

# HAILSHAM TOWN COUNCIL

## BUSINESS ENTERPRISE COMMITTEE

### AGENDA

**Notice is hereby 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 8<sup>th</sup> May 2014 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.

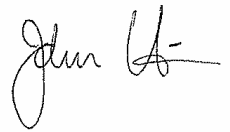
The order of formal business to be transacted will thereafter be as follows:

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/13/6/44-53) held on 16<sup>th</sup> January 2014, 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 planning of the Hailsham Festival of Arts & Culture 2014.
5. **Hailsham Forward**  
To receive an update on the activities of Hailsham Forward. (Minutes of meeting held on 13th January 2014, 13th February and draft minutes of meetings held on 4th April 2014 attached)

6. **Hailsham and Hellingly Movement & Access Strategy.**  
To receive a verbal update on the Movement and Access Strategy.

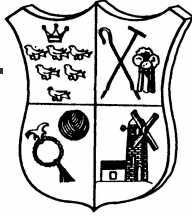
7. **Review of the Committee Terms of Reference**  
To consider any changes to the current the Terms of Reference for the Committee  
(Current Terms of Reference attached)

Dated this 1st day of May 2014



JOHN HARRISON  
Town Clerk

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



## 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 8<sup>th</sup> May 2014 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/  
14/1/1

#### **Present**

Councillors:, Mrs S J. Bentley, N. A. Collinson, N. S. Coltman, (Chairman) and Mrs M. Rowe (substituting for B. Burchmore)

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

#### **Apologies For Absence:**

Councillors, P. Holbrook and Ms A O'Rawe (Vice Chairman)

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#### **Declarations of Interest:**

Councillors:, N. A. Collinson and N. S. Coltman, (Chairman), declared personal interests as they are members of the Hailsham Forward Executive Committee.

#### **Confirmation of Minutes:**

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**RESOLVED** to note that the Minutes and Reports of the Meeting of the Business Development Committee (Ref: BEC/13/6/44-53) held on the 16th January 2014 were confirmed as being a correct record.

5

#### **Matters Arising:**

5.1

None

6

#### **Hailsham Festival of Arts & Culture 2014:**

6.1

Councillor N. Collinson updated the meeting with the organisation of the event for 2014. He confirmed that the event will run from 10th to 21st September, and that the event will be more compact this year with workshops happening three days before the main event. He asked if the Festival flyer can be inserted in the next

edition of the Town Crier. The Town Clerk stated he would take this request forward.

- 6.2 The Festival has organised a number of events including a cake and bake item, children's' activities, simplified art trail, 3 minute film competition and a grand finale act.
- 6.3 Hailsham Festival FM has confirmed that it will be part of the event again, broadcasting for 14 days around the Festival. Councillor Collinson asked if the Committee could assist with finding a suitable location for the radio station to operate from, he stated that the fall back position was to use the Old Court House at the top of the High Street.
- 6.4 Councillor Collinson advised the Committee that the Festival will benefit from a financial benefactor this year to help with the cost of running the event.
- 6.5 The Committee Chairman asked how the Festival was going to be publicised? Councillor Collinson stated that there will be advertising boards placed around the town, flyers in the Town Crier, press releases, details on the Festival website released two weeks before the event. He asked if banners could be placed across the High Street? The Deputy Town Clerk & Business Enterprise Manager advised the Committee that this may be possible but it would be best to approach the Council's Christmas lighting contractor for assistance; and agreed to pass on the contractor details to Councillor Collinson. The Town Clerk suggested that the Youth Cafe may be able to distribute Festival Flyers around the town centre businesses for a donation to the Cafe? Councillor Mrs Bentley offered to take this to the Council's Festivities and Events Committee to see if they would finance the donation to the Youth Cafe of around £200.
- 6.6 The Town Clerk asked how the Town Council was involved with the Festival? The Committee Chairman responded to state that the Council "supported" the Festival.

## **7 Hailsham Forward:**

- 7.1 Draft minutes of the Hailsham Forward Meetings held on 13th January, 13th February and draft minutes of 4th April 2014 had been circulated with the agenda.
- 7.2 The Committee Chairman introduced the draft minutes and advised the Committee that Paul Soane had stepped down as Chairman of the Executive. He also highlighted a number of projects that were success for Hailsham, including the Street Market, the Town and Shopping Guide, the improvements made to the frontage of some of the businesses in the town centre and the tour of the rear of shops recently undertaken.
- 7.3 The Committee Chairman made reference to the outline proposal to make the closed churchyard more of an open space for the public to enjoy and highlighted that the state of a number of the rear of shops that are located in the churchyard was poor and would need improving to make the best of this green space in the

