

# HAILSHAM FORWARD

## Stakeholder Group Meeting

NOTES OF THE MEETING HELD AT 10.00AM ON 29TH APRIL 2016 AT  
THE DIPLOCKS HALL, THE DIPLOCKS, HAILSHAM

### **Attendees:**

Jan Townsend: Tomorrow's People  
Suzanne Collins: Hellingly Parish Council  
Lucy Cheshire: Sussex Community Development Association  
Michelle Hagger: Hailsham Town Council  
Steve Wennington: Hailsham Active  
Cllr Nick Collinson: Wealden District Councillor  
Cllr Paul Holbrook: Hailsham Town Councillor  
Richard Grocock: Environment Hailsham  
Mickey Caira: Hailsham Town Council  
Michelle Gray: Wealden District Council  
Ralph Olesen: The Link Hailsham  
Terry Hall: Hailsham Town Council  
Trina Mayson: The Now! Charity Group Ltd  
Cllr Chriss Triandafyllou: Hailsham Town Council  
Cllr Nigel Coltman: Hailsham Town Councillor

Brenda Taylor and Cllr Frank Berry were also in attendance

### **1. Introductions and Apologies:**

Cllr Nigel Coltman thanked everyone for attending and invited all those present to introduce themselves to the meeting.

Apologies were received from:

Chaquita Moore: DWP  
Cllr Roy Galley: Wealden District Councillor  
John Harrison: Hailsham Town Council  
Nigel Hannam: Wealden District Council  
Alice Matthews: Sussex Community Development Association  
Cllr Barby Dashwood-Morris: Hellingly Parish Councillor  
Cllr Bill Bentley: East Sussex County Council  
Nus Ghani: Member of Parliament  
Jenny Seale: Hailsham Farmers' Market  
Dermot Clarke: DWP  
Phil Matthews: Hailsham Community College  
Irit Meyer: representing St Marys Walk  
Jeremy Shepherd: representing St Marys Walk  
Cllr Amanda O'Rawe: Hailsham Town Councillor

## **2. Notes of meeting held on 5<sup>th</sup> February 2016:**

The notes of the meeting held on 5<sup>th</sup> February 2016 were agreed as an accurate record.

## **3. Matters Arising:**

Councillor Nick Collinson updated the meeting on the bid for funding by the Chamber of Commerce to Wealden District Council to set up a Pop-Up-Shop in Hailsham town centre. He confirmed that funding of just over £5,500 has been awarded to the Chamber of Commerce and they will now be progressing the project.

Ralph Olesen asked if the CCG were now regularly attending the HAAP meetings. Councillor Collinson stated that they had attended one meeting but not the one held the day before. He also informed the meeting that to help persuade the CCG to get involved Nus Ghani had organised a meeting with the CCG.

In response to a question about the land allocated for medical services at the rear of the Wealden's offices, Councillor Collinson confirmed that Wealden District Council has taken a lead in this to try and ensure the land allocated is used for medical services.

The feedback to the HAAP process to date is how the infrastructure will be delivered?

## **4. Update on the Work of the Executive Team:**

Mickey Caira highlighted the work of the Executive Team as detailed in the written report.

### Loyalty Card

He displayed the new Hailsham Card and answered questions about the operation of the card. Details about the card are below.

He confirmed that seven local businesses had signed up with two more committed to join the scheme and that a letter will be sent to all known businesses, including the industrial parks, in the next couple of weeks to encourage them to join the scheme.

### The Hailsham Card

#### **Objective**

The Hailsham Card will promote businesses in Hailsham to the public. By offering discounts & limited offers to cardholders businesses will gain new regular customers. The card will also create revenue for the businesses as

the Hailsham Card will be sold as the businesses own loyalty card. Annual membership is £10 (rrp)

### **Strategy**

Each of the retailers will be given 10 Hailsham Cards to sell to the public. The remainder of the Hailsham Cards will be used for promotional purposes (competitions, silent auctions for charities, school fetes etc). This is to get a small user base operating quickly and for businesses to see the card as a saleable product. An expiry date is required to be written at the point of sale on the card.

### **Public benefits**

- 12 months of unlimited access to the discounts we have negotiated with independent businesses in Hastings, St Leonards, Bexhill, Eastbourne, Battle & Rye
- A free Apple App & Google Play App to locate the businesses and view the discounts.
- A high quality membership card that can be used in any town featured on the App & website.
- Monthly email for additional offers that are added monthly.

### **Business benefits**

- A micro site on the website and App with GPS maps, offer, profile, business logo, contact, opening times and telephone integration.
- Social media promotion (post boosts on Facebook, Twitter)
- Bespoke videos that are optimised to rank on Google.
- Direct email marketing to the membership.

There is no charge to the businesses for the above; however their discount should result in a generous discount/offer for the member. This offer needs to be exclusive to the Hailsham Card.

### **Summary**

A 'Buy Local' solution that creates revenue for the businesses of Hailsham through membership sales and new customers.

For more information please contact Mickey Caira at the above address. To sign up to the scheme please visit <http://www.towncitycards.com/hailsham-forward/>

Michelle Gray and Suzanne Collins offered to publicise the card. Mickey Caira Confirmed that he will send through the details about the Card to Suzanne and Michelle.

Councillor Coltman asked Ralph Olesen if the local churches produce any newsletters that can promote the card. Ralph confirmed that he will check this but he does not think so.

## Shop Fronts

Mickey Caira confirmed that he and Councillor Coltman had undertaken another tour of the town centre and noted issues with shop fronts, including poor decoration and weeds. Following on from work the Chamber of Commerce has undertaken over the past three years to encourage shop tenants to make improvements, a letter will be sent from the Town Mayor, Councillor Coltman praising those businesses that have made improvements and challenging those with poor shop fronts to make improvements.

