

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 14th November 2013 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/13/4/23-32) held on 5th September 2013, 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 impact of the Hailsham Festival of Arts & Culture
5. **Hailsham Forward**
To receive an update on the activities of Hailsham Forward. (Minutes from 3rd &

30th September and draft minutes of meeting held on 4th November 2013 attached)

6. **Hailsham Street Market**

To consider how the Council may support the Street Market when it is re-launched in 2014. (Report to follow, author Deputy Town Clerk & Business Enterprise Manager).

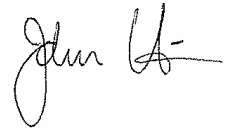
7. **Hailsham Town & Business Directory & Town Centre Litter Bins**

To consider a request for the Council to finally support the above project (Report to follow, author Deputy Town Clerk & Business Enterprise Manager).

8. **Hailsham and Hellingly Movement & Access Strategy.**

To receive a verbal update on the Movement and Access Strategy.

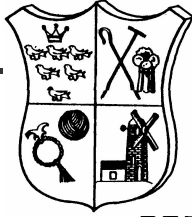
Dated this 6th day of November 2013



JOHN HARRISON
Town Clerk

Committee Membership:

Councillor Mrs. S. J. Bentley
Councillor B Burchmore
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 14th November 2013 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/ **Present**
13/4X/3 Councillors:, Mrs S J. Bentley, B. Burchmore, N. S. Coltman, (Chairman), P.
3 Holbrook and Ms A O'Rawe (Vice Chairman)

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

35 **Apologies For Absence:**
Councillor N. A. Collinson

36 **Declarations of Interest:**
None

Confirmation of Minutes:

37 **RESOLVED** to note that the Minutes and Reports of the Meeting of the Business Development Committee (Ref: BDC/13/4/23-32) held on the 5th September 2013 were confirmed as being a correct record.

Matters Arising:

38 None

Hailsham Festival of Arts & Culture 7th to 15th September:

39 As Councillor N. Collinson was not able to attend the meeting there was no update available.

Hailsham Forward:

- 40.1 Minutes of the Hailsham Forward Meetings held on 3rd and 30th September and draft minutes of the meeting held on 4th November 2013 had been circulated with the agenda.
- 40.2 The Committee Chairman introduced the draft minutes of 4th November noting that the Street Market and the new business directory/shopping guide were specific items on the meeting agenda.
- 40.3 Councillor Ms A O'Rawe asked for an update on the involvement of the Hailsham Farmers' Market at the Christmas Event. Deputy Town Clerk & Business Enterprise Manager confirmed that the Farmers' Market had declined the offer to attend the Christmas Event but indicated that they may be interested in being involved in future events
- 40.4 Councillor Mrs S J Bentley advised the meeting that Wealden District Council has agreed that their staff car park can be used by the Festivities Committee and their volunteers for parking freeing up space in the public car parks for visitors.
- 40.5 The Committee Chairman highlighted the issue of competition within the market and the effect on local traders. The Committee agreed that it wanted Hailsham Forward to be advised that it considered that local businesses should be supported and the affect of duplicate traders should be carefully managed and monitored. The Committee also agreed that any competition within the market traders should be transparent and there should be a clear grievance procedure for the traders to follow if required.
- 40.6 The Committee Chairman advised the meeting that Wealden District Council is considering a request for funding for the Hailsham Town and Business Directory signage and litter bins project.
- 40.7 Councillor Mrs S J Bentley advised the meeting that BTW Shiells, the managing agents of Vicarage Field, have offered to replace the litter bins on their precinct with more suitable bins.
- 40.8 The Committee Chairman advised the meeting that he and the Deputy Town Clerk & Business Enterprise Manager had recently surveyed the town centre businesses to establish the extent of poor shop frontages. A list was produced detailing the defects found as attached as Appendix BED/13/4X/40A to these minutes. He confirmed that the list had been passed onto the Chamber of Commerce for action as appropriate.
- 40.9 Councillor B Burchmore asked if the guttering and canopies would be cleaned as part of the renovations to Vicarage Field. The Deputy Town Clerk & Business Enterprise Manager confirmed that he would check the details of the works being carried out and report back.
- 40.10 The issue of the state of the Downland Carpet shop was raised. The Deputy Town

Clerk & Business Enterprise Manager confirmed that the Chamber of Commerce had finally had a response form the owner in respect of the state of the building but had not had confirmation that the owner was in a position to make the necessary renovations. He also stated that the Hailsham Works Project had offered to supply some labour to help with the renovations and that this was being discussed with the owner. Councillor Mrs S J Bentley stated that she was not happy with the Hailsham Works project undertaking this work and that Wealden District Council should take enforcement action if necessary.