- town centre.
- 7.4 Councillor Collinson confirmed that work was being carried out to obtain the details of the businesses on the industrial estates to be added to the Town & Shopping Guide.
- 7.5 The Committee Chairman asked if councillors could attend the Community Forum, Councillor Collinson stated that everyone was welcome. Councillor Collinson, updated the Committee on the first two forums where around 18 groups attended each meeting with some different groups at each meeting. The groups included local sports clubs, voluntary groups, Bonfire Society etc. The main achievement that has come out of the meetings was the engagement of Jenny Seale who has agreed to gather information from all the clubs to provide a comprehensive "what's-on guide" for Hailsham and be the one point of contact for each of the groups. Jenny will then disseminate the information to all the events guide listings around Hailsham. It is anticipated that meetings of the forum will be held monthly until it is established and then it will move to bi-monthly/quarterly meetings.
- 7.6 The Committee Chairman thanked Michelle Hagger for her work on organising the Street Market including the forthcoming specialist markets. The Deputy Town Clerk & Business Enterprise Manager confirmed there was still an issue in getting a response from the Community College to take part in the apprentice style competition that was planned for the children's market in August. Councillor Jo Bentley offered to speak to Phil Matthews about this, with details of what was required supplied by the Deputy Town Clerk & Business Enterprise Manager.
- 7.7 Councillor Jo Bentley asked if the Market Manger had confirmed his acceptance of the job description? The Deputy Town Clerk & Business Enterprise Manager stated that this had not yet been confirmed and will be discussed at the Hailsham Forward Executive Meeting on 9th May.
- 7.8 A question was asked on what progress had been made with the Farmers' Market working more closely with Hailsham Forward and the Hailsham Street Market. The Deputy Town Clerk & Business Enterprise Manager stated that he way still trying to agree a date for a meeting with the Farmers' Market and agreed to make contact with them as soon as possible.
- 7.9 The Committee Chairman asked if the Quintin's Centre were open to the casual use of their empty shops, could the Festival Radio be located here? The Deputy Town Clerk & Business Enterprise Manager stated he would approach the Quintin's.
- 7.10 The Committee Chairman updated the Committee on the Stakeholder Meeting held on 2nd May. He stated that it was well attended and a very positive meeting where the Constitution was agreed. This will result in some changes to the Executive Team
- 7.11 The issue of why Hailsham Forward was getting involved in the future of Leap Cross was raised. Councillor Collinson responded that it was important that small

starter units that are currently provided at Leap Cross continue to be available in Hailsham, as Wealden District Council consider the future of this site. Hailsham Forward want to ensure that this type of facility is available in the town in the future. Councillor Collinson updated the Committee on a meeting he had with Peter Sutcliffe from Hailsham Trust. Peter has agreed to draw up an outline proposal for the Leap Cross Site, with the potential for Hailsham Trust to support the redevelopment and future management of the site. Councillor Collinson would then request Wealden's Cabinet release funds for an independent feasibility study to redevelop the site commercially.

7.12 Full details are contained in the minutes of Hailsham Forward as attached as Appendix BEC/14/1/7A, B & C to these minutes.

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

8.1 The public consultation held on 25th & 26th April had been well received, with only a few issues being raised. The public consultation will end on 23rd May and the final plans will be agreed in September 2014.

8.2 The current proposal is to start the works in spring 2015. Councillor Collinson stated that the Chamber of Commerce wanted the works to start in January so that they are completed by the spring. He also asked about the start and finish times for the proposed on-street parking restrictions as this may affect the night time economy. The Committee agreed to support the Chamber of Commerce request for a January start of the improvements and request more details on the parking restriction times.

## 9 **Review of Committee Terms of Reference:**

9.1 The Town Clerk advised the Committee that he was working on plans for a new Council Committee structure that will be presented to the Council at its AGM on 28th May that will include two new committees.

9.2 The Committee Chairman went through the current Terms of Reference and an amendment to point two was proposed to read as follows: "The Committee shall elect a Chairman and Vice Chairman on an annual basis in the first meeting after the Council's AGM." The majority of the Committee did not consider any further changes to the Terms of Reference were required at this time.

9.3 Councillor Collinson expressed concern that there had not been any progress on the formation of a Neighbourhood Plan as detailed in point eight of the current Terms of Reference.

9.4 **RESOLVED to recommend** that the Terms of Reference of the Business Enterprise Committee remain the same as the existing Terms of Reference with the exception of point two which should be amended to the following: "*The Committee shall elect a Chairman and Vice Chairman on an annual basis in the first meeting*

*after the Council's AGM."*

There being no further business the meeting closed at 9.00pm

**CHAIRMAN**

# HAILSHAM FORWARD

## EXECUTIVE TEAM

MINUTES OF THE MEETING HELD AT 3.00PM ON 13TH JANUARY 2014 AT HAILSHAM TOWN COUNCIL OFFICES, MARKET STREET, HAILSHAM

### Attendees:

Paul Soane: PS  
 Anton Bree AB  
 Cllr Nick Collinson NAC  
 Cllr Nigel Coltman: NSC  
 Michelle Hagger MH  
 Mickey Caira: MC

