



# **HAILSHAM TOWN COUNCIL**

## **BUSINESS DEVELOPMENT**

### **COMMITTEE**

REPORT (Minutes) of the Business Development Committee held at the Fleur de Lys Council Chambers, Market Street, Hailsham on Thursday 14<sup>th</sup> June 2012 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.

- BDC/  
12/2/10     **Present**  
Councillors: W. A. Bentley (Vice Chairman), J. E. Bentley-Astor, N. A. Collinson (Chairman), N. S. Coltman, P. Holbrook, Mrs. M. Rowe and A. Williams.
- 11     **Officers Present:** Mr J Harrison (Town Clerk) Mr. M. Caira (Deputy Town Clerk & Business Enterprise Manager)
- 12     **Apologies For Absence:**  
None
- 13     **Declarations of Interest:**  
None presented
- 14     **Confirmation of Minutes:**  
**RESOLVED** to note that the Minutes and Reports of the Meeting of the Business Development Committee (Ref: BDC/12/1/1-9) held on the 17<sup>th</sup> May 2012 were confirmed as being a correct record and adopted by the Town Council at a meeting held on 23<sup>rd</sup> May 2012
- 15.1     **Matters Arising:**  
None were received
- 15.2     The Deputy Town Clerk & Business Enterprise Manager provided the Committee with a summary of the previous meeting for those members who were unable to attend the previous meeting
- Portas Pilot Application:**
- 16.1     **Production of Video:**  
The Deputy Town Clerk & Business Enterprise Manager provided an update on the production of the video that will be required as part of the formal application. The services of Gareth Jones, from Hailsham Community College had been secured and he has already taken some footage of the town centre, but needed firm guidance as to the structure of the video, to complete the task. The Committee were provided with a simple format with an introduction, two questions and a brief conclusion. The Deputy Town Clerk & Business Enterprise Manager explained that with the limited

time available to complete the video that the proposed format was the best approach. The Committee provided an input into the introduction and conclusion and the amended version is attached as Appendix BDC/12/2/16A to these minutes. It was agreed that the Committee Chairman and the Chairman of the Council present the introduction and conclusion, and the Youth Mayor ask the two questions, if she was willing and available to do so.

16.2 Written Submission:

The Deputy Town Clerk & Business Enterprise Manager provided the Committee with a rough draft of the completed application form. He confirmed that in the absence of an input from the Council's prospective partners he had used the plans of each organisation where available, together with the visions within the Hailsham-The Way Forward Plan to produce the application form. These objectives were matched with the main criteria within the Portas Report focussing on the Town Team approach.

Discussion ensued on the content and a number of suggestions were put forward to update the contents. These have been incorporated and are attached as Appendix BDC/12/2/16B to these minutes. The Committee agreed to review the draft application form and provide any further changes, including any typographical errors by Wednesday 20<sup>th</sup> June 2012.

16.3 Support for the Application:

The Deputy Town Clerk & Business Enterprise Manager confirmed that both East Sussex County Council and Wealden District Council had confirmed that they would provide a letter of support for the project in principle. However both had confirmed that they could not commit officer time to a formal partnership but would provide an input as appropriate. Both local trade associations had not yet responded.

The Committee considered other organisations that may provide a letter of support for the project and it was agreed that the Chairman of the Council contact it Michelham Priory to obtain a letter of support. The Deputy Town Clerk & Business Enterprise Manager to email the Chairman of the Council with an outline of what is required in the letter of support.

**Stakeholder Consultation Plan:**

- 17.1 The Committee reviewed the matrix produced during the previous meeting of the Committee in May 2012. A small number of other stakeholders were identified and logged on the matrix.
- 17.2 The Committee confirmed that they will re-visit the matrix on a regular basis to ensure that the matrix remains up to date.
- 17.3 The Deputy Town Clerk & Business Enterprise Manager confirmed that there had been no resources to produce a Consultation Plan and this would be done after the Portas Pilot Application had been submitted.
- 17.4 The Chairman asked who will be the contact for the Chamber of Commerce following the changes to the Council's structure. The Committee Chairman and The Deputy Town Clerk & Business Enterprise Manager were put forward. The Committee agreed it needed to be resolved at the Town Council Meeting on 20<sup>th</sup> June where all the local representatives would be confirmed.
- 17.5 The Chairman raised the issue of a "Design Guide" for the town centre, that had been a major issue at the Planning and Development Committee held on 12<sup>th</sup> June 2012 in respect

of the Dominos Pizza Application for illuminated signs. He stated that it was essential that the Town Council produce planning guidance to inform prospective applications of acceptable developments, and protect the High Street from unsympathetic signage or other development. The Chairman believed that the Planning and Development Committee had delegated this to the Business Development Committee. Councillor W Bentley questioned this and stated that the "Design Guide" should be produced as part of the update of the Masterplan. The Committee Chairman stated that the most important thing was that it was going to be produced somewhere in the Council.

- 17.6 Councillor W Bentley asked for the results of the feedback form the public consultation during the Annual Town Meeting. The Deputy Town Clerk & Business Enterprise Manager confirmed that this has been detailed in a report at the last meeting of the Committee. Councillor W Bentley asked for the results be published on the Council's Website and in the Town Crier Newsletter.

There being no further business the meeting closed at 9.11 pm

**CHAIRMAN**