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HAILSHAM FORWARD

EXECUTIVE TEAM

MINUTES OF THE MEETING HELD AT 8.30AM ON 4TH MARCH 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
Rob Slater: RS

Action:

3/16/1	Apologies:	
3/16/1.1	Jan Townsend: JT Cllr Nick Collinson: NAC Keith Ramshaw: KR Phil Matthews: PM Sam Imber: SI	
3/16/2	<u>Confirmation of the Minutes of the meeting held on 12th February 2016</u>	
3/16/2.1	Agreed as a correct record.	
3/16/3	<u>Matters Arising:</u>	
3/16/3.1	<u>Minute: 2/16/3.1 Street Market Advertising</u> MC informed the Team that the cost of advertising on Sovereign Radio was prohibitive. MH stated that in discussing the current marketing of the market with Sovereign Radio, Sovereign Radio considered that there was a large amount of marketing of the market already. MH advised the Team that community radio stations such as Uckfield FM are reluctant to promote outside of their own town, and Hailsham FM are not currently in a position to provide a wide enough appeal as they are only broadcasting on-line, this may change in the future if a licence is granted by Ofcom. PH suggested that it may be possible to promote the market during some of the Hailsham FM presentations.	MH to liaise with Hailsham FM.

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3/16/3.2	BDM asked if the Street Market is taking part in the Love Your Market campaign in May. MH confirmed that the Street Market is taking part.	
3/16/3.3	NSC suggested that a “Flash Mob” could be used to promote the market and it was agreed to contact Hailsham Choral Society to see if this could be done at one of the event markets in the summer.	
3/16/3.4	BB proposed that we should be looking to do some smaller things such as the creation of a video showcasing the market. We could ask PM to see if the media students at HCC could produce the video, which can be available on the HF Website and on other social media accounts. The video could include aerial shots of the market (SI may be able to assist with this), together with interviews with market traders and shoppers at the market. The video could also become the “stock” footage for Hailsham, replacing some of the outdated and negative images that are currently available. The launch of the Hailsham Card could also feature. If HCC are unable to assist then a professional company should be considered. BDM suggested Sussex Downs College as an alternative. It was agreed that MH will approach PM to see if HCC can take this on. It was also agreed that HF will pay HCC to do the video.	MH to approach PM at HCC
3/16/3.5	<u>Minute: 2/16/3.2 HF Legal Basis</u> MH confirmed that she has been waiting for 3VA to get back to her to discuss the options open to HF. The officer responsible is on long term sick so MH will ask 3VA if any one else can assist. If not then SALC or ATCM may be able to help.	MH to contact 3VA.
3/16/3.6	<u>Minute: 2/16/3.3 Promoting Hailsham</u> MC highlighted the positive press releases due to be published in the next few weeks in respect of the new independent businesses that have opened up in the town centre over the past two years and the launch of the Hailsham Card.	

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3/16/3.7	<p><u>Minute: 2/16/3.5 MASHH Town Centre Improvement Works.</u> NSC asked for an update on the works. BB advised the Team that there were some issues around the final design and a new contractor taking over the highway works at ESCC on 1st May. The plan to deliver the project is being worked on by the new contractor and more details of how the works will be undertaken will follow but it is envisaged that they will start in early May with 12-16 week duration. BB also advised the Team that there will be a liaison person available during the works and any road closures will be kept to a minimum.</p>	
3/16/3.8	<p>BDM suggested that HF writes to Wealden DC to push the project. BB asked for this to be delayed for a month to allow the new contractor to get up to speed.</p>	
3/16/3.9	<p><u>Minute: 2/16/3.10 HAAP</u> NSC advised the Team that he has attended the infrastructure working group that includes transport, education and health. He highlighted the fact that there was no health representative, but our MP is going to champion the health element of the infrastructure requirements.</p>	
3/16/3.10	<p><u>Minute: 2/16/3.7 Business Forum Contact Email Addresses</u> MC highlighted the ongoing issue of obtaining the email addresses of the local businesses. BB suggested that we need to follow-up on the Business Forum with the positive message about the Hailsham Card to encourage the business that did not turn up to attend future meetings and take a more active role in the future.</p>	
3/16/3.11	<p><u>Minute: 2/16/3.9 Advertising Opportunities With Local Community Groups</u> MH stated that she will discuss this face to face at the next Forum on 16th March.</p>	MH to discuss marketing opportunities with the community groups.
3/16/3.12	<p><u>Minute: 2/16/7.2 Financial Statement</u> MH advised the Team that the current balance of the HF Project was £18,000 after the cost of the minibus has been taken into account.</p>	

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	BB asked if there was an agreement between the Council and HF on the use and liabilities of the minibus. MC confirmed there was no such agreement. It was agreed that an agreement needs to be in place. It was also agreed that a financial statement will be presented to the Team each quarter.	MC to take this forward with HTC for a MOU MH to provide a quarterly financial statement.
3/16/4	<u>Hailsham Card</u>	
3/16/4.1	MC advised the Team that the Hailsham cards will be ready by the end of March. A number of businesses had signed up following the presentation at the Business Forum and Chris Beveridge will be visiting local businesses to encourage them to sign up in the coming weeks/months. MC will look at a follow-up with all the local businesses to raise awareness of the Card.	
3/16/4.2	PH asked if the Street Market traders will be included, MC confirmed that they will be approached in due course.	
3/16/5	<u>Hailsham Street Market :</u>	
3/16/5.1	See Minute 3/16/3.1 for details on the promotion of the market.	
3/16/5.2	NSC expressed concern about the fruit and veg trader's van being parked on the precinct. MC confirmed that it was difficult for this trader to unload the van, set-up, sell to the public, and move the van to a car park; when he was unable to find a another member of staff to assist. The market staff will continue to try and assist where possible to ensure the van is removed as soon as possible.	
3/16/6	<u>Business Parks:</u>	
3/16/6.1	It was agreed that this will be the substantive part of the next meeting agenda and BB will invite officers from ESCC to the next meeting.	
3/16/7	<u>Any Other Business:</u>	
3/16/7.1	<u>Communication with local businesses.</u> It was agreed that further contact with the local businesses was required to encourage them to	

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	engage with HF and that a mix of phone call and personal visit will be used to gather information from businesses and advise them what HF is doing.	
3/16/7.2	<u>Banners on the highway.</u> RS asked about the number of banners appearing on highway railings. MC confirmed that ESCC were unable to remove these unauthorised banners on an on-going basis but MC would arrange the removal of damaged banners as and when required.	
3/16/7.3	<u>Potential new member.</u> MC stated that Rev David Farey was interested in being involved in the project. It was agreed to invite him to join the Stakeholder Group.	
3/16/8	<u>Date of Next Meeting:</u>	
3/16/8.1	It was agreed that the next meeting will be Friday 8 th April 2016 at <u>8.30am.</u>	