### Action:

1/14/1	<b><u>Apologies:</u></b>	
	Cllr Paul Holbrook PH	
1/14/2	<b><u>Minutes of the meeting held on 3rd December 2013:</u></b>	
	Agreed as a correct record.	
1/14/3	<b><u>Matters Arising:</u></b>	
1/14/3.1	<b><u>MASHH:</u></b> The team raised concerns that it had been excluded from the consultation process that other local organisations had been invited to take part in. This situation did not prevent feedback from the majority of the team as some members had an opportunity to be involved in the consultation via other groups. The team would want to be involved in any future consultation on the project, and will be providing feedback once this had been discussed at the Stakeholder meeting at the end of January. It was agreed that everyone should provide their feedback on the town centre proposals to MC by 17 January.	All to provide feedback to MC on the MASHH town centre proposals by 17.1.14.
1/14/3.2	<b><u>Meeting with WDC:</u></b> The team acknowledged the very positive meeting that had taken place in December with WDC in respect of the draft Hailsham Forward business plan. PS asked that the team follow up on the plan with WDC. It was agreed that this should be done on specific projects, the first being; former toilet block - cycle store/market stall storage, Leap Cross and litter bins QR Code project. It was agreed that MC would write to Nigel Hannam to request further discussions on the first two	



	projects and continue to liaise with WDC officers with respect to some funding of the litter bins QR Code project. NAC agreed to discuss with Nigel Hannam if Leap Cross could be formally added to the draft business plan.	MC to write to Nigel Hannam. NAC to discuss if Leap Cross can be added to the draft business plan.
1/14/4	<b><u>Business Plan:</u></b>	
1/14/4.1	PS conformed that he had reviewed the draft plan had proposed the following projects were considered a priority to progress in the next year:	
1/14/4.2	1. Specialist Markets - it was agreed that these should be held every 1/4. MH to look at this and come back with a list for all to consider. The team agreed that it wanted WDC to comment on the plan and give a clear commitment to help deliver it with the other stakeholders. This would be defined by clear actions in the updated plan.	MH to look at specialist markets and bring a proposal to future meeting.
1/14/4.3	2. Town Centre Floral Displays - It was agreed that this should be progressed with the Hailsham In Bloom Project and as a suggestion the Project could potentially raise funds by supplying and maintaining hanging baskets for town centre business at a charge. This would also get more local businesses involved. NAC agreed to discuss with Richard Grocock the Chairman of Hailsham In Bloom.	NAC to discuss town centre floral display etc with Richard Grocock.
1/14/4.4	3. Zero tolerance on dilapidations on shop fronts - AB was agreed that the Chamber of Commerce would continue to work on this project to encourage shop owners to keep their premises in good order.	
1/14/4.5	4. Street Market - it was agreed that the project was successful and would continue to be developed by the team.	
1/14/4.6	5. High Street Infrastructure Improvements - it was agreed that the team would feedback through the MASHH group who will deliver the improvements.	
1/14/4.7	6. Cycle parking and market stall storage - it was agreed that this would be pursued with WDC, using the disused toilets block space in Vicarage Field as a potential location as detailed in 1/14/3.2. NAC also agreed to discuss this with Cllr Graham Wells, WDC portfolio holder for this site.	
1/14/4.8	7. Build a culture of collaboration - It was agreed to continue with the excellent relationships established with WDC and other local organisations and traders, and with the Stakeholder Group and HTC.	NAC to discuss use of the toilet block with Cllr Wells.
	8. Landlords - it was agreed that as it is unlikely to be able to persuade landlords to attend local meetings, landlords would be kept up to date with	

1/14/4.9	town centre projects. AB confirmed he would be happy to keep landlords up to date.	
1/14/4.10	NAC proposed that there is another group that could have a big impact on the town and that there should be a one off meeting with all the local community groups to discuss the draft plans and how they may be able to help deliver the plans. It was agreed that MC & MH would produce an initial list of community groups to be circulated to the team who would add more groups.	MC & MH to produce initial list, all to add to the list as required.
1/14/4.11	9. Pop Up Shop - It was agreed that this should be pursued. AB suggested that one of the landlords may be open to this use of their empty units. MH, AB & PS agreed to work on this project. 10. Marketing Hailsham - it was agreed that the message should be positive, and that the following items should be considered to help with the overall marking of the town; Totally Locally Campaign, Hailsham Pound, Hailsham Lottery/Scratch Cards and use of Street Market to bring in items not currently being sold in the town centre.	MH, AB & PS to work on this project.
1/14/4.12	It was agreed that there was potential for the lottery/scratch cards project to be delivered in partnership with the local community groups who could help sell tickets and gain part of the profits. This can be discussed at the proposed community groups forum.	
1/14/4.13	The state of the Quintin's Centre was discussed as a major negative impact on the town centre and it was agreed that this would need adding to the short term plan. AB agreed to talk to the letting agents about the future use of the empty units.	
1/14/4.14	11. QR Code online directory - it was agreed that the roll out of shop windows stickers and erection of car parks signs should be concluded before approaching the industrial parks to join in. NAC agreed to talk to local shop owners to get more stickers displayed, MC agreed to continue to work with WDC and HTC to source funding to complete the car park signage project.	AB to discuss the Quintin's with the letting agents.
1/14/4.15	NAC reported that he has had one shop refuse to display the sticker and asked what should be done. It was agreed that MC should write to the shop owner expressing disappointment and asking for details of why they will not display the sticker.	NAC to continue to deliver stickers MC work with WDC & HTC.
1/14/4.16	AB commented that many people do not know how to use their smart phones to gain access to data via QR Codes. He suggested that there should be posters in the town centre displaying details of how to download an app and access data via the QR Code, similar to the details contained on the Hailsham Forward website.	MC to write to the shop.