- 40.11 Full details are contained in the minutes of Hailsham Forward as attached as Appendix BEC/13/4/40B/C & D to these minutes.

Hailsham Street Market:

- 41 On the advice of the Town Clerk this item could not be considered as a result of an interest that two of the members would have to declare leaving the meeting without a Quorum. It was agreed to defer this item to the Council meeting to be held on 20th November 2013.

Hailsham Town & Business Directory & Town Centre Litter Bins:

- 42 On the advice of the Town Clerk this item could not be considered as a result of an interest that two of the members would have to declare leaving the meeting without a Quorum. It was agreed to defer this item to the Council meeting to be held on 29th January 2014.

Movement and Access Strategy Hailsham & Hellingly (MASHH):

- 43 Councillor Mrs S J Bentley updated the meeting on the project. She confirmed that East Sussex Highways were going to present a plan of the proposed layout of the town centre at the November meeting of MASHH. She stated that the plan would be consulted upon with the emergency services and the bus companies, before being agreed to take forward. The plan would then be taken to Hailsham Forward for consultation and then onto the general public. The plans would not include any street furniture or signage as these were not part of the planning agreement.

There being no further business the meeting closed at 8.41pm

CHAIRMAN

HAILSHAM FORWARD

EXECUTIVE TEAM

MINUTES OF THE MEETING HELD AT 3.00PM ON 3RD SEPTEMBER 2013 AT HAILSHAM TOWN COUNCIL OFFICES, MARKET STREET, HAILSHAM

Attendees:

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

Action:

9/13/1	<u>Apologies:</u>	
	Rudina Abbas	
9/13/2	<u>Minutes of the meeting held on 29th July 2013:</u>	
	Agreed as a correct record.	
9/13/3	<u>Matters Arising:</u>	
9/13/3.1	<p><u>QR Codes:</u> NSC asked for an update on the on-line QR Codes. MC confirmed that he has written to Asda & Tesco for permission to put signs up in their respective car parks, to date no response for either. MC confirmed that a press release has been issued promoting the new directory. MC also confirmed that he had arranged a meeting with WDC to review the positioning of the QR codes in the WDC car parks, taking into account the car park refurbishment programme due to start in Hailsham in Oct 2013. PS confirmed he would check with RA on the costing of the QR Code project.</p>	PS to check with RA on the costing of the QR Code project.
9/13/3.2	<p><u>Shop Fronts:</u> NSC commented about the poor state of shops at the bottom four feet of their premises. This will need to be monitored and action taken as appropriate. It was noted that Paydens had finally renovated their shop front and this is a positive for the town centre. Vicarage Field was also due to start renovations in the next few weeks. Downland Carpets is still an issue; the owner has made contact with Anton about support form</p>	

	<p>Hailsham Forward. It was suggested that either a group of young people is found to work with a qualified tradesman to do the work, or the Community Payback Team is asked to do the work. The cost of materials would need to be financed by somebody? This will need to be investigated further. MC to draft letter to WDC with respect to the use of the relevant legislation to enforce renovations where appropriate.</p>	<p>MC to draft letter by 11.9.13</p>
9/13/4	Hailsham Street Market.	
9/13/4.1	NSC congratulated the team in getting the market started and making the first a great success despite the rain.	
9/13/4.2	<p>PS reported that there had been very positive feedback from the market traders and more traders were requesting to join the market. PS confirmed that more banners and some A frame boards will be placed around the town to promote the "Next" market date.</p> <p>It was noted that there may be issues with parking in the town especially on a Thursday when the traders pack away during the afternoon school run. This will need to be monitored.</p>	
9/13/4.3	<p>It was agreed that we need to monitor the other markets in the town as part of the review of how the Saturday/Thursday split is working.</p> <p>It was noted that there may be issues with parking in the town especially on a Thursday when the traders pack away during the afternoon school run. This will need to be monitored.</p>	
9/13/4.4	<p>NAC asked what was missing from the market and a butcher was highlighted. NAC agreed to talk to the Sussex Larder about joining the market.</p>	<p>NAC to talk to the Sussex Larder about joining the market.</p>
9/13/4.5	<p>It was agreed that we need to monitor the other markets in the town as part of the review of how the Saturday/Thursday split is working.</p>	
9/13/4.6	<p>NAC suggested that the review of the market should include linking in to late night shopping, on a Thursday for example, a flea market in the evenings, having a consistent day for the market and not split between a Saturday and Thursday.</p> <p>The staffing of markets will also need to be reviewed as part of the overall review.</p>	

