

**Notes –Hailsham Forward - Town Team  
Friday 30<sup>th</sup> November, 10.30am, Diplocks Hall, Hailsham.**

Attendees: John Harrison (Hailsham TC), Mickey Caira (Hailsham TC), David Saxby (Hailsham TC), Terry Hall (Hailsham TC), Frances Conway (Tomorrow's People), Cllr Paul Holbrook (HTC), Cllr Mrs M Rowe (HTC), Mustafizur Rahman (HTC Youth Council), Anton Bree (Hailsham Chamber of Commerce), Cllr Nick Collinson (HTC), Charles Hendry MP, Peter Sabine (Aid to Mr Hendry), Tracy Harper (Assistant Clerk to Hellingly Parish Council), Paul Soane (Waitrose), Phil Matthews (Hailsham Community College), Cllr David White (Hellingly Parish Council), Nigel Hannam (Wealden District Council), Darran Hathaway (Federation of Small Businesses), Paul Crompton (Sussex Express), Cllr Roger Thomas (East Sussex County Council), Cllr Bill Bentley (East Sussex County Council),

**1. Introductions and Apologies**

In the absence of Councillor Nigel Coltman Chairman of Hailsham Town Council's Business Development Committee, Councillor Bill Bentley chaired the meeting and allowed all attendees to briefly introduce themselves.

Apologies were received from Councillor Nigel Coltman (Hailsham TC), Phil Brooks (Hailsham Farmers Market,) Cllr Roy Galley (Wealden DC), Philip Moon (Clerk to Hellingly PC), Alister Hume (Hillreed Developments Ltd), Ken Posner (Keneth Peters Representing the Quintin's) and Mrs Irit Mayer (Representing St Mary's Walk)

**2. Notes of the Meeting held on 14<sup>th</sup> September 2012**

The notes were agreed as an accurate record of the meeting.

**3. Matters Arising**

None.

**4. Formation of a Small Executive Team**

The Chairman asked for nominations/volunteers for this "Executive Team"

The following were endorsed as the "Executive Team" and given the authority to take the work of the Town Team forward:

Cllr Nigel Coltman (Hailsham Town Council, Chair of Business Development Committee)  
Paul Soane (Manager of Waitrose Hailsham)  
Anton Bree (Chairman Hailsham Chamber of Commerce)  
Mickey Caira (Hailsham Town Council, Deputy Town Clerk & Business Enterprise Manager)  
Cllr Paul Holbrook (Hailsham Town Council)  
Cllr Nick Collinson (Wealden District Council)  
Cllr Roger Thomas (East Sussex County Council)

**5. Development of "Hailsham – The Way Forward document.**

There was much discussion on the existing plan and how to take the plan forward. It was agreed that there were two key elements to taking a plan forward; a more

detailed short term business plan for the town to assist the business community, that is business led. This is what has been produced by the Eastbourne Town team and should be reviewed as part of producing a short term plan for Hailsham. The second element is a longer term plan for Hailsham and how this fits into the Local Development Framework (LDF) produced by Wealden District Council. It was agreed that a longer term plan must take account of the development of the town including the additional retail space.

Nigel Hannam confirmed that the LDF was to be more widely publicised as part of the process of getting the detail into the plan and this would include an invitation to local businesses and media to get directly involved. Paul Soane commented that the longer term business plan for Hailsham must have a strong link to the LDF.

## **6. Consideration on the use of the £10,000 Government funding.**

The Chairman asked for suggestions on the use of the funding.

The Following items were put forward and agreed for the Executive Team to pursue:

- Dedicated Website for “Hailsham Forward” – Anton Bree to take this forward with a member of the local Chamber of Commerce.
- Marketing: Get a positive message out now, “businesses will want to come to a busy town”. Work on local people to use their town centre.
- Marketing: Hailsham awareness campaign with local people.
- Marketing: Use of social media to promote the town centre.
- Marketing: Produce welcome pack for all new residents, “encouraging” them to visit the town centre. (Review if this can be tied into a welcome letter already produced by Charles Hendry MP.
- Signage: stickers to promote the Hailsham Forward project.
- Signage: A22 Southbound by Boship Roundabout, erect a large sign directing people into Hailsham, with space for a permanent sign and temporary sign for events markets etc.
- Signage: provide signage detailing free car parking in the town centre.
- Signage: shop directory.
- Signage: Finger posts in the town centre.
- Signage: Town centre maps in all the town centre car parks.
- Signage: All signs and leaflets etc should “sell” Hailsham’s free parking.
- Shop fronts: “dressing empty shops”

Mickey Cairn commented on creating a clean and safe environment was one of the main factors influencing the public’s use of the town centre. The following initiatives were put forward to assist in the creation of a cleaner safer town centre:

- Friday Night Project, a Hailsham Town Council project that provides young people with a number of activities every Friday night, and diverts them away from the town centre and potential anti social behaviour.
- Mechanical street sweeper to sweep the town centre and be visible doing so. Nigel Hannam to investigate the possibility for Wealden District Council to undertake this task.
- Phil Matthews stated that Hailsham Community College is working with all the students and the police to promote better behaviour of the students outside of

the College; and is happy to work with everyone to help improve student behaviour.

- Frances Conway stated that the proposed Hailsham Works project would help reduce anti-social behaviour in the town.

Other suggestions on how to put young people into a more positive light were put forward, in an attempt to reduce the fear of crime in the town centre. These included young people “assisting” others in the town, especially in the run up to Christmas and Hailsham Community College Choir performing in the town centre. Phil Matthews agreed to look at these but commented on the safeguarding issues that may need to be addressed.

Paul Soane asked if there were any more funding opportunities available to the town.

The following were put forward:

- Creation of a Hailsham Town Lottery
- Bids to both East Sussex and Wealden District Council from relevant grant funding schemes.
- Hailsham Town Council – Revitalisation Fund currently £26,100

## **7. Feedback on Public Consultation on “Hailsham- The Way Forward” document.**

Mickey Caira made reference to the summary of results provided with the meeting papers, and asked for any comments. There were no comments on the survey. Mickey Caira asked for ideas on getting more feedback on this and future plans.

The following suggestions were made:

Use any exiting user/resident panels especially those used by Wealden District Council. Nigel Hannam agreed to look at this.

Use the proposed Hailsham Forward website to consult with links to the Youth Council, Hailsham Community College and the police.

Paul Soane suggested that Waitrose could do some work on this with their 10,000 weekly customers, including offering incentives to take part.

Supervised young people asking questions in the town.

Using an empty shop.

Note: Councillors Bill Bentley and Roger Thomas had to leave the meeting in order to attend a meeting at County Hall. Charles Hendry MP took over the chair for the remainder of the meeting.

## **8. Prize Draw for £50**

Charles Hendry MP kindly drew the name of the winner of the £50 prize from the respondents to the public consultation on “Hailsham – The Way Forward”

The winner was Mrs S Hegarty a local resident.

## **9. Any Other Business**

It was agreed that the wider stakeholder group would meet every three months, the next meeting to be held in early March 2013.

The Executive Team to meet monthly to start with, the first meeting to be held in early January 2013.

Charles Hendry thanked all those who had attended and contributed to the meeting and the project.