

HAILSHAM TOWN COUNCIL

BUSINESS ENTERPRISE COMMITTEE

AGENDA

Notice is given of a meeting of the Business Enterprise Committee, to be held at the Fleur-de-Lys Council Chambers/Meeting Rooms, Market Street, Hailsham, on

Thursday 12th March 2015 at 7.30pm

Prior to commencement of the remainder of formal business of the meeting, a period of not more than 15 minutes will be assigned for the purpose of permitting members of the public to address the assembly, or ask questions on matters relevant to responsibilities under the direction of this committee, at the discretion of the Chairman.

The order of formal business to be transacted will thereafter be as follows:

1. **Apologies for Absence**
To receive apologies for absence of appointed members.
2. **Declarations of Interest**
To receive notice of declarations of personal or prejudicial interests in respect of items on this agenda.
3. **Minutes of previous Meeting**
 - 3.1 A) To confirm that the Minutes and Reports of the Meeting of the Business Enterprise Committee (Ref: BEC/14/5/35-46) held on 15th January 2015, were confirmed as being a correct record.
 - 3.2 B) To consider any matters arising.
4. **Hailsham Festival of Arts & Culture**
To receive a verbal report on the Hailsham Festival of Arts & Culture 2015.
5. **Hailsham Forward**
To receive an update on the activities of Hailsham Forward. Minutes of the meeting held on 15th January and draft minutes of meeting held on 13th February 2015 are attached for information.
6. **Hailsham and Hellingly Movement & Access Strategy.**
To receive a verbal update on the Movement and Access Strategy.
7. **Hailsham Heritage Trail**
To consider funding the cost of replacing some of the faded Heritage Trail signs (that mark each of the sites on the Trail), from Council resources.

8. **Tourist Signs on the A22**

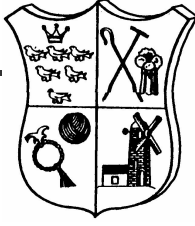
To receive a verbal update on the progress made on the Tourist Signs and to consider how to move this project on based on the progress made to date.

Dated this 6th day of March 2015



JOHN HARRISON
Town Clerk

Committee Membership:
Councillor Mrs. S. J. Bentley
Councillor N.A. Collinson
Councillor N.S. Coltman
Councillor P. Holbrook
Councillor B. Marlowe
Councillor Ms. A. O'Rawe
Councillor Mrs. M Rowe



HAILSHAM TOWN COUNCIL

BUSINESS ENTERPRISE COMMITTEE

REPORT (Minutes) of the Business Enterprise Committee held at the Fleur de Lys Council Chambers, Market Street, Hailsham on Thursday 12th March 2015 at 7.30 pm.

Prior to commencement of formal business, a period of not more than 15 minutes was assigned for the purpose of permitting members of the public to address the Committee or ask questions (on matters relevant to the responsibilities under direction of this Committee) at the invitation and discretion of the presiding Chairman.

BEC/ **Present**

14/6/47 Councillors: N. A. Collinson, (Vice Chairman) N. S. Coltman, (Chairman) P. Holbrook, and Ms A O'Rawe

48 **Officers Present:** Mr. J Harrison (Town Clerk) and Mr. M. Caira (Deputy Town Clerk & Business Enterprise Manager)

49 **Apologies For Absence:**
Mrs M. Rowe

50 **Declarations of Interest:**
Councillors:, N. A. Collinson, (Vice Chairman, N. S. Coltman, (Chairman) and P. Holbrook declared personal interests as they are members of the Hailsham Forward Executive Committee.

Confirmation of Minutes:

51 **RESOLVED** to note that the Minutes and Reports of the Meeting of the Business Development Committee (Ref: BEC/14/5/34-46) held on the 15th January 2015 were confirmed as being a correct record.

52 **Matters Arising:**

52.1 Minute Ref: 14/5/43.5 was repeated and the second minute reference should be amended to 14/5/43.6.

52.2 Minute Ref: 14/5/43.6 Pole Planters. The Committee Chairman asked for an update on this item. The Deputy Town Clerk & Business Enterprise Manager advised the Committee that Environment Hailsham had now signed the Memorandum of Understanding with the Council and have therefore agreed to provide plants for both the summer and winter. This will reduce the amount of time the planters are empty.

