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# HAILSHAM FORWARD

## EXECUTIVE TEAM

MINUTES OF THE MEETING HELD AT 9.00AM ON 7<sup>TH</sup> AUGUST 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  
Cllr Barby Dashwood-Morris: BDM  
Sam Imber: SI

### Action:

7/15/1	<b>Election of Officers:</b>	
7/15/1.1	<u>Chairman:</u> Rob Slater was nominated and the Team agreed unanimously on the appointment of RS as Chairman for the year. _	
7/15/1.2	<u>Vice Chairman:</u> Nick Collinson was proposed and the Team agreed unanimously on the appointment of NC as Vice-Chairman for the year.	
7/15/1.3	<u>Secretary:</u> Mickey Caira was nominated and the Team agreed unanimously on the appointment of MC as Secretary for the year. _	
7/15/1.4	<u>Treasurer:</u> The meeting agreed to hold this over until the next meeting to give Councillor Bentley the opportunity to be considered for the position.	
7/15/2	<b>Apologies:</b>	
7/15/2.1	Phil Matthews: PM Cllr Bill Bentley: BB	
7/15/3	<b><u>Confirmation of the Minutes of the meeting held on 3<sup>rd</sup> July 2015</u></b>	
7/15/3.1	Agreed as a correct record	
7/15/4	<b><u>Matters Arising:</u></b>	

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7/15/4.1	<u>Minute: 6/15/2.1.</u> MC is awaiting details from Robin Hayward at ESCC.	
7/15/4.2	<u>Minute: 6/15/2.4.</u> NAC advised the meeting that he has taken up the issue for cars for sale on the highway at WDC and WDC are looking at this and other enforcement issues under the Clean Neighbourhood & Environment Act.	
7/15/4.3	<u>Minute: 6/15/2.8</u> MC is awaiting details from Robin Hayward at ESCC.	
7/15/4.4	<u>Minute: 6/15/2.9</u> MC confirmed that this has been done.	
7/15/4.5	<u>Minute: 6/15/4.2</u> MC confirmed that the licence was sent to all on the Executive Team and the updated licence sent to the owners of Vicarage Field.	
7/15/4.6	<u>Minute: 6/15/4.8</u> MH confirmed that all market traders have been informed of the new lower price for the Thursday market.	
7/15/4.7	<u>Minute: 6/15/6.1</u> MC confirmed that he has spoken to Lyoness and dates for a meeting in early September to discuss the Business Forum have been put forward for early September.	
7/15/4.8	<u>Minute: 6/15/6.2</u> MC confirmed that he is working with JT and the latest cohort at Hailsham Works to work on the delivery of the invitation letters.	
7/15/4.9	<u>Minute: 6/15/9.1</u> MH confirmed that she will be doing an audit of the current signage in the next few weeks and will work with MC to provide a proposal on signage.	
7/15/5	<b><u>Hailsham Street Market- Market Traders and Stall facility:</u></b>	
7/15/5.1	MC proposed that the Thursday markets for the remainder of 2015 should be free in order to ascertain if market traders will support a Thursday market in Hailsham. This will help Hailsham Forward establish if it should continue to organise a Thursday market in 2016. This was agreed by the Team.	

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7/15/5.2	CT suggested that more high quality market traders should be sourced for the market and more promotion of the market should take place.	
7/15/5.3	It was agreed to look at the cost of direct marketing of the street market and promotion through local media.	MH to get prices for the cost of promotional activity.
7/15/5.4	NAC suggested that the small empty unit on Vicarage Field could be rented to store the market stalls, provide a “shop front” to both promote the market and the work of Hailsham Forward.	MC to look at the cost of this.
7/15/5.5	MH put forward a request by the Hailsham Transport Action Group to use the Community Stall at the Street Market in October to encourage local people to take part in WDC consultation on the Local Plan. It was agreed that as this activity did not fulfil the criteria of the use of the community stall the Group would have to pay the normal fee if they wanted to use a stall for this purpose.	
7/15/6	<b><u>Residents Forum Meeting 16<sup>th</sup> October 2015:</u></b>	
7/15/6.1	MC confirmed that the next forum will take place on Friday 16 <sup>th</sup> October at the Civic Community Hall.	
7/15/6.2	Following the first forum it is clear that the public need to be provided with more details of the Hailsham Forward Project and what it is aiming to do for the town. SI proposed that there needs to be more up to date pr on the project. RS proposed that Hailsham Festival FM could be used to promote the project.	
7/15/6.3	There has been some feedback from the public on the management of the first forum and there has been a request for the forum to be formally chaired and only questions sent in advance to be dealt with at the meeting. It was agreed that at the next forum a non-councillor will chair the meeting and RS offered to undertake this role. MH offered to arrange for tea and biscuits to be available at the forum.	MH to organise refreshments for the next forum

