

HAILSHAM FORWARD

EXECUTIVE TEAM

MINUTES OF THE MEETING HELD AT 3.00PM ON 3rd SEPTEMBER 2015
AT
HAILSHAM TOWN COUNCIL OFFICES, MARKET STREET, HAILSHAM

Attendees:

Cllr Nick Collinson: NAC
Cllr Nigel Coltman: NSC
Cllr Barby Dashwood-Morris: BDM
Cllr Paul Holbrook: PH
Cllr Bill Bentley: BB
Mickey Caira: MC
Michelle Hagger: MH
Sam Imber: SI
Rob Slater: RS
Jan Townsend: JT
Keith Renshaw: KR
Liz Wright from Lyoness
Chris Thompson from Lyoness

Action:

8/15/1	Apologies:	
8/15/1.1	Phil Matthews: PM Cllr Chriss Triandafyllou : CT	
8/15/2	<u>Confirmation of the Minutes of the meeting held on 7th August 2015</u>	
8/15/2.1	Agreed as a correct Record.	
8/15/3	<u>Matters Arising:</u>	
8/15/3.1	Minute: 7/15/5.3: MH requested that be carried over to the next meeting.	MH to get prices for the cost of promotional activity
8/15/3.2	Minute: 7/15/5.4: MC advised both units are under offer. BB requested that we enquired about the old Videostore next to NatWest	MC to look at the cost of this.

8/15/3.3	<u>Minute: 7/15/6.3:</u> MH advised that this would be organised for the next meeting.	
8/15/3.4	<u>Minute: 7/15/11.3:</u> MH advised that the main topic of conversation is still the changes to the High St. SI advised that the next forum as been publicised on social media and MC advised that a press release has been done.	
8/15/3.5	<u>Minute: 7/15/10.1:</u> MH had undertaken an audit of the signage on the Cuckoo Trail, photos where handed around showing very little signage and a couple of examples of possible signage.	MH to contact Rangers regarding regulations and bring a proposal to the next meeting.
8/15/3.6	<u>Minute: 7/15/11.1:</u> BDM advised that Hellingly Parish meeting is next week. BDM will report back at the next meeting.	
8/15/3.7	<u>Minute: 7/15/11.3:</u> MC this should be deferred until January 2016, when the committee has made a decision on dates for next years markets.	
8/15/3.8	<u>Minute: 7/15/11.4:</u> MH requested this be carried over to next meeting.	
8/15/3.9	<u>Minute: 7/15/11.5:</u> NSC requested this be carried over to next meeting.	
8/15/4	<u>Lyoness Loyalty Scheme:</u>	
8/15/4.1	Chris Thompson presented a quick overview of the scheme and the benefits to both the local SME's and local residents.	
8/15/4.2	The card gives SME's the opportunity to offer a loyalty bonus scheme similar to the Tesco Clubcard. It also provides SME's the opportunity to communicate directly with their customers and attract new customers with the Schemes incentives; including recommendations by existing members.	

8/15/4.3	A business member or merchant will offer a discount to the public who are members, of up to 5%. A business can also generate an income through signing up new members, (Friendship Bonus) who then go on to use their card when they shop at other Lyoness businesses. A number of large retailers are also members of the scheme including Tesco, Marks and Spencer, B & Q, Boots, Pizza Express and Argos.	
8/15/4.4	The cost of becoming a business member is £2.299 plus VAT with a number of payment options available and an opportunity to negotiate this figure if a number of businesses can be found to sign up.	
8/15/4.5	When a business signs up they receive a terminal (tablet) to process member's transactions and sign up new members, this can also be loaded onto a phone if a business is mobile.	
8/15/4.6	The Lyoness Card can be branded and it was suggested that Hailsham Forward could manage this locally, signing up businesses and public members and therefore earning some money for the Partnership. The Cards will have the Hailsham Forward logo.	
8/15/4.7	The committee was able to put questions forward, regarding putting this to the local businesses at the Business Forum on 2 nd October 2015. SI enquired if there was a Lyoness SME locally to go and visit, the nearest one is Brighton. It was discussed that further investigation be done into the Lyoness Group to ensure the viability of offering this to the local SME and residents of Hailsham.	
8/15/4.8	A pre-launch meeting to take place prior to 2 nd October business forum.	NSC to meet with Lyoness prior to forum.

8/15/5	<u>Election of Treasurer:</u>	
8/15/5.1	<p>Cllr Nigel Coltman nominated Cllr Bill Bentley and the Team agreed unanimously.</p> <p>BB stated that he required that a set of Accounts be presented at the next AGM, as terms of being Treasurer.</p>	
8/15/6	<u>Advertising on the Highway – planning Enforcement:</u>	
8/15/6.1	<p>NAC advised that enforcement in general in the Wealden area will be addressed not just in relation to advertising but dog fouling also. BB highlighted that flat advertising has increased for instance on scaffolding poles etc. For this to improve it needs to be addressed by Highways and to do so a complaint needs to be made so that a mandate for change can be undertaken, but beware this would then be universal i.e. A boards, Banners etc.</p>	<p>MC/MH to be raised a topic at the Residents forum and at a future business forum.</p>
8/15/7	<u>Hailsham Street Market – Market Traders and Stall facility:</u>	
8/15/7.1	<p>MC advised that Thursday markets are now being offered FOC and there has been an increased up take.</p> <p>The Team decided that there needs to be a marketing drive, via direct marketing to surrounding villages not just Hailsham.</p> <p>NSC stated that we should consider trading every Saturday in 2016. BDM stated that we should have a conversation with the Farmers Market to advise them of the plan.</p> <p>RS stated that it had been discussed with the Farmers market previously.</p> <p>NSC stated that traders and customers are still finding it confusing by not trading every Saturday.</p> <p>The executive will discuss further at the next meeting.</p>	<p>MH to get prices for direct marketing.</p>
8/15/8	<u>Residents Forum Meeting 16th October 2015:</u>	
8/15/8.1	<p>The Team agreed that there seems to be 2 main topics to be discussed at the next meeting:</p> <p>General Highway issues</p>	

	High Street changes	MC to email out to ask for topics
8/15/9	<u>Any Other Business:</u>	
8/15/9.1	MC stated that Hailsham Chamber of Commerce would like to Sponsor the Business Forum event and provide the refreshments. The Team was in agreement with this.	
8/15/9.2	RS stated that a recent FSB meeting the issue of Hedge Cutting arose on Ersham Rd, RS inquired who is responsible. MC advised that it would be East Sussex County Council.	
8/15/9.3	NAC advised the Team that Wickes in Diplocks Way is going to install Number plate auto recognition with a max stay of 2 hours parking. This is going to cause various issued to Business and residents in the surrounding area.	
8/15/9.4	BB notified the Team that the ESCC cones on the High St are so that CCTV of Drainage systems can be undertaken. If people continue to park there evictions will be undertaken.	
8/15/9.5	KR enquired if there was a law to enforced people not taking care of their Dog Mess, NAC confirmed there was and it's currently being looked into by Wealden District Council. SI enquired about how to get a Dog bin in your area i.e. Welbury Meadows, MC advised that you would need to write to Hailsham Town Council.	
8/15/9.6	NAC reminded the Team that Hailsham Festival starts on 10 th September and Hailsham FM will be back on air from this date.	
8/15/10	<u>Date of Next Meeting:</u>	
8/15/10.1	It was agreed that the next meeting will be Friday 2 nd October at 9.00am.	