52.3 Minute Ref: 14/5/46 Skills Gap. This will be put on the agenda for the next meeting.

53 **Hailsham Festival of Arts & Culture 2015:**

53.1 Councillor N. Collinson updated the meeting on the Festival. He stated that at the last committee meeting on 3rd March the dates were agreed for 2015. The Festival will run from 12th to 20th September and will have some preliminary events on the 9th and 10th September. There are 2/3 themes running through the festival this year, with more details to be sorted out. The Festival is keen to take part in the summer events and will attend the Council's Festivities Committee to discuss how this can be achieved.

54 **Hailsham Forward:**

54.1 Minutes of the Hailsham Forward Meetings held on 16th January, and draft minutes of the meeting held on 13th February had been circulated with the agenda.

54.2 The Committee Chairman introduced the minutes and asked for an update on Minute Ref: 1/15/3.1 Market Stall Facility. The Deputy Town Clerk & Business Enterprise Manager advised the Committee that the empty shop where the market stalls are stored was no longer under offer and that until the shop is let or the owners of Vicarage Field request that the shop is vacated the stalls will remain stored at this site.

54.3 Minute Ref: 1/15/3.3 Questionnaire to Local Businesses. The Deputy Town Clerk & Business Enterprise Manager confirmed that the questionnaire had been distributed to all town centre businesses in the last few days.

54.4 Minute Ref: 1/15/5.1. Free Public Wi-Fi. Councillor N. Collinson advised the Committee that there was no further update on this item.

54.5 Minute Ref: 1/15/6.2 Public Questionnaire. The Deputy Town Clerk & Business Enterprise Manager confirmed that the public questionnaire was currently being distributed.

54.6 Minute Ref: 1/15/6.4 Industrial Parks Requirements – Skills Gap. Councillor N. Collinson advised the Committee that Hailsham Trust is keen to work on this project. It was agreed that the Council should write to Hailsham Trust to request their involvement and to invite them to the next Committee meeting.

54.7 **Resolved to recommend** that the Council writes to Hailsham Trust to request their involvement and invite them to the next meeting of the Business Enterprise Committee.

54.8 Minute Ref: 1/15/6.4 Re-launch of the Chamber of Commerce. Councillor N. Collinson advised the Committee that the Chamber considered that the re-launch of the Eastbourne Chamber was not such a success and is not keen on re-launching the Chamber with a new name.

54.9 Minute Ref: 2/15/3.1 Advertising on the Highway. The Committee Chairman advised the Committee that at the Hailsham Forward meeting held earlier in the day, Graeme Lake from East Sussex Highways had provided guidance on managing advertising on the highway in Hailsham. This was focussed on advertising banners on the highway railings and A boards on the footways. Graeme Lake confirmed that with limited County Council resources it is difficult to enforce and/or licence advertising on the highway and suggested that the Town Council

could assist locally. Various Highway Acts prevent some advertising if its position presents a number of issues. Graeme confirmed that the Acts would allow an organisation like the Town Council to remove items from the highway, which caused no damage to the sign/banner, which would be safely stored by the Council, and returned to its owner on request. This would be done following a letter from the Council to the owner requesting that the advertising is removed.