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	<p>MH confirmed that the next Community Forum will take place on 11<sup>th</sup> August and she will ask at this forum for ideas of topics for the next Residents' Forum.</p> <p>SI offered to post details of the next Residents' Forum on social media and MC to arrange a press release again requesting ideas for topics for the next forum.</p>	<p>MH to ask for any topic ideas at this forum.</p> <p>SI to publicise the next forum. MC to arrange a press release.</p>
7/15/7	<b><u>Lyoness Loyalty Scheme:</u></b>	
7/15/7.1	The event is to take place on 2 <sup>nd</sup> October at the Civic Community Hall from 6pm to 9pm.	
7/15/7.2	It was agreed to meet with Lyoness on the 3 <sup>rd</sup> September at 3.30pm as the first item on the next Hailsham Forward Executive Team meeting. This will establish how the scheme will be promoted to local businesses and the residents and how it will be administered.	
7/15/7.3	The scheme will be presented at the Business Forum on 2 <sup>nd</sup> October together with an update on the High Street improvement scheme and the Christmas events taking place for 2015.	
7/15/8	<b><u>Christmas Late Night Shopping Event:</u></b>	
7/15/8.1	SI outlined the event in Uckfield he previously organised, that included "hunt the character competition" that encouraged children to visit a lot of the shops in order to complete their pre-printed cards and a chance to win a prize. A lot of businesses reported a 50% to 75% increase in sales from the previous year. Local businesses donated prizes for this activity. The cards were sent to all the schools to be given to the children.	
7/15/8.2	The Team discussed what day of the week this should happen and SI proposed that it should be a Friday or Saturday to avoid school the next day. It was agreed to look at doing this on a Friday in November 2016 and to include the Christmas Lights Switch On as part of the event and to work with the Town Council's Communities Committee to organise the event. It was also agreed to discuss this proposal with the local traders at the Business Forum to get some feedback.	

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7/15/8.3	BDM offered to support this and other events in her capacity as Chair of Wealden District Council; this was welcomed by the Team.	
7/15/9	<b><u>Small Business Saturday 5<sup>th</sup> December:</u></b>	
7/15/9.1	MC advised the meeting that this activity was a national promotion of small businesses by the FSB and supported by American Express. The date coincides with Hailsham's Christmas event.	
7/15/9.2	BDM asked for more details. As this item was put forward by NAC and had to leave the meeting prior to this item being discussed it was agreed to take it up at the next meeting.	
7/15/10	<b><u>Signposting on the Cuckoo Trail in Hailsham town centre:</u></b>	
7/15/10.1	MH confirmed that she will audit the current signage and work with MC to draw up some proposals. This will be brought back to the Team. Future decisions on permissions for any new signage and who will meet the cost of signage will need to be made.	MH to undertake an audit of signage MH/MC to work on a proposal for signage.
7/15/11	<b><u>Any Other Business:</u></b>	
7/15/11.1	NSC questioned whether the partnership name of Hailsham Forward should include our close neighbour Hellingly. BDM confirmed that personally she liked the name as it was, but would ask Hellingly Parish Council at their next meeting in September if they wish to see the name of Hellingly as part of the main partnership name.	BDM to seek the views of Hellingly Parish Council.
7/15/11.2	CT proposed that the Street Market should attempt to find more traders and those who provide high end goods to attract visitors with more spending power to the town centre. He also stated that the market needs to be promoted more.	
7/15/11.3	JT suggested that a large advertising sign could be placed on the side of the 2 North Street building to promote the market. She also suggested that an information board adjacent to the public toilets would be good as so many people use the public toilets. MC agreed to look at these proposals	MC to look into providing advertising signs at 2 North Street.

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7/15/11.4	BDM suggested traders such as Flint Owls from Lewes could be one such trader. MH pointed out that the market should be for everyone in Hailsham including those families on low incomes.	MH to make contact with Flint Owls.
7/15/11.5	It was agreed to approach Tracey Ryland to source new traders for the Street Market. Tracey was employed by Hailsham Forward in 2013 to manage the Christmas event including finding traders for the event. NSC agreed to make contact with Tracey to have a meeting to discuss this proposal; to include NSC and MC.	NSC to make contact with Tracey Ryland
7/15/12	<b><u>Date of Next Meeting:</u></b>	
7/15/12.1	It was agreed that the next meeting will take place on Thursday 3 <sup>rd</sup> September at 3.30pm at the Town Council Offices. The first business will be to meet Lyoness to discuss the promotion of the scheme to local traders at the business forum on 2 <sup>nd</sup> October.	