town during the works.
1/15/4.9	BB also suggested that the Festival Radio could play a part in the keeping the local businesses and residents up dated with progress of the works. It was agreed to discuss this with Festival Radio.	
1/15/5	<b><u>Public Wi-Fi access Hailsham Town:</u></b>	
1/15/5.1	NAC stated that the specialist contractor he was hoping to bring to the meeting was still working in Egypt at the moment. He did confirm that the contractor was keen to provide a very cost effective solution if was for the good of the town. NAC confirmed that he will send round a link to the project and invite the contractor to a meeting once he has returned from Egypt.	NAC to provide link to the project.
1/15/5.2	NAC also highlighted that WDC are supportive of this proposal and may look at it across the district.	

1/15/6	<b><u>Reconnecting the Town:</u></b>	
1/15/6.1	<p>NAC commented that he has raised the issue at the Council's Business Enterprise Committee, to get the Council's support in helping the Chamber of Commerce re-launch. He stated that Anton Bree was on board with this and that a recent re-launch of Eastbourne's chamber had had a very positive effect. He proposed that Hailsham Forward should be an integral part of this process with an objective of "re-connecting" the different parts of the town.</p> <p>RS suggested that Festival Radio could play a part in this process as well.</p>	
1/15/6.2	<p>BB suggested that we need to know more about the businesses on the industrial parks including tenure and that we should look at commissioning a survey to gather the information. This could be done by a college, professional organisation, or by Hailsham Works, but would need to be funded.</p>	
1/15/6.3	<p>The issue was raised about the lack of interest shown by most businesses on the industrial parks when Hailsham Forward has tried to engage with them in the past two years, as they do not see any benefits from being included.</p>	
1/15/6.4	<p>It was agreed we need to try and find out details of all local businesses and what they need and look at using Hailsham Works to help deliver this. This would be reviewed following consultation with the FSB and Chamber. The forthcoming work to the town centre could be a lever in getting more businesses involved.</p>	Views from FSB and Chamber to be sought.
1/15/7	<b><u>Hailsham Churchyard developments:</u></b>	
1/15/7.1	<p>MC provided the following update from Rev David Bourne:</p> <p>Briefly, the future works are likely to come in 3 stages.</p> <p>Stage 1 (Summer 2015)  New kitchen and toilets - approx. cost £170,000  Current funding promised approx £60,000 - waiting on further grant applications and fund</p>	

	<p>raising. (This is to bring these facilities in to line with the growing demand from both church and community use)</p> <p>Stage 2 (2017) The redevelopment of the west end of the building with new entrance with level access, welcome area and increased seating capacity. Cost approx. £400,000.</p> <p>Stage 3 (2018) Churchyard renewal on north side, additional tree planting, seating, footpaths and access. Cost approx. £80,000</p> <p>Stages 2 and 3 will depend on the realization of legacy funds but may also require additional grants and fund raising. Stage 3 could be brought forward but would need significant community resources to so.</p>	
1/15/8	<b><u>Google Maps – Google Tour:</u></b>	
1/15/8.1	<p>NAC confirmed that Google had updated the images in the town in October/November 2014, and wanted to look at the internal tour of a business offered by Google. Local examples included Chandlers and Freedom Leisure. These provided a great showcase of a business on Google.</p>	
1/15/8.2	<p>The cost to an individual business was around £300 - £400 but a group scheme could be set up and lower the price to £200 -£250, and suggested that the questionnaire due to be sent to local businesses could ask if any would be interested in such a scheme.</p> <p>NAC also suggested that there should be a link of Google maps to the Town &amp; Shopping Guide.</p> <p>It was suggested that a virtual tour of the town centre is commissioned following the renovation works and this is also linked to the Town &amp; Shopping Guide.</p> <p>It was also suggested that a virtual tour of all the industrial parks is carried out.</p>	<p>MC/MH to include details of a group scheme on the questionnaire.</p>

	NSC suggested that there should also be a re-launch of the town centre once the renovation works are complete and asked for this to be put on the next agenda.	MC to put the re-launch of the town centre on the next agenda.
1/15/9	<b><u>Any other business:</u></b>	
1/15/9.1	NAC asked for an update on the additions of the public toilets and community groups on the Town & Shopping Guide.	
1/15/9.2	MC confirmed that all the changes to the town centre businesses had been done in the past few days and he would look at the toilets. MH confirmed that details of the community groups would soon be sent to Rudina to place on the guide.	
1/15/10	<b><u>Date of Next Meeting:</u></b>	
1/45/10.1	The next meeting will be held at 9.00am on Friday 13th February at the Town Council Offices.	