- 54.10 The Committee discussed the implications of this to the Council.
- 54.11 **Resolved to recommend** that the Council writes to the owners of advertising material that is placed on the highway and if not removed by the owner, removes the material and stores it safely for the return to the owner. This would be done once East Sussex Highways have provided the necessary wording for the letter and technical details of the Highway Acts.
- 54.12 Minute Ref: 2/15/8.1 Shop Fronts. The Committee Chairman confirmed that a date for the inspections would be arranged in the near future.
- 54.13 Minute Ref: 2/15/9.5 Bonfire Society. Councillor N. Collinson advised the Committee that an Event Management Plan had been produced and submitted to Wealden District Council for consideration. It was anticipated that this should result in the firework display being allowed to take place later this year.
- 54.14 Minute Ref: 2/15/9.6 Lyoness Loyalty Scheme. Representatives from Lyoness made a short presentation to the Hailsham Forward Executive earlier in the day. The loyalty scheme and card they provide allows the public to get cashback from millions of retailers across 45 countries and local businesses the ability to get repeat business via the cards incentive to shop in a Lyoness Merchant. There are further benefits for both the public and business that are signed up and then introduce more members and businesses to the scheme. The Hailsham Forward Executive is keen to look at creating a Hailsham Forward branded card with Lyoness and gain the income benefit to the project by introducing both local people and businesses to the scheme; whilst giving these groups the ability to earn rewards and gain loyalty with their customers. Further work will need to be done over the coming months to establish this.
- 54.15 Business Crime Reduction Partnership. Councillor N. Collinson is looking at getting a Partnership for south Wealden off the ground following a meeting of the local businesses affected by the recent spate of crime in Hailsham town centre; with the police. The Town Clerk confirmed that he had not received information from Sussex Police on the other Crime Reduction Partnerships. Councillor N. Collinson proposed that the Council writes to the other south Wealden town/parish councils to get support from the whole area and therefore have enough businesses to establish a Business Crime Reduction Partnership.
- 54.16 **Resolved to recommend** that the Council writes to the parish and town councils in the south Wealden area to invite them to create a South Wealden Crime Reduction Partnership.
- 54.17 Land at Diplocks Way Industrial Park. Councillor Ms O'Rawe informed the Committee that Chandlers BMW is desperate to find suitable land close to their showroom on the Diplocks Estate to store vehicles since losing the facility at Knockhatch. Chandlers have indicated that without this land they may be forced to

move to Eastbourne.

55 **Movement and Access Strategy Hailsham & Hellingly (MASHH):**

55.1 The Town Clerk updated the Committee on the meeting held in the previous week. The start of the works was now around the end of June subject to no significant objections to the Traffic Road Orders that are to be advertised at the end of March. He confirmed that the plans have not changed significantly since the public consultation. Councillor N. Collinson advised the Committee that the Chamber of Commerce had no major issues with the plans. He also advised the Committee that East Sussex Highways will fund a podcast two to three times a week during the works to provide regular updates for the local businesses and public.

55.2 East Sussex Highways will be attending the Hailsham Town Meeting on 18th March to answer questions from the public on the works and any other highway related matter.

55.3 The Town Clerk highlighted the major issues with the proposed new junction at Ersham Road/ South Road/ Diplocks Way and the impact they were having on trying to deliver this project which is key to the whole traffic flow around the town.

56 **Hailsham Heritage Trail:**

56.1 The Deputy Town Clerk & Business Enterprise Manager advised the Committee that he is still waiting for designs and prices on a more robust brass plaque to replace the existing faded plaques. He advised the Committee there was an issue on engraving the town crest on the plaque. Having reviewed the potential use of ceramic plaques these would not be robust enough in some of the locations as they would have to be placed low to the ground where they could be easily broken. Councillor Holbrook offered to talk to a local funeral director about the issue of engraving the town crest on brass.

57 **Tourist Signs on the A22:**

57.1 The Town Clerk reported that he had not been able to progress this project with ESCC but they have given permission and specific details to move the heritage town markers from their current locations to the boundary of the town.

There being no further business the meeting closed at 8.50pm

CHAIRMAN

HAILSHAM FORWARD

EXECUTIVE TEAM

MINUTES OF THE MEETING HELD AT 3.00PM ON 13th FEBRUARY 2015 AT
HAILSHAM TOWN COUNCIL OFFICES, MARKET STREET, HAILSHAM

Attendees:

Cllr Nick Collinson: NAC
Cllr Nigel Coltman: NSC
Cllr David White: DW
Phil Matthews: PM
Michelle Hagger: MH
Mickey Caira: MC
Rob Slater: RS
Jan Townsend: JT

Action:

2/15/1	Apologies:	
2/15/1.1	Cllr Bill Bentley: BB Anton Bree: AB Cllr Paul Holbrook: PH Cllr David White apologised for missing the previous meetings as a result of the loss of his internet/phone connection for some time and therefore not receiving the appropriate agendas.	
2/15/2	Confirmation of the Minutes of the meeting held on 16th January 2014	
2/15/2.1	Agreed as a correct record.	
2/15/3	Matters Arising:	
2/15/3.1	<u>Minute: 1/15/4.4 Invitation of ESCC & WDC officers to next meeting.</u> NSC asked if this has been actioned as BB was not at the meeting it was agreed to carry this action forward to the next meeting.	BB & NAC to invite ESCC & WDC officers to the next Executive Meeting to discuss a new protocol.
2/15/3.2	<u>Minute: 1/15/4.8 Co-ordination of the potential to offer promotions in the town during the road improvements.</u> RS confirmed that he will discuss this at the next FSB meeting on Tuesday and NAC confirmed that he has had informal discussions with the Chamber who are supportive but this will need to be taken forward.	
2/15/3.3	<u>Minute: 1/15/5.1: Free Public Wi-Fi</u> NAC confirmed that there had been no progress in respect of engaging the specialist contractor but suggested that Wealden District Council are looking at providing district wide free Wi-Fi with public hot spots in public buildings. RS asked for the background to this project. NAC confirmed that this would attract people into the town if they can have some access in the town centre, to include access to the Town and Shopping and to Hailsham FM once established.	
	<u>Minute: 1/15/6.11: Gathering details of all local businesses</u>	

2/15/3.4	<p>The Chamber is in the process of appointing an apprentice to act as secretary to the Chamber, and this person may assist in the process. It was acknowledged that feedback is required from the Chamber and FSB in order to help move this forward.</p> <p>JT confirmed that Hailsham Works would want to assist in this.</p> <p>DW suggested that a questionnaire should be used for the industrial parks and offered to prepare some questions for the questionnaire and liaise with MC to produce the documentation to be delivered.</p>	<p>RS to gather feedback from the FSB.</p> <p>MC to contact the Chamber for formal feedback.</p> <p>DW to produce some questions and forward to MC to produce the questionnaire once internet connections restored!</p>
2/15/4	<u>Hailsham Street & Specialist Markets:</u>	
2/15/4.1	<p><u>Market publicity material:</u></p> <p>MC confirmed that the new advertising signs would be erected in the next week.</p>	
2/15/4.2	<p><u>Vicarage Field Site:</u></p> <p>The situation of the change of ownership of the site was discussed and it was agreed that discussions with the new owners should be arranged as soon as possible to ensure the continuance of the Street Market and events on Vicarage Field site.</p> <p>MC confirmed he has approached AB for an introduction to the new owners if possible. AB has not confirmed any details as yet.</p> <p>DW suggested a Land Registry search could be done.</p> <p>MC offered to ask the managing agents for details.</p> <p>MC confirmed that the Street Market has now been valued for business rates following negotiations with the Valuation Office @ £4,200. As this is below £6,000 there is currently 100% small business rebate until April 2015, when it will reduce to a 50% small business rebate. It is anticipated that from April 2015 onwards the Street Market will need to pay around £1,100 net per annum in business rates.</p> <p>NSC requested an update on the three summer events. MC confirmed that Hailsham Forward is working with the Town Council's Festivities Committee to put these events on together with the two Christmas events. (Christmas Lights Switch On 21ST November and Christmas Market 5th December). The first of the events is the Young Persons Event at the end of June and work has started on this including meetings with the Community College.</p>	<p>MC to request details from the managing agents.</p>
2/15/4.3		
2/15/5	<u>Public Wi-Fi access Hailsham Town:</u>	
2/15/5.1	This item was dealt with under 2/15/3.3 above.	