9/13/4.7	PH suggested that as part of the review we ask the stall holders for feedback along with the young people of Hailsham.	
9/13/4.8	PS identified that an empty shop was being used to store the market stalls. Whilst this was good it was not a long term solution. He suggested asking WDC to lease the space the old toilets occupy to build storage for the stalls and incorporate cycle storage which has previously suggested for this site. It was agreed to take this to WDC during a meeting arranged for 9.9.13 to discuss Leap Cross.	PS, NAC, and NSC to ask about the use of the old toilet site for a market store and cycle store.
9/13/4.9	PS advised the meeting that an arts, antiques and collectables market was being planned for Saturday 2 nd November. Suitable stall holders are being sought for the market. PH suggested contacting Bentleys who specialise in this sort of market MH to make contact.	
9/13/4.10	PH advised the meeting that the Tesco community car boot sale was doing well with over 30 pitches at the last event.	MH to contact Bentleys.
9/13/5	<u>BUSINESS PLAN</u>	
9/13/5.1	NAC presented the completed document but conceded that it was only the amalgamation of all of the submissions. He and NSC had not been able to progress this further. A general discussion on what the format and the statement of intent should be, took place and it was agreed that two versions of a plan were required one as a working document identifying the issues, the actions and the timescale. The second a public version showing the results of the survey backed by a plan of how the issues were to be implemented in a user friendly format (RA to format this part of the plan)	
9/13/5.2	NAC agreed to plot all the issues in a Gantt chart to be considered at the next meeting to agree the actions and the timeframe for each action. MC to arrange the projector for the next meeting. NAC and NSC agreed to work on the public version to have details for the next meeting to give to RA to put into a user friendly format.	MC to arrange the projector for the next meeting.
9/13/6	<u>Funding:</u>	

9/13/6.1	<p>MC advised the meeting that WDC had offered £2,000 to Hailsham Forward for a “suitable” project. This would need to be spent by 31.3.2014. He suggested the Business Directory/ QR Code project. PS said that we need to get an up-to-date cost for this and would ask RA for the costings. NAC suggested purchasing litter bins for the town centre to fulfil a need identified in the public consultation. He also suggested putting the QR Code sign on the bin to provide a place in the town centre for the signs to be displayed. It was agreed to obtain a cost for the bins including the QR Code signs and approach WDC to see if the bins and/or the business directory project was a “suitable” project for the £2,000 funding.</p> <p>MC confirmed that Hailsham Forward had been successful in its bid for funding of the market from ESCC. The contract and funding was yet to be received from ESCC.</p>	<p>PA to obtain costing for Business Directory/QR Code project.</p> <p>MC to get prices for litter bins and approach WDC.</p>
9/13/6.2		
9/13/7	<u>Update on On-Going Projects</u>	
9/13/7.1	MH presented the latest accounts, detailing the transactions.	
9/13/7.2	<p><u>A22/A271 signs:</u> MC advised the meeting that there had been a meeting with ESCC Highways to discuss the signs and they agreed to come back with a costing for 3 brown tourist signs by the end of September. NSC reported that there appeared to be a discrepancy with what the Highways officers had said could be placed on the road side as there was a different sign in East Grinstead. NAC agreed to get a photo of this sign so that it can be taken up with ESCC.</p>	NAC to arrange taking a photo of the road sign in East Grinstead.
9/13/8	<u>Any Other Business:</u>	
9/13/8.1	<p><u>Leap Cross:</u> NAC confirmed that he had called a meeting with WDC – Nigel Hannam and Cllr Wells. This was to discuss the Leap Cross Estate. PS and NSC were also to attend the meeting on 9.9.13. It was agreed that Hailsham Forward would need to agree what it wanted to do with the estate and agree to a constitution in order to formally operate this sort of activity. The meeting was to obtain a view of WDC, and no decisions will be made, this will be brought back to the Executive and Stakeholder Group as appropriate.</p>	

