

# HAILSHAM FORWARD

## EXECUTIVE TEAM

MINUTES OF THE MEETING HELD AT 9.00AM ON 3<sup>rd</sup> JULY 2015 AT HAILSHAM TOWN COUNCIL OFFICES, MARKET STREET, HAILSHAM

### Attendees:

Cllr Nick Collinson: NAC

Mickey Caira: MC

Michelle Hagger: MH

Rob Slater: RS

Jan Townsend: JT

Cllr Nigel Coltman: NSC

Cllr Chriss Triandafyllou: CT

Robin Hayward: RH - East Sussex County Council Highways

### Action:

6/15/1	<b>Apologies:</b>	
6/15/1.1	Phil Matthews: PM Cllr Bill Bentley: BB Cllr Barby Dashwood-Morris: BDM Ingrid McCleave: IM Sam Imber: SI	
6/15/2	<b>Advertising Banners/Boards on the Highway:</b>	
6/15/2.1	Robin Hayward outlined the issues that have been raised previously in Hailsham that are common to most towns. He highlighted the reduction in enforcement officers at ESCC, which has impacted on their capacity to take enforcement action and to deal with the issues that have been raised previously. He suggested that we should work together to try and both help local traders to promote their businesses and take action where necessary. Robin gave details of the law with respect to placing A Boards on the highway and agreed to forward these to MC for circulation. It was agreed that the best approach was for local businesses to be provided with information on what can be done and what can't be done on the highway. RH to provide the details and Hailsham Forward to disseminate the information to local businesses.	RH to provide details to MC for circulation.
6/15/2.2	NAC raised the issue of cars for sale on the	

6/15/2.3	highway, including grass verges and general advertising on the highway. RH explained that parking on a grass verge was not illegal but advertising may be. NAC confirmed that Chandlers were working with ESCC to have the area adjacent to the Diplocks roundabout planted out to stop use of this grass verge. He suggested that more can be done to get other sponsorship on ESCC land to help reduce the impact of advertising on grass verges.	
6/15/2.4	NAC considered that some cars for sale on the highway are illegal trading as one person is selling a number of cars. Details of this trader may be known by a member of the FSB. RH suggested that if the local planning authority were to issue a notice to ESCC as land owners to stop this activity, then ESCC would have to take action. He also put forward that WDC may be able to put in place a by-law to prohibit this activity.	NAC to take to WDC with respect to a planning notice to ESCC and potential By-law prohibiting the selling of cars on the highway
6/15/2.5	RS asked about the placing of banners on highway railings RH confirmed that he would provide details of what is allowable and what is not allowable. RH also agreed that Hailsham Forward can contact direct those businesses who advertise on the highway, including railings and will supply sample letters for this purpose.	
6/15/2.6	NAC suggested that details of businesses advertising should be highlighted on social media including details of how Hailsham Forward is supporting ESCC in enforcing action to tackle this issue in the town.	
6/15/2.7	CT asked if the police would take action, RH confirmed that they only take action if one of these activities presents an obstruction on the highway.	
6/15/2.8	RH offered to be the focal point on this issue and agreed to supply his details to MC.	RH to provide contact details to MC
6/15/2.9	CT asked about the proposed A22 signs. MC confirmed that the Town Clerk was working with ESCC officers on this issue. RH offered to talk to his colleagues in Highways to help move this on.	RH to discuss this project with highway colleagues
6/15/3	<b><u>Confirmation of the Minutes of the meeting held on 5<sup>th</sup> June 2015</u></b>	
6/15/3.1	Agreed as a correct record.	

6/15/4	<b>Matters Arising:</b>	
6/15/4.1	<p><u>Minute: 5/15/3.1</u> RS confirmed that the FSB would continue working on this issue to try and create a more cohesive approach.</p> <p>NAC suggested that details of all local businesses could be obtained via the business rating system database if required. MC confirmed that lists of all the business parks had been put together and JT confirmed that the new cohort at Hailsham Works would check this list on the ground by visiting each park.</p>	<p>MC to email copy of draft licence. All to feedback to MC by 13<sup>th</sup> July.</p>
6/15/4.2	<p><u>Minute: 5/15/3.2</u> MC confirmed that the owner of Vicarage Field has agreed to meet a couple of the Team. He suggested he would visit Hailsham again at the end of July. MC handed round a draft licence for the market that he has produced at the request of the owners. He asked for feedback on this document in the next week. MC will email other Team members who were not present a copy of the draft licence.</p>	
6/15/4.3	<p><u>Minute: 5/15/3.6</u> RS confirmed that the FSB are taking this forward.</p>	
6/15/4.4	<p><u>Minute: 5/15/3.7</u> MC confirmed that the Civic Community Hall has been booked for the event on 2<sup>nd</sup> October. Lyoness has asked for a meeting in August/September to discuss the event. NAC confirmed that he has spoken to Lyoness and asked for them to produce a presentation to include how the investment made by local businesses to be part of the scheme would be “paid back” and the time this would take.</p>	
6/15/4.5	<p><u>Minute: 5/15/3.9</u> MC confirmed that the Town Council has written to all the town’s supermarkets advising them of the unacceptable level of abandoned trolleys in the town. MH stated that she considered that there were fewer abandoned trolleys in the town. NAC suggested that the Town Council place a message on Facebook asking for the local residents’ to feedback on this issue.</p>	
6/15/4.6	<p><u>Minute: 5/15/5.2</u> MC confirmed that this has been done.</p>	
6/15/4.7	<p><u>Minute: 5/15/6.1</u> MC confirmed that this was done.</p>	
6/15/4.8	<p><u>Minute: 5/15/7.1</u> NSC highlighted that the Thursday markets were still low in trader numbers and questioned whether the market</p>	

