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HAILSHAM FORWARD

EXECUTIVE TEAM

MINUTES OF THE MEETING HELD AT 8.30AM ON 8TH JANUARY 2016 AT
HAILSHAM TOWN COUNCIL OFFICES, MARKET STREET, HAILSHAM

Attendees:

Cllr Nick Collinson: NAC

Cllr Barby Dashwood-Morris: BDM

Cllr Chriss Triandafyllou: CT

Cllr Bill Bentley: BB

Rob Slater: RS

Jan Townsend: JT

Michelle Hagger: MH

Mickey Caira: MC

Keith Ramshaw: KR

Chris Beveridge: CB (Town & City Cards) for item 2.

Action:

1/16/1	Apologies:	
1/16/1.1	Cllr Nigel Coltman: NSC Sam Imber: SI Phil Matthews: PM	
1/16/2	<u>Hailsham Card – Presentation & Discussion:</u>	
1/16/2.1	CB made a brief presentation on the background to the card and how the card works and provided a handout with a brief overview together with sample cards from Hastings and St Leonards.	
1/16/2.2	CB confirmed that the card would be universal and card holders would be able to use their card in any town and business that were part of the scheme. The card was aimed at independent businesses and provided cross promotion through the towns that are on the scheme.	
1/16/2.3	CB is also working with large employers, where the employer gifts the cards to employees for them to earn discounts within the scheme.	
1/16/2.4	CB has also used the card to raise money for charities and has sponsored large events.	

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1/16/2.5	<p>CB confirmed that the initial cost to set up the scheme in Hailsham would be £595 and would include 950 cards to be given away/sold to local people. Full details of this are provided in the handout. CB also highlighted the opportunity to use the back of the card and backing card to sell advertising space, and suggested that if Hailsham Forward agrees to buy into the scheme and purchase the initial 950 cards' they could use the back of the card to promote the Hailsham Forward project.</p>	
1/16/2.6	<p>The cards are sold to the public by the local retailers and they can make a profit on each card sold. The cost of the cards are £10 to the public and are available at a cost price of £3.50 Therefore giving the local retailers a profit on selling the cards. The membership on the cards lasts for 12 months. The retailer would "earn" loyalty by providing discounts to card holders and would have a higher profile on internet searches with the information produced by CB as part of benefits of joining the scheme. There is no cost to the retailer to be in the scheme other than providing the discounts for members. Retailers would also be encouraged to review the cards, to be in a position to sell the cardholder a renewal card when the 12 month membership is near expiry.</p>	
1/16/2.7	<p>NAC stated that as a local business owner he will strongly consider this scheme. He suggested that the initial cards can be used to promote the scheme, providing some of the cards free of charge to the local retailers and public.</p>	
1/16/2.8	<p>CB confirmed that he will go and visit local retailers to get them to sign up to the scheme and arrange the discounts and promote the retailer through the website and app.</p>	
1/16/2.9	<p>RS asked how Hailsham Forward can earn some income from this. NAC stated that the scheme is about promoting local business first and it will be a decision of the Team to use the scheme to earn some income.</p>	
1/16/2.10	<p>JT stated that it is important to promote the scheme as widely as possible to gain the most</p>	

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	benefit for the town's businesses.	
1/16/2.11	RS asked how the cards are used to earn the discount including any on-line transactions. CB explained that the discount is applied at the point of sale by the retailer and in the case of on-line sales applied by the use of a discount code supplied to the customer.	
1/16/2.12	BB on checking the Town City Cards on-line commented that you are taken to Hastings Card and therefore this may be confusing/misleading for potential Hailsham shoppers. With the three current towns clustered in the same area this may have a negative impact on Hailsham. Can this be reconfigured to give you an option to select a town/location as soon as you search for Town City Cards?	
1/16/2.13	NAC expressed one concern with the proposal that CB was the only person operating the scheme and therefore there is an issue if CB is not able to operate the scheme at any point in the future without some sort of backup.	
1/16/2.14	RS asked CB if he is involved in any partnerships, CB confirmed that he is part of the St Leonards Town Team.	
1/16/2.15	RS asked if CB has plans to expand the scheme. CB confirmed that he has already registered Hailshamcard.co.uk along with any other local town that has a McDonald's restaurant in it, with a view to expand in the future.	
1/16/2.16	KR asked if the Hailsham Card can be used in other towns with the scheme. CB confirmed that this was part of the offer and included all on-line promotions as well.	
1/16/2.17	CB stated that Freedom Leisure are part of the scheme and provide a no joining fee offer (worth £40). He also stated that Experience Holidays based in Hailsham have joined the scheme.	
1/16/2.18	KR asked how long it would take to set up the scheme if Hailsham wanted to go ahead, CB	