Mickey Caira highlighted the fact that there have been a lot of improvements to the town centre businesses over the past three years.

## Street Market

Mickey Caira highlighted the recent issue of the overall falling number of traders, and lack of traders on the Thursday. He confirmed that work carried out by Michelle Hagger over the past few months had generated nine enquiries from new traders with three signed up and trading and a fourth to start trading in May. Despite this numbers are still relatively low.

Councillor Coltman highlighted the inconsistency of not trading every Saturday that affected the numbers of both shoppers and traders. He stated that the numbers of traders are still very poor for a Thursday, despite no stall charge to traders on that day. He proposed that the Thursday market is stopped, that the market trades every Saturday and the start and end times are changed.

This suggestion was supported by others; some highlighted the potential impact on the Farmers' Market. Councillor Coltman invited everyone to have an input into this suggestion and asked Brenda Taylor, a market trader to comment. She agreed that the Thursday market should stop and that the market should trade every Saturday. She also proposed that the market should start earlier and finish earlier as some traders leave before 3pm.

Councillor Coltman formally proposed that i) the Thursday market is scrapped, ii) market to switch to every Saturday, iii) times are changed to start earlier and finish earlier, subject to consultation with the traders, and iv) inform the Farmers' Market of the changes if agreed.

On the vote everyone voted in favour of the changes except Councillor Holbrook who abstained. It was agreed that the changes should happen as soon as possible, aiming to start from June.

## **Note:**

Following the meeting discussion has taken place with the Market Manager about traders leaving early this has highlighted that only one trader regularly leaves early with a second occasionally leaving early. Only when the weather is very poor do some other traders leave early. Consultation has also taken

place with the traders about start and finish times. All traders responding are happy with an earlier start but none want the market to close early except possibly during January to March.

**On this basis it is proposed that the market times should change to 8.30am to 3.00pm from June.**

### Forums

Councillor Collinson mentioned the recent Business Forum where the Hailsham Card was presented to the local businesses. He stated that the Chamber of Commerce are supporting the Card. He also highlighted that there is still a disconnection across the business community and asked what can we do to help this?

### **5. Update on the MASHH Project:**

Councillor Coltman stated that the project involved four councils working together to deliver traffic improvements in the town. He highlighted the fact that just before the town centre improvements works were to be delivered East Sussex Highways has changed its main road contractor to Costains. This has resulted in a further delay of the start of this scheme to allow for the new contractor to start on 1st May and get mobilised for the works. A new start date is yet to be determined.

Ralph Olesen commented that there were traffic engineers in Hailsham High Street on 28<sup>th</sup> April.

Councillor Collinson proposed that Hailsham Forward formally write to East Sussex County Council to get a start date and then to publish this to stop the on-going confusion over the scheme.

### **6. Update on the Hailsham Area Action Plan (HAAP):**

Councillor Coltman stated that there are two plans currently being developed in response to Wealden's Local Plan proposals. The first is the Hailsham Area Action Plan (HAAP) which is being developed by Wealden District Council; the second is a Neighbourhood Plan for Hailsham being developed by Hailsham Town Council. There is some overlap on the contents of the two plans, but the geographical areas are different, the HAAP covers Hailsham and the surrounding area, while the Neighbourhood Plan is limited to the parish of Hailsham. Wealden's Plan proposes three options one of which is declared as the preferred, that proposes the building of 9,500 homes in the Hailsham area from 2022 to 2037.

Councillor Coltman highlighted that the amount of proposed building is being forced by central government. He also highlighted the major issues in delivering a large amount of housing without the improvements to the A22/A27 which have not agreed to. Hailsham does not have a railway station which is also a major factor for the proposed increase in housing. Wealden

District Council is working to complete the HAAP by the end of 2016 to ensure that their overall plan can be completed as soon as possible. This will help limit the amount of planning applications for larger developments being submitted by developers prior to the Local Plan being completed and agreed by a Government planning inspector.

Michelle Gray stated that consultation was a key part of the development of the HAAP and there is a community group consultation session happening on 16<sup>th</sup> May at 2pm in the Hailsham Civic Centre. Councillor Berry commented that 10 community groups have confirmed their attendance.

## **7. Appointment of Additional Members to the Executive Team:**

Mickey Cairra stated that both the Chamber of Commerce and FSB representatives had resigned from Hailsham Forward in recent months and that both organisations have now appointed new representatives. Petrina Mayson the new Chairperson of the Chamber of Commerce will be the Chamber rep and Clive Soper will be the new FSB rep. Both representatives have highlighted the fact that they may not be able to attend all meetings and that they would like to provide a substitute when required.

The meeting agreed to the new Chamber of Commerce and FSB representatives.

## **8. Any Other Business:**

Michelle Gray highlighted the recently published Streets Ahead newsletter that is now available. She also mentioned the Street Ahead Seminar that is taking place on 21<sup>st</sup> June in the Uckfield Civic Centre, all are welcome. The main presentation will be on BID s, Business Improvement Districts. There are also Digital Business Skills training being provided by Wealden, with the cost to attendees subsidised to £50 per business. There are two courses with three sections to each course. Michelle also mentioned the Wealden Dementia Action Alliance Launch on the 19<sup>th</sup> May in the Hailsham Civic Community Centre. Details on all these activities can be provided by Michelle.

Steve Wennington requested that he makes a ten minute presentation on the work to establish a Hailsham Sports Park at the next Stakeholder Meeting, which was agreed. He will also make a presentation to the next Community Forum.

The Chairman thanked everyone who attended.

The next meeting will take place in three months time the end of July, date to be confirmed.