1/14/4.17	<p>list of community groups to be circulated to the team who would add more groups.</p> <p>9. Pop Up Shop - It was agreed that this should be pursued. AB suggested that one of the landlords may be open to this use of their empty units. MH, AB &amp; PS agreed to work on this project.</p>	<p>produce initial list, all to add to the list as required.</p>
1/14/4.18	<p>10. Marketing Hailsham - it was agreed that the message should be positive, and that the following items should be considered to help with the overall marking of the town; Totally Locally Campaign, Hailsham Pound, Hailsham Lottery/Scratch Cards and use of Street Market to bring in items not currently being sold in the town centre.</p>	<p>MH, AB &amp; PS to work on this project.</p>
1/14/4.19	<p>It was agreed that there was potential for the lottery/scratch cards project to be delivered in partnership with the local community groups who could help sell tickets and gain part of the profits. This can be discussed at the proposed community groups forum.</p>	
1/14/4.20	<p>The state of the Quintin's Centre was discussed as a major negative impact on the town centre and it was agreed that this would need adding to the short term plan. AB agreed to talk to the letting agents about the future use of the empty units.</p>	
1/14/4.21	<p>11. QR Code online directory - it was agreed that the roll out of shop windows stickers and erection of car parks signs should be concluded before approaching the industrial parks to join in. NAC agreed to talk to local shop owners to get more stickers displayed, MC agreed to continue to work with WDC and HTC to source funding to complete the car park signage project.</p>	
1/14/4.22	<p>NAC reported that he has had one shop refuse to display the sticker and asked what should be done. It was agreed that MC should write to the shop owner expressing disappointment and asking for details of why they will not display the sticker. AB commented that many people do not know how to use their smart phones to gain access to data via QR Codes. He suggested that there should be posters in the town centre displaying details of how to download an app and access data via the QR Code, similar to the details contained on the Hailsham Forward website.</p> <p>13. Business Rates - it was agreed not to pursue this action as it was considered that there was little that can be done by the team at this stage.</p> <p>14. Car Parking - it was agreed that more town centre and parking in Diplocks Way is urgently required and that this would be expressed to the WDC as part of the feedback they were requesting following the Stakeholder Meeting in January.</p>	<p>AB to discuss the Quintin's with the letting agents.</p> <p>NAC to continue to deliver stickers MC work with WDC &amp; HTC.</p> <p>MC to write to the shop.</p>

	<p>The team concluded that more 23 car parking spaces are required and that it supported the time limits of 2, 6 and 23 hours, and this would be put to the Stakeholder Group for endorsement.</p> <p>15. Traffic Management - it was agreed that the team would consult with the MASHH Group who will deliver improvements in the town.</p> <p>NAC agreed to update the draft plan with the details as discussed and circulated to the team by Friday 24th January.</p>	
1/14/5	<b><u>Constitution:</u></b>	
1/14/5.1	<p>MH circulated a draft constitution for the team to consider. MC requested that the team provide feedback in the next week to ensure that the document was ready to be presented to the Stakeholder Group on 31st January.</p>	<p>All to provide feedback to MC by 24th January. MH to supply document to AB who had left the meeting before the item was discussed.</p>
1/14/6	<b><u>Update on other on-going Projects:</u></b>	
1/14/6.1	<p><u>Market:</u> MH reported that some of the regular stall holders had decided not to continue trading in 2014 and some others would not be trading until March/April. She also confirmed that she was still receiving new enquiries all the time from traders and that the first market of 2014 should be well supported.</p>	
1/14/6.2	<p>The team wanted put on record their thanks for the work put in by the Outdoor Team and Mickey Clarke in helping establish a successful market.</p>	
1/14/6.3	<p>The team also agreed the job description for the Market Manager and wanted this to be given to the Market Manager with an explanation of why it had been drawn up, acknowledging the positive input made. PS agreed to give the job description to Mickey Clarke and ask that he considers the newly defined role and get back to PS in the next week if he wishes to carry out the newly defined role.</p>	<p>PS to give the JD to Market Manger and ask for a decision within a week.</p>
1/14/6.4	<p>PS agreed to contact Mark Daniels from Shiells with respect to a licence for Hailsham Forward to hold the market on Vicarage Field with written confirmation so that the planning application can be completed.</p> <p>PS also agreed to pursue the alcohol licence.</p>	<p>PS to contact Shiells re market licence, planning permission and alcohol licence.</p>

1/14/6.5	<p><u>Shop Fronts:</u> NSC highlighted the list he and MC produced to identify the premises with defects. AB agreed that the Chamber would continue to "challenge" those premises where works needs to be done. MH agreed to forward list to AB.</p>	<p>MH to supply list to AB. AB to co-ordinate the challenge to relevant premises.</p>
1/14/6.6	<p>AB reported that he has not had confirmations from Downland Carpets with respect to allowing renovations to be done in exchange for use of the shop. AB suggested that we ascertain the cost of materials and he would write to the owner stating that unless he confirms otherwise the work will be done. AB agreed to contact the owner to get the ball rolling.</p>	<p>MC to get price of materials to get the work done and report back. AB to contact the owner.</p>
1/14/6.7	<p><u>Community Radio:</u> No further update , NAC stated that there needs to be a meeting to progress this. He would forward details of the costs to MC. MC advised the meeting that the local learning disability were looking for projects to get involved in and suggested the radio. This may be possible and may provide funding? MC to contact the local group.</p>	<p>NAC to forward details of the costs of the radio station to MC. MC to contact the local group to explore their involvement.</p>
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1/14/7	<b><u>Any Other Business:</u></b>	
1/14/7.1	<p><u>Sports Alliance:</u> PS reported there would be a meeting with the Sports Alliance on 23rd January.</p>	
1/14/7.2	<p><u>Stakeholder Meeting:</u> NAC asked that the Bonfire Society is invited to the meeting. This was agreed. MH to make contact with Alan Osborne Tel: 847429.</p>	<p>MH to invite Bonfire Society to meeting.</p>
1/14/7.3	<p><u>Farmers' Market:</u> PS informed the meeting that he and MC have been invited to the Farmers' Market AGM on 23rd January.</p>	
1/14/7.4	<p><u>Executive Review of 2013:</u> the team agreed the detail of the review previously circulated by MC and that it can be issued to the Stakeholder Meeting.</p>	
1/14/8	<b><u>Date of next meeting:</u></b>	
1/14/8.1	<p>A date was not discussed and agreed. MC proposes Monday 10th February 2014 at 3.00pm, HTC Offices. All to confirm their availability.</p>	<p>All to check the date of 10th February.</p>

# HAILSHAM FORWARD

## EXECUTIVE TEAM

MINUTES OF THE MEETING HELD AT 3.00PM ON 10TH FEBRUARY 2014 AT  
HAILSHAM TOWN COUNCIL OFFICES, MARKET STREET, HAILSHAM

**Attendees:**

Paul Soane: PS  
Cllr Nigel Coltman: NSC  
Cllr Paul Holbrook PH  
Michelle Hagger MH  
Mickey Caira: MC

**Action:**

2/14/1	<b>Apologies:</b>	
	Anton Bree AB Cllr Nick Collinson NAC	

2/14/2	<b><u>Minutes of the meeting held on 10th January 2014:</u></b>	
	Agreed as a correct record.	
2/14/3	<b><u>Matters Arising:</u></b>	
2/14/3.1	<b><u>MASHH:</u></b> It was agreed that MC would forward the comments from the Executive Team together with other comments from the Stakeholders to the MASHH Steering Group.	MC to forward comments to MASHH
2/14/3.2	MC confirmed that he had not yet written to Nigel Hannam with respect to a number of projects.	MC to write to Nigel Hannam
2/14/4	<b><u>Business Plan:</u></b>	
2/14/4.1	It was acknowledged that there was a lot of positive feedback from both the Town Council and the Stakeholder Group in respect of the proposed plan for Hailsham.	
2/14/4.2	It was agreed to include a number of items raised at the Stakeholder meeting: <b><u>Employment/Training</u></b> to be included as part of the Education objective, this also to include Hailsham Works. <b><u>Tourism</u></b> to be included as part of the summary at the end to note the need to "create an environment where tourists will want to come" <b><u>Youth Provision</u></b> to be noted in the sports and education objectives. MC agreed to update the Plan and to circulate it to all. It was agreed that the next step was to find a lead for each of the objectives from the Executive Team, MC to formally request volunteers from the Team, all to consider each objective and feed back to MC.	MC to update Plan and circulate. MC to request volunteers to lead on each objective. All to consider what they wish to lead on.
2/14/5	<b><u>Community Group Forum:</u></b>	
2/14/5.1	It was agreed that a Forum should take place using a local venue; with one representative invited from each group	
2/14/5.2	Discussion ensued on how best to "sell" this to all the groups. It was agreed that MH would research other models and then discuss with NAC on how to take this forward.	MH to research community group forums and discuss with NAC.
2/14/6	<b><u>Hailsham Charter Market:</u></b>	
2/14/6.1	MC outlined the proposal for the market presented	

2/14/6.2	<p>by the Council's Festivities Committee. The event will be held on Saturday 9th August on Vicarage Field; it will include a specific food and drink market from 10am to 3pm, entertainment during the day with entertainment in the evening to help the night time economy.</p> <p>As there has not been a formal request by the Council for Hailsham Forward to organise the market, the Team agreed that it should manage the market to maintain the continuity and use its expertise and strong relationship with traders. The Team agreed that it only wants to manage the market and locate the gazebos in the spaces allocated by the Council.</p>	
2/14/7	<b><u>Marketing:</u></b>	
2/14/7.1	PS reminded the Team of the very positive and professional input Rudina had made to the Hailsham Forward project and despite her relocation to Cambridgeshire considered her input should continue. The Team agreed that Rudina should be thanked for her input and asked to continue to be involved.	PS to relay the Teams thanks and request that she remains involved in the project
2/14/7.2	Rudina had raised a number of issues with PS including using the wrong description of the Town & Shopping Guide. The Team agreed that the Town & Shopping Guide should be correctly described in all future communications. She also raised concerns on the lack of up-to-date photos of the Street Market. The Team agreed to find a way of getting photos taken of all markets to keep the publicity up-to-date. This could include asking the College, the Photographic Society and the Camera Centre to get involved in some way.	MH/MC to look at the photos issue.
2/14/8	<b><u>Update on other on-going Projects:</u></b>	
2/14/8.1	<p><u>Specialist Markets:</u>  MH confirmed a number of themes for potential specialist markets. These included:  Arts/Antiques  Jewellery/Crafts  Food/Drink  Flee Market  Children's Market - Toys/clothes  MH confirmed she would continue to work on a proposal including potential dates for these markets throughout the year.</p>	MH to produce proposal for specialist markets.
2/14/8.2	<p><u>Cycle/Gazebo Storage:</u>  As NAC was not at the meeting there was no</p>	



	update. Request NAC provides an update on this, especially the gazebo storage issue.	
2/14/8.3	<u>Hailsham In Bloom:</u> No update NAC not present.	
2/14/8.4	<u>Pop-up-Shop:</u> MH agreed to email out dates to the working party to start off the project.	MH to email out dates.
2/14/8.5	<u>Quintins:</u> No update AB not present	
2/14/8.6	<u>Shop Fronts:</u> The Chamber has progressed this with the production of another letter to be sent all local businesses (which was circulated at the meeting.) The Team confirmed they were happy with the letter and requested that it is issued as soon as possible.	
2/14/8.7	<u>Downland Carpets:</u> MC updated the meeting with respect to the Council's view that Hailsham Works should not be involved in this project. He also highlighted the fact that Hailsham Forward did not have any funds to support the purchase of the materials. It was agreed that PS would discuss the funding with AB and also confirm if the Chamber were donating funds to Hailsham Forward to help finance the Christmas event. It was also agreed that a team of volunteers would need to be found to do the work, PS & MC agreed to help with the work	PS to discuss funding with AB.
2/14/8.8	<u>Town &amp; Shopping Guide:</u> Following input from Rudina it was agreed that all businesses would be included in the guide irrespective of their willingness to display the shop stickers.	
2/14/8.9	<u>Street Market:</u> PS confirmed that he has provided Micky Clarke with the new Market Manager Job Description. He confirmed that he will consider this and let PS know if he wishes to continue to work as Market Manager. PS commented that Micky Clarke was fully supportive of the market and what it was doing for the town centre. PS confirmed that he had not yet spoken to BTW Shiells with respect to a formal licence for the market to be held on Vicarage Field and an	PS to contact Mark Daniels.

2/14/8.10	<p>agreement to have an alcohol licence for the market.  PS confirmed that he was in the process of delivering market flyers to surrounding town and villages.  PH asked if we can distribute to other locations in and around Hailsham such as the library. MH agreed to contact these locations to gain permission and PH agreed to distribute them.  MH advised the Team that the market had a good profile in all the social media sites but these needed updating. She also highlighted a number of other sites she will get the market information posted.</p> <p><u>Plan:</u>  PH suggested that a public consultation exercise is held in the pop-up-shop in April/May to outline the plan and provide details of what Hailsham Forward had done in the past year. It was agreed to hold the consultation over three days (Thursday/Friday/Saturday)</p>	
2/14/8.11	<p><u>Shop Local:</u>  After much discussion it was agreed that there needed to be a brand and logo for this project. It was agreed that the scheme would be promoted via social media and MH agreed to discuss these issues with Rudina. It was also agreed that there needed to be a launch for the project which could be done as part of the public consultation on the Plan as identified above.</p>	MH to discuss the project with Rudina.
2/14/8.12	<p><u>Traffic Management:</u>  It was acknowledged that feedback would be provided to MASHH by the time of the next MASHH meeting on 7th March.</p>	MC to provide feedback to MASHH.
2/14/8.13	<p><u>Constitution:</u>  MC confirmed that he had requested any further feedback by the Stakeholder Group by the end of February. He also confirmed that the constitution objectives would be updated to match the objectives in the Plan. MC advised the Team that 3VA may be able to assist with the legal status of Hailsham Forward and MH/MC would follow this up.</p>	MH/MC to discuss with 3VA.
2/14/8.14	<p><u>Car Parking:</u>  PH asked if WDC had been approached with respect to the potential use of the Cattle Market for providing additional car parking spaces for the town</p>	

	centre. MC confirmed that this would be fed back to WDC.	MC to feed back to WDC.
2/14/9	<b><u>Any Other Business:</u></b>	
2/14/9.1	<u>Date for meeting with WDC on Local Plan:</u> MC requested that all the Team confirm dates that they can attend a meeting with WDC Planners over the next 2/3 weeks.	ALL to supply dates to MC.
2/14/9.2	PH asked if Hailsham Forward activities could be highlighted and promoted in the Town Council's Newsletter. MC confirmed he would discuss this with Terry Hall.	MC to discuss Hailsham Forward's work with Terry Hall.
2/14/9.3	<u>Waterweek 10th to 16th March:</u> Charlotte Still one of the artists who was arranging the event had requested support by way of cash for the cost of refreshments and some travel expenses, and some chairs. MC confirmed that he could sort out the chairs. PS stated that he was working on how he may be able to assist with the other support for the event.	
2/14/10	<b><u>Date of next meeting:</u></b>	
2/14/10.1	Monday 17th March 2014 at 3.00pm, HTC Offices.	

# HAILSHAM FORWARD

## EXECUTIVE TEAM

MINUTES OF THE MEETING HELD AT 9.00AM ON 4TH APRIL 2014 AT HAILSHAM TOWN COUNCIL OFFICES, MARKET STREET, HAILSHAM

### Attendees:

Anton Bree AB  
Cllr Nick Collinson NAC  
Cllr Nigel Coltman: NSC  
Cllr Paul Holbrook PH  
Michelle Hagger MH  
Mickey Cairra: MC

### Action:

3/14/1	<b><u>Election of Chairman:</u></b>	
	Cllr Nigel Coltman took the chair for the meeting. The Team agreed not to appoint a permanent	

	chairman until after the Stakeholder meeting when it was anticipated more members of the Executive Team would be appointed.	
3/14/2	<b><u>Apologies:</u></b>	
	None	
3/14/3	<b><u>Minutes of the meeting held on 10th February 2014:</u></b>	
	Agreed as a correct record.	
3/14/4	<b><u>Matters Arising:</u></b>	
3/14/4.1	<u>MASHH</u> AB expressed concern that local businesses thought that the plans were for a fully pedestrianised High Street . NSC confirmed that the public consultation would take place on 25th & 26th April 2014 at the Civic Community Centre and that would help dispel the incorrect view on the pedestrian friendly High Street.	
3/14/4.2	NAC commented that Uckfield were having brick planters as part of their town centre highway improvements and Hailsham were not as this was not seen to be "proper" use of the Section 106 monies.	MC to ask Uckfield TC on how they have had brick planters included.
3/14/4.3	<u>Community Groups Forum</u> NAC reported that the meeting held on the previous evening went well with 18 local groups represented. He stated that the Forum would meet monthly to keep the momentum going and that all attendees would help promote the Forum to their groups not represented on the night. The other agreed actions were to set up a community diary and community stall at the Street Market. NAC suggested that local business may want to sponsor the stall to cover the cost of losing a market trader.	
3/14/4.4	<u>Town &amp; Shopping Guide</u> MC reported that all the car park signs had been installed with the exception of the two within the Tesco car park.  NAC reported that he had arranged for an apprentice to distribute the remainder of the shop stickers and offered to use the apprentice to gather the information from the industrial estates. The details required from each business will need to be confirmed. MC agreed to get the blank form produced.	MC to chase up meeting with Tesco Store Manager.
3/14/4.5		NAC arrange the collection of data from the Ind Estates. MC to supply the blank form.
3/14/4.6	<u>Pop-Up-Shop</u> MH advised the Team that a small working group had identified the old Crossroads Care Shop at 4 Market Square as a site for the pop-up-shop. It was	

3/14/4.7	<p>agreed that this should be publicised in early May. MH also advised the Team that she will be working with Rudina to get some guidance on the marketing and design of the shop, but not until the end of April when Rudina had more time to help.</p> <p><u>Shop Local</u> MH is also working on this project and is waiting to work with Rudina on "marketing" the scheme. NAC suggested that Martin Searle FSB is contacted to discuss the local FSB scheme for buy local.</p>	MH to take this forward.
3/14/4.8	<p><u>Environment Hailsham</u> MC agreed to take up liaising with Environment Hailsham. MH reported that Barwells had offered to sponsor planters and the Team agreed that sponsorship should be promoted.</p>	MH to contact Martin Searle.
3/14/4.9	<p><u>Shop Fronts</u> It was noted that the letter from the Chamber of Commerce had been effective as three more premises had recently undergone some renovations: Costcutters, Fox &amp; Sons and Circus IT. AB agreed to write to these to thank them for their work to improve the impact on the town centre.</p>	MC/MH to work on obtaining sponsorship. MC to liaise with Env Hailsham.
3/14/4.10	<p><u>Downland Carpets</u> The Team agreed to fund the cost of the materials at around £500. AB agreed to contact some local contractors to see if they will carry out the works.</p>	AB to write to the three business owners to thank them.
3/14/4.11	<p><u>Community Energy Shop</u> NAC reported that this had been very successful.</p>	AB to contact local contractors
3/14/4.11	<p>MC highlighted that the Quintin's were more open to the use of their empty shops. He agreed to contact the managing agents to see if they would give an update on the letting of the empty units.</p>	
3/14/4.12		MC to contact the Quintin's managing agents.
3/14/5	<b><u>Business Plan:</u></b>	
3/14/5.1	The Team agreed to review the plan and who will lead on each item after the Stakeholder Meeting when it was anticipated that more members of the	

	Executive Team will be appointed.	
3/14/6	<b><u>Hailsham Street &amp; Specialist Markets:</u></b>	
3/14/6.1	MH outlined the plan for specialist markets for 2014: Arts & Antiques - 19th June Food & Drink - 9th August (part of the Charter Market) Children's Market -21st August - to include an apprentice style competition Jewellery & crafts - 27th November. The Team agreed to the plan. MH highlighted the difficulty in getting a response from Phil Matthews HCC to get the college involved, MC outlined some of the issues with cancellations on the Street Market. He confirmed that he and MH had had a positive meeting with traders during the week.	NAC offered to contact Phil Matthews.
3/14/6.2	The Team agreed to a revised policy on the cancellation of the market as a result of adverse weather. The market manager to make the decision around 6.30am on the morning of the market. Market traders will be warned earlier in the week that the forecast may result in a cancellation so they can determine themselves if they want to prepare for the market. It was agreed that traders would not be penalised if after a "weather warning" they did not trade and the market did actually take place.	
3/14/6.2	The issue of trading without gazebos was discussed and it was agreed that this would be acceptable if it was managed by the market manager and only on a trial basis.	
3/14/6.3	MC advised the Team that Mick Clarke had been given the job description but has not been asked to confirm if he wished to carry on as manager under the new job description. AB agreed to ask Mick if he wanted to do the revised job or not in the next week or so and report back to MC/MH.	
3/14/6.4	MC confirmed that two of the set up team were prepared to do the market manager role if Mick decides not to carry on.	
3/14/6.5	NAC reported that certain areas of the town centre including St Mary's Walk and George Street were "losing out" on market days with people not using all the town centre but concentrating on the market site. The Team agreed to look to see what it could do to promote and encourage shoppers to visit more of	

	the town centre. This would include a banner at the community stall in the market.	AB to speak to Mick Clarke
3/14/7	<b><u>Wealden Delivery and Site Allocation Local Plan:</u></b>	
3/14/7.1	The Team agreed that they would like to have a separate meeting with WDC on the Local Plan.	MC to advise WDC.
3/14/7.2	With respect to the industrial parks NAC proposed that the main issue was on the Diplocks Estate where more space needed to be created to improve the access and egress.	
3/14/7.3	The Team agreed that there should be a mix of industrial and retail on the industrial parks. The Team also considered that the plan to have business space on the north Hailsham development area should be "diverted" to the Swallow Business Park development.	
3/14/7.4	<u>Leap Cross</u> The Team agreed that the site should be maintained for small incubator units. This will be discussed with WDC on 7th April.	
3/14/8	<b><u>Hailsham Parish Church - proposed use of closed churchyard as a public open space:</u></b>	
3/14/8.1	The Team agreed that this was a good idea but wanted to have more information, before considering the project further.	MC to gather more information.
3/14/9	<b><u>Hailsham Town Meeting 24th April:</u></b>	
3/14/9.1	The Team agreed that they would accept the offer to have a stand at the Hailsham Electors Meeting.	
3/14/10	<b><u>Hailsham Farmers' Market:</u></b>	
3/14/10.1	The Team considered the request from the Farmer's Market to potentially use Vicarage Field and the Street Market gazebos.	
3/14/10.2	The Team agreed that they were open to the request on the condition that 1) only the Street Market gazebos are used, 2) Street Market Traders can fill any spare trade space, 3) the cost will be £20 but on the condition that a minimum of 10 gazebos are paid for, 4) overall management remains with Hailsham Forward.	
3/14/11	<b><u>Rear of Shops in Town Centre:</u></b>	
	It was agreed to take this up, starting with a "survey" of the town by NSC and MC	NSC & MC to survey the town

3/14/12	<b><u>Update on other on-going projects:</u></b>	
3/14/12.1	This item dealt with under Matters Arising.	
3/14/13	<b><u>Any other business:</u></b>	
3/14/13.1	The Team wanted to ensure that the provision of sporting facilities was on the "agenda" and highlighted when discussing housing developments in Hailsham.	
3/14/14	<b><u>Date of next meeting:</u></b>	
3/14/14.1	Friday 9th May at 9.00am, HTC Offices.	

### **Business Development Committee**

### **Remit 2013**

1. The name of the Committee is the Business Enterprise Committee.
2. The Committee shall elect a Chairman and Vice Chairman on an annual basis in May of each year.
3. The Committee will meet bi-monthly or as and when appropriate.
4. The Committee shall consist of seven (7) councillors.
5. Committee will work with Hailsham Forward and other stakeholders in the establishment and delivery of a Business Focussed Plan for Hailsham
6. The Committee shall have powers to involve outside agencies and third parties as appropriate to deliver an Action Plan as part of the Business Focussed Plan. (Note:



only Hailsham Town Councillors can vote in respect of allocating Hailsham Town Council resources.)

7. The strategy will be to consider all aspects of commercial related activity in and around Hailsham that will provide a benefit to Hailsham residents/businesses with an overall aim of attracting new businesses to Hailsham and thus improving employment opportunities. Focusing on the Town Centre and outlying areas of Hailsham.
8. The Committee Chairman and Vice-Chairman to work with the Planning and Development Chairman and Vice-Chairman as a sub-committee to review completing a business, economy and town centre focused Neighbourhood Development Plan.