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	<p>confirmed it would take around three weeks to get the cards produced a number of months to get the businesses signed up and the technical side established. Businesses can sign up using the following link http://www.towncitycards.com/business/</p>	
1/16/2.19	CB left the meeting.	
1/16/2.20	NAC suggested that if the proposal goes ahead then in addition to the initial set-up cost of £595 some promotional costs would need to be agreed of around £400 - £500. Some of the set-up costs could be recovered by “selling” some of the initial stock of cards provided as part of the £595 package to the local traders for say £5 this could complement some free cards given to all traders who wish to take part.	
1/16/2.21	BB reiterated his concern on the initial page presented when doing an on-line search and would want this changed as part of the setting up of the Hailsham Card as highlighted in 1/16/2.12. He suggested that this work would take longer than the three weeks quoted by CB in setting up the Hailsham Card.	
1/16/2.22	It was suggested that the Hailsham Forward website and Town & Shopping Guide should be updated in order for these to take you to the Hailsham Card as part of the establishment of the proposed project.	
1/16/2.23	It was agreed that a proposal will be taken to the next Stakeholders meeting proposing that Hailsham Forward undertakes this project at a cost of £1,000.	
1/16/2.24	JT suggested that this could be launched as part of the re-launch of the town centre following the road improvement works. BB suggested that the local retailers would benefit from the card offers being available during the works. It was agreed to take this to the Business Forum on 23 rd February and get the local traders to pledge support at this point, and undertake further promotion of the scheme once agreed by the Stakeholder meeting.	
1/16/3	Confirmation of the Minutes of the meeting	

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	held on 6th November 2015	
1/16/3.1	Agreed as a correct record.	
1/16/4	<u>Matters Arising:</u>	
1/16/4.1	<u>Minute:11/15/3.6.</u> This has now been actioned.	
1/16/4.2	<u>Minute: 11/15/3.11.</u> MH provided details of the cost of radio advertising with Sovereign Radio. This was discussed later in the agenda.	MH to forward the details to the Team.
1/16/4.3	<u>Minute: 11/15/6.6.</u> MC confirmed that this will be investigated before the next meeting.	MC/MH to take this forward.
1/16/4.4	<u>Minute: 11/15/8.2</u> MC confirmed that a banner will be purchased when dates for public feedback are established.	
1/16/4.5	BB highlighted the continued negative press about Hailsham and questioned what could be done to promote the positives aspects of the town. A number of suggestions were put forward but it was recognised that newspapers etc were only interested in negative stories. It was agreed that the Team need to look at promoting the whole town not just the Street Market and events, to include out of town marketing and MH would investigate this.	MH to investigate promoting Hailsham in a positive way.
1/16/5	<u>Business Forum:</u>	
1/16/5.1	It was agreed that the event start will be 6.00pm for a 6.30pm start with tea, coffee and biscuits served. The room layout will be cabaret style with a member of Hailsham Forward on each table.	
1/16/5.2	It was agreed that Forum will include updates on the Town Centre Road improvements and the introduction of the Hailsham Card if endorsed by the Stakeholder Group. BB suggested that it would be good to get the new lead officer for the town centre improvement works to attend the meeting to provide information and an introduction to the local traders.	MC to produce the invitation letter. BB to invite the lead officer to the event.
1/16/5.3	It was agreed that MC will produce an invitation letter to be sent to the Team for comment.	MC & JT to arrange delivery of the letters.

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1/16/5.4	<p>It was agreed that MC will arrange hand delivery of the town centre letters and JT will arrange delivery of the letters to the business parks.</p> <p>It was agreed that MC would investigate obtaining email addresses for all the Hailsham businesses with a business premises to potentially use for future communication with the local businesses.</p>	MC to investigate obtaining email addresses for local businesses.
1/16/6	<u>Hailsham Street Market :</u>	
1/16/6.1	MC put forward a quote received from Wealden Eye to have a page or half page advert in the bi-monthly publication. The circulation was around 6,500 with 3,000 delivered direct to local homes via newspaper deliveries in Eastbourne, Willingdon, Polegate and Hailsham. The Team agreed that further investigation on the cost of magazine advertising was required to ensure value for money.	
1/16/6.2	Other suggestions for promoting the Street Market included radio advertising from the local community radio stations such as Seahaven, Uckfield and the emerging Hailsham Festival FM and Sovereign FM; taking out ads in local newsletters and receptions such as doctor surgeries and Post Office.	MH to get details of radio advertising form community radio stations.
1/16/6.3	It was agreed that the Team would check newsletters and receptions areas and report back to the next meeting. MH offered to talk to all the community groups to ascertain if any of them produce newsletters.	MH to check with community groups on newsletter advertising. All to investigate local newsletters and reception areas
1/16/7	<u>Wealden Issues and Options:</u>	
1/16/7.1	MC reported that there had been an initial scoping meeting of the HAAP Steering Group and he will forward the notes of this meeting. The Team will have an input as the process moves on through their representative, reporting back to the Team on a regular basis.	MC to forward the notes of the first HAAP Steering Group meeting.

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1/16/8	<u>Any Other Business:</u>	
1/16/8.1	None.	
1/16/9	<u>Date of Next Meeting:</u>	
1/16/9.1	It was agreed that the next meeting will be Friday 12 th February 2016 at <u>8.30am.</u>	