2/15/6	<u>Reconnecting the Town:</u>	
2/15/6.1	Discussion focussed on the road improvements in the town centre. NAC highlighted the current issues in Uckfield where misunderstandings on the detail of the town centre road improvements have caused major concerns for the town's traders. This has prompted a local referendum that will delay the works. He suggested that it was important to ensure that Hailsham's town centre businesses are kept fully up-to-date with the detail and the progress of the works. This included the potential misunderstanding of pedestrian friendly High Street as opposed to a fully pedestrianised High Street, which is not happening.	
2/15/6.2	It was agreed that the letter that will be delivered to the town centre traders should include the update on the town centre improvements from East Sussex but it should be on East Sussex headed paper. MC confirmed he would request this update in this format.	MC to request the update on the town centre from ESCC on headed paper.
2/15/6.3	It was also agreed to feed regular updates on the works through the normal communications channels on a regular basis including press releases, websites and Facebook pages. These to include the confirmation that the High Street is not being pedestrianised.	MC/MH to pursue these communication opportunities.
2/15/7	<u>Town & Shopping Guide:</u>	
2/15/7.1	MC advised the meeting that in order to have the Hailsham Heritage Trail put on the Guide; 3 to 4 hours of work are required at a cost of around £150 to £200. It was agreed to commission this work but to also do more to promote the guide including having a web address access as well as the QR Code	MC to commission the work and promotion of the Guide.
2/15/8	<u>Shop Fronts/Backs:</u>	
2/15/8.1	NSC proposed that there should be another visual review of the shop fronts and backs to ensure that any issues can be challenged. It was agreed that this should be done.	NSC & MC to agree a date and carry out the review.
2/15/9	<u>Any other business:</u>	
2/15/9.1	<u>Re-Launch of the town centre:</u> NSC proposed that this should happen in Spring 2016. NAC proposed that it should happen earlier to make the most of the impact of the new improved layout. It was acknowledged that it will be difficult to fix a date well in advance because of the potential delays in starting and then completing the works but it was agreed to organise the event as soon as practical and invite the television press. It was also agreed that this should be a standing item on the agenda.	MC to put this on the next and subsequent agendas.
2/15/9.2	<u>Poundland Frontage in High Street:</u> NSC highlighted the negative impact of the amount of vinyl Poundland have put up on their High Street frontage. It was acknowledged that this is their corporate signage and possibly nothing could be done. It was agreed that an approach to the Poundland management should be made to see if anything can be done to tone it down? It was also agreed to see if this is in the	MC to check on

2/15/9.3	<p>Conservation Area and if so it can be challenged in this way?</p> <p><u>A22 Signs:</u> NSC asked for an update on the signage. MC stated that he was not aware of any progress other than an ESCC officer being appointed to assist the Town Clerk in commission the signs. NSC also asked about the funding of the signs. MC confirmed that the Town Council has confirmed funding for the signs together with some new litter bins once the road improvements are completed. MH will provide the details of the Council's Revitalisation Fund to the next meeting.</p>	<p>Conservation Area and try and contact the local manager.</p> <p>MH to bring the up-to-date budget for the Revitalisation Fund to the next meeting.</p>
2/15/9.4	<p><u>Business Funding Sources:</u> DW advised the meeting that there are two funding sources available to support business. Local Growth Fund and Coastal Communities Fund. He stated that it is important to get funding secured for the Wealden area out of these funds and suggested a Wealden officer is invited to the next meeting to look at how Hailsham Forward can assist in securing any funding.</p>	<p>MC to invite Michelle Gray to the next meeting.</p>
2/15/9.5	<p><u>Bonfire Society Procession and Firework Display:</u> NAC highlighted the issue of the safety concerns put forward by Wealden Licensing to the Society as a result of the new home being built to the rear of Wealden Offices. NAC confirmed that he and RS will be working with the Society to produce a safety plan that will be presented to Wealden to help overcome the perceived safety issues.</p>	<p>NAC & RS to help produce a safety plan for the event.</p>
2/15/9.6	<p><u>Loyalty Scheme:</u> NAC advised the meeting that he has done some research on a scheme operated by Lyonesse. It was agreed that NAC should pursue this including inviting a representative from Lyonesse to the next meeting.</p>	<p>NAC to invite Lyonesse to the next meeting.</p>
2/15/9.7	<p><u>Hailsham Community College Development:</u> PM reported that the development of the Burfield Valley Site was now being supported by East Sussex County Council. East Sussex is now looking to develop plans for the site but need to know how the site is to be used. The options include Level 3 A Levels, together with specific courses to meet the needs of local employers. PM asked for assistance in gathering information from local employers as soon as possible. RS offered to discuss this with the FSB and report back direct to PM. NSC stated that he would like to see courses that also enabled local children to "Fly out of Hailsham" and find careers out of the area. PM stated that there is a need to have the sixth form in the new building and away from the younger pupils in the College.</p>	<p>RS to discuss local requirements with FSB and report back to PM</p>
2/15/9.8		
1/15/10	<u>Date of Next Meeting:</u>	
1/15/10.1	The next meeting will be held at 3.00pm on Thursday 12th March at the Town Council Offices.	