9/13/8.2	<p><u>Stakeholder Meeting:</u> The need to hold a stakeholder meeting was raised, to discuss the business plan and to provide an update on projects. NAC suggested a more informal approach to the next meeting and offered to host it. Another suggestion was to take it direct to each group/stakeholder direct. This will be discussed at the next meeting.</p>	
9/13.8.3	<p><u>Business Rates:</u> NSC had raised the issue in the way WDC calculate and include “non-trading space” within commercial premises. NAC suggested taking this up with the relevant Councillor at WDC. It was also agreed to approach a professional business rate company to get an assessment of a number of High Street premises to see if there is a “challenge” to be made.</p>	NAC to gather the information from a professional and take it to WDC.
9/13/9	<u>Date of next meeting:</u>	
9/13/9.1	Monday 30 th September at 3pm at Hailsham Town Council Offices	

HAILSHAM FORWARD

EXECUTIVE TEAM

MINUTES OF THE MEETING HELD AT 3.00PM ON 30th SEPTEMBER 2013 AT
HAILSHAM TOWN COUNCIL OFFICES, MARKET STREET, HAILSHAM

Attendees:

Paul Soane: PS
Anton Bree AB
Cllr Nigel Coltman: NSC
Rudina Abbas RA
Michelle Hagger MH
Mickey Caira: MC

Action:

10/13/1	Apologies: Cllr Nick Collinson NAC Cllr Paul Holbrook PH	
10/13/2	Minutes of the meeting held on 3rd September 2013: Agreed as a correct record.	
10/13/3	Business Plan:	
10/13/3.1	As NAC was not available to attend the meeting it was agreed that a meeting to specifically deal with the business plan would be organised by PS on one of the following dates: 8 th Oct, 11 th Oct & 16 th Oct.	PS to email dates to NAC and confirm meeting date
10/13/4	On-Going Projects:	
10/13/4.1	QR Codes: RA confirmed that the shop sticker signs had been finalised and MH confirmed that they had been ordered and were expected to be delivered today. MC confirmed that he has written to Asda & Tesco for permission to put signs up in their respective car parks, to date no response for either, and will now chase both for a response. RA confirmed that she will request the costings for 15-20 of the car park signs to include the brackets. MC reported that he had surveyed the car parks and identified a number of locations where the signs could be placed but wanted a second opinion. NSC agreed to undertake a second survey with MC to establish the most suitable location for the signs.	MC to chase up both supermarkets. RA to obtain costings for the car park signs. MC & NSC to undertake survey of WDC car parks for QR

10/13/4.2	<p><u>Litter Bins:</u> MH presented the costing for a number of litter bins including the cost of £265 for 2 lamp post mounted bins with the QR Code signs and the cost of £541 each for 100ltr ground anchored bins with QR Code signs. MH confirmed she was waiting for further prices for other style bins from another supplier and will bring these to the next meeting. It was agreed that the location of the proposed new bins would need to be reviewed and that MC and NSC would carry out the review</p>	<p>Code signs.</p> <p>MH to obtain further prices for the next meeting. MC & NSC to carry our review of potential bin locations.</p>
10/13/4.3	<p><u>Shop Fronts:</u> NSC commented about the poor state of shops at the bottom four feet of their premises. It was agreed that NSC & MC would survey the town centre business premises to establish the extent of the poor state of shop fronts and provide an inventory of the dilapidations. This would be followed by a letter to the relevant shop owners asking for investment to be made to make the whole town a better place and experience for shoppers and visitors. This letter to include what Hailsham Forward had done noting the successes achieved so far.</p>	<p>NSC & MC to survey the town centre shop fronts</p>
10/13/4.4	<p>MC confirmed he had drafted the letter to WDC prior to going on leave and the team were unsure if this had been progressed. MC to check and get back to the rest of the team. Vicarage Field was also due to start renovations today.</p>	<p>MC to check the status of the letter.</p>
10/13/4.5	<p>Downland Carpets is still an issue. NSC reported that Cllr B Bentley had confirmed that the Community Payback Team could do this sort of work. Also the Hailsham Works Project may be able to get involved in the renovations. AB agreed to write to the owner of Downland Carpets with the potential offer to renovate the front of the premises in exchange for the use of the shop front and access to the interior of the shop.</p>	<p>AB to write to the owner of Downland Carpets.</p>
10/13/4.6	<p>AB agreed to write to Paydens thanking them for their work in renovating their premises and asking if photos showing “before & after” images can be used by Hailsham Forward to help promote and encourage other shop owners to do the same, including Costcutter who have failed to date to carry out any improvements. The Team considered establishing an award for the most improved premises.</p>	<p>AB to write to Paydens.</p>