<p>6/15/4.9</p> <p>6/15/4.10</p> <p>6/15/4.11</p> <p>6/15/4.12</p> <p>6/15/4.13</p> <p>6/15/4.14</p> <p>6/15/4.15</p> <p>6/15/4.16</p>	<p>should be held every Saturday from 2016. NAC commented that the Thursday was important as it provided an attraction to the town centre on a quieter day. MH agreed to promote the Thursday market again to traders at the reduced pitch fee of £15. It was agreed to review this at the October Stakeholder meeting.</p> <p><u>Minute: 5/15/9.1</u> This has been done with the Forum taking place on 7<sup>th</sup> July.</p> <p><u>Minute: 5/15/10.2</u> The next MASHH meeting to take place on 17<sup>th</sup> July to discuss the start date of the town centre works.</p> <p><u>Minute: 5/15/12.1</u> MC confirmed this has been done; see later on the agenda.</p> <p><u>Minute: 5/15/12.2</u> MH stated that a Community Forum had taken place on 2<sup>nd</sup> July and was well attended with the groups working well together.</p> <p><u>Minute: 5/15/12.3</u> MC confirmed that he has obtained some user information for the Town &amp; Shopping Guide site but these could not be separated from the website.</p> <p><u>Minute: 5/15/12.4</u> MC confirmed that the website is now updated.</p> <p><u>Minute: 5/15/12.5</u> CT proposed that this year's Christmas event be held on the Sunday and not on the Saturday and is positioned in the High Street. MC highlighted the issues in moving the event this year and it was agreed to look at this for 2016. As SI was not in attendance the late night shopping issue be deferred and also looked at for 2016.</p> <p><u>Minute: 5/15/12.6</u> CT confirmed that he emailed MC with details of what WDC have progressed to date. MC confirmed that this document was circulated to all the Team. CT went on to confirm that WDC will continue to work on this and a study will be done to look at setting up a new health centre in Hailsham.</p>	<p>MH to contact traders to promote the reduced £15 fee.</p>
<p>6/15/5</p>	<p><b><u>Residents Forum Meeting 7<sup>th</sup> July 2015:</u></b></p>	
<p>6/15/5.1</p> <p>6/15/5.2</p>	<p>MC confirmed that he circulated by email the latest set of questions from the public to be put at the Forum.</p> <p>It was agreed that the event should be very informal with seating in a large circle. MC/NAC to review all questions prior to the event to ensure that common questions are only asked once. NAC agreed to facilitate the event.</p>	

6/15/6	<b><u>Lyoness Loyalty Scheme:</u></b>	
6/15/6.1	The event is to take place on 2 <sup>nd</sup> October at the Civic Community Hall from 6pm to 9pm. It was agreed earlier to meet with Lyoness to discuss the delivery of the event.	MC-NAC to discuss with Lyoness
6/15/6.2	The issue of publicity to all local businesses was discussed. It was agreed that an invitation should be sent out 3 – 4 weeks prior to the event and after the schools go back from their summer break. MC to work with JT on this.	MC –JT to work on delivery of invitations.
6/15/7	<b><u>Christmas Late Night Shopping Event:</u></b>	
6/15/7.1	It was agreed to ask local businesses if they will support this for 2016 on a Thursday evening and to incorporate the Christmas Lights Switch on as part of the event.	
6/15/8	<b><u>Small Business Saturday 5<sup>th</sup> December:</u></b>	
6/15/8.1	It was agreed to support this event as part of Hailsham's Christmas event to be held on the same date. This will require promotion of the event which will be supported by the FSB.	
6/15/9	<b><u>Signposting on the Cuckoo Trail in Hailsham town centre:</u></b>	
6/15/9.1	It was agreed that MC & MH commission a design for a suitable sign (to include the Town & Shopping Guide QR Code) to be placed in a number of locations on the Cuckoo Trail, to the approaches to Hailsham Town Centre. The design to be agreed at the next meeting.	MC & MH to commission a design.
6/15/10	<b><u>Any Other Business:</u></b>	
6/15/10.1	None	
6/15/11	<b><u>Date of Next Meeting:</u></b>	
6/15/11.1	It was agreed that the next meeting will take place on Friday 7 <sup>th</sup> August at 9.00am at the Town Council Offices.	