10/13/4.7	<p>It was reported that there was some damage to the vinyl on the Hailsham Forward Virtual Shop. MC reported that as yet the company had not invoiced for the work! It was agreed that MC contacts the company to sort out payment and to see if the damaged vinyl can be replaced.</p>	
10/13/4.8	<p><u>Highway Signs:</u> NSC asked if ESCC had provided the costings on the signs. MC agreed to follow this up with John Harrison. NSC also asked about the photo of the sign at East Grinstead. MC agreed to ask NAC if this had been done.</p>	MC to contact City Dressing
10/13/4.9	<p><u>Leap Cross:</u> PS confirmed a letter had been sent to WDC. This request may be taken to the Wealden Cabinet on 16th October and presented by NAC. NSC stated he would attend the meeting to support the Hailsham Forward proposal.</p>	MC to ask JH to chase ESCC for the sign costings. MC to contact NAC.
10/13/5	<u>Hailsham Street Market.</u>	
10/13/5.1	<p>NSC introduced his previously emailed feedback on the market and asked for a copy to be sent to Cllr Holbrook. He asked if there was any feedback from the local traders. AB confirmed that this will be brought up at the next Chamber Breakfast meeting later in the week, and stated that the lack of car parking was an issue. NSC stated that WDC were looking into the car parking arrangements across the district. He also stated that the draft proposals for the redevelopment of the High Street under the MASHH project will also have an impact on the parking. PS asked for an update on the WDC car park review. MC to contact Nigel Hannam for an update. PS confirmed that regular discussions with market traders was taking place to help determine the longer term set up of the market The positioning of the DVD stall was discussed but no specific changes were put forward.</p>	
10/13/5.2	<p>Discussions on the market set up and the longer term dates were discussed. PS stated that there was a meeting set up to resolve some of the management issues including the role of the market manager to ensure that the market gets value for money from this service. This will be monitored up to the end of this year. It was agreed that the market meeting should also deal with the bad weather cancellation procedure, bringing in traders at short</p>	MC to contact Nigel Hannam
10/13/5.3		
10/13/5.4		

10/13/5.5	<p>notice, and confirming the clear standards for traders to work to.</p> <p>It was agreed that a market could be held on Saturday 28th December to cater for the New Year celebrations with a focus on food and drink. This will need to be investigated.</p> <p>In the longer term it was agreed to minimise the break after December to the end of January rather than March, subject to consultation with the market traders. It was also agreed that in the new year the markets should be on a Saturday but the issue of clashing with the Farmers Market must be resolved. It was agreed that if the second Saturday was not feasible then the market will be held on the Thursday of that week.</p> <p>MC to contact Phil Brooks from the Farmers Market to arrange a meeting to discuss the co-existence of both markets.</p> <p>MH to contact ESCC to chase the grant and the issue of the potential competition with the Farmers Market.</p> <p>MH reported that the Arts and Antiques market was not selling well with only 5 traders sourced so far. It was agreed that MH would continue to “sell” the market but if 10 traders were not confirmed by Monday 7th October the market would not go ahead.</p>	
10/13/5.6	<p>MH reported that there was a lot of interest in the Christmas Event and around 70 market traders have shown a keen interest in coming to Hailsham.</p>	<p>MC to contact Phil Brooks.</p> <p>MH to contact Vera Gajic.</p>
10/13/5.7		
10/13/6	<u>Any Other Business:</u>	
10/13.6.1	MC to ask NAC for an update on all his actions from the 3 rd September meeting to be included in the minutes.	MC to ask NAC for an update from 3.9.2013
10/13/7	<u>Date of next meeting:</u>	
10/13/7.1	This to be agreed at the Business Plan Meeting.	

HAILSHAM FORWARD

EXECUTIVE TEAM

MINUTES OF THE MEETING HELD AT 3.30PM ON 4th NOVEMBER 2013 AT
HAILSHAM TOWN COUNCIL OFFICES, MARKET STREET, HAILSHAM

Attendees:

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

Action:

11/13/1	Apologies: Cllr Paul Holbrook PH Anton Bree AB Rudina Abbas RA	
11/13/2	Minutes of the meeting held on 30th September 2013: Agreed as a correct record.	
11/13/3	Hailsham Street Market.	
11/13/3.1	PS advised the meeting that he and MC had met earlier with Phil Brooks from the Farmers' Market to discuss the relationship and working between the two markets. He stated that Phil was happy with the proposal that in 2014 Hailsham Street Market trades on Saturdays with the exception of the 2 nd Saturday of the month, so as not to clash with the Farmers' Market. PS also advised the meeting that an offer had been made to the Farmers Market to join in the Christmas Market on 14 December and relocate to the High Street for this date. Phil Brooks stated that he would consult his directors and report back early next week.	
11/13/3.2	Discussion ensued on the format for 2014 and it was agreed that the Street Market should be held every Saturday except the second Saturday so as not to clash with the Farmers' Market and that Hailsham Forward would help promote the Farmers' Market in its advertising for 2014. PS proposed that a market should be held on 28 th	Market Sub Group to work on new advertising scheme for 2014. MH to advise all

11/13/3.3	<p>December to finish 2013 and start again on 4th January and then continue through the year. The Team agreed on the proposal.</p>	<p>traders and Mick Clarke of the new dates.</p>
11/13/3.4	<p>MC advised the meeting that the Council had made a commitment for the Outdoor Works Team to set up and take down the stalls for each market and to cover any additional employment costs of this work up to the end of 2013. He also stated that the Council were not in a position to cover these additional costs from 2014 and the "Market Account" would need to pay for these costs. Work to source suitable contactors to provide this service had been unsuccessful as market contactors required both a larger market base (40 plus stalls) and would want to control the whole process, which is not something that should be relinquished. MC proposed that the market should continue with the same group of staff and whilst the Outdoor Works Team were committed to continue provide a service on Saturdays during 2014, they would need to be paid. As Hailsham Forward is not formally constituted it could not pay them direct. MC proposed that the Council is formally approached to provide a payroll service for the market set up and take down, with the employee costs charged to the market account, until Hailsham Forward is in a position to pay staff direct.</p>	
11/13/3.5	<p>The Team agreed to continue with the same group of staff, to request that the Council pay the staff and charge all the employee costs to the market account and to pursue a formal constitution with the Stakeholder Group; to allow it to pay staff direct in the future.</p>	<p>MC to take a report to the Council's BEC in November for consideration.</p>
11/13/3.6	<p>The Team agreed to offer the day management of the market to Mick Clarke, but on the basis that he would be able to deal with adverse weather issues with the stalls. The Team also agreed to raise the pitch fee to £25 to help cover all the costs of managing the market.</p>	<p>Market sub group to meet asap to talk to Mick Clarke. MH to advise stall holders and Mick Clarke of the new fees.</p>
11/13/3.7	<p>NSC raised the issue of product content in the market and how we manage this to try and prevent the loss of trader's especially local producers with doubling up of goods for sale. It was agreed that the market sub group would not police but manage the traders to ensure they sell what has been</p>	

	agreed on their application forms and that if they wish to sell other items that this is done with the permission of the sub group.	
11/13/4	Business Plan:	
11/13/4.1	NAC confirmed that he had some more work to do to populate the plan with key dates and responsibilities for each action. He suggested that he would be able to complete this work and circulate it to all team members by the end of the week.	NAC to finish chart and circulate to team by Friday 8 th Nov.
11/13/4.2	The Team agreed to review this at an additional meeting (date to be set once the draft plan was ready) and then take to a stakeholder meeting, to be held as soon as possible. It was also agreed that the plan would be formally presented to the Council by PS and AB? At the January Council meeting.	
11/13/5	Business Directory:	
11/13/5.1	<u>QR Codes:</u> MC confirmed that the shop sticker signs had been delivered and that RA & MC had circulated these to some of the town centre businesses for display. MC stated that with RA's impending move that she was not able to circulate any more before she relocates. NAC offered to take the stickers around to the town centre businesses.	
11/13/5.2	<u>Litter Bins:</u> MSC & MC updated the meeting on their town centre survey of litter bins and proposed that until the High Street had been made pedestrian friendly that no additional bins are placed in the High Street with the exception of one bin at the High Street/North Street junction adjacent to Gallery North and one bin outside of The Youth Café in Market Square. They also proposed that all seven bins on the Vicarage Field site are replaced as the existing bins are either too small with no cover allowing birds to pull out the contents or unsightly. MH advised the meeting of the cost of the various bins available including the cost of placing the QR Code sign on one side of the bin. The Team agreed to the Brunel bin which will provide a large "covered" floor fixed bin @ £541 each including the QR Code sign; for the bins at Vicarage Field and the top of the High Street. MH stated that the price may come down as the quote was for only a single bin.	
11/13/5.3	The Team also agreed to a half round bin for the location outside the Square Café @ £317.16 <u>Car Park QR Code Signs:</u> NSC & MC presented the 15 locations that they had identified for the car park signs to be sited. The	

11/13/5.4	<p>Team agreed with the locations and requested that Hailsham Community College be asked if a sign can be placed on their premises, as an additional to the 15 locations put forward.</p> <p><u>Funding of the Project:</u> MC confirmed that Hailsham Forward had funded the cost of the creation of the Town & Business Directory including the shop stickers. (£1752.40)</p>	
11/13/5.5	<p>Funding for the car parks signs and litter bins would need to be found. The cost of the car park signs was in the region of £1,000 and the cost of the litter bins was in the region of £5,000</p> <p>MC reminded the meeting that WDC had offered to help fund a suitable project and that this project would be put forward to WDC for consideration. PS offered to contact Shiells to see if they will fund some of the cost of the proposed replaced bins on their site.</p> <p>MC stated that he would take a report to the next Business Enterprise Committee to request funding from the Council's Revitalisation Fund to help finance this project.</p> <p>NAC proposed that local businesses could be offered sponsorship opportunities for the bins as only one side of the bin will have the QR Code sign. It was agreed that NAC would take this to the local business community with a letter drafted by MC; this was to be done in conjunction with the distribution of the shop front stickers.</p>	<p>MC to make request to WDC for funding of the project. PS to contact Shiells with a request for funding. MC to present request to HTC for funding.</p> <p>MC to draft letter for the sponsorship of litter bins to be distributed by NAC.</p>
11/13/6	<u>Update On Other On-Going Projects:</u>	
11/13/6.1	<p><u>Shop Fronts:</u> NSC & MC circulated their list of premises in the town centre that noted the general state of each premises. It was agreed that PS would take this to the Chamber to see how this should be taken forward as the Chamber had previously taken on this project.</p>	PS to take this to the Chamber of Commerce.
11/13/6.2	<p><u>Downland Carpets:</u> As AB was not able to get to the meeting, the response from the owner of the premises, with respect to the essential renovations was unknown. MC advised the meeting that the Hailsham Works Project wanted to manage a local community Project and were happy to take on the renovations</p>	

	of this premises. This would need more background work but could provide a low cost solution to the issue of the state of the building. Hailsham Works also indicated that they may want to expand this type of work to more of the town centre premises as required.	
11/13/7	<u>Hailsham Forward Executive Remit:</u>	
11/13/7.1	MC reported that there had been some challenges to the extent of work the Executive had been carrying out and that this would need to be reviewed at the next Stakeholders Meeting when the Business Plan is agreed that will give a clear remit to the work of the Executive.	
11/13/8	<u>Hailsham Community Radio:</u>	
11/13/8.1	NAC advised the meeting that he had spoken to Peter Wilson who established the Festival Radio about setting up a community radio station for Hailsham. He confirmed that this can be done via the internet without the need to broadcast on FM although the main ambition is to have an FM station. NAC will supply the overview provided by Peter Wilson to the rest of the team It was agreed that Hailsham Forward support the project as it will help promote community projects and bring organisations together and to invite Peter Wilson to a Hailsham Forward Meeting	NAC to circulate the overview to the team. MC to invite Peter Wilson to the next meeting of the team.
11/13/9	<u>Hailsham Sports Alliance:</u>	
11/13/9.1	NAC advised the meeting that the Hailsham & District Sports Alliance are actively looking to provide more and better sports facilities for the town and surrounding area and have approached Hailsham Forward to support them. It was agreed that Hailsham Forward support the Sports Alliance in their bid to provide better and more sports facilities for the local people.	
11/13/10	<u>Any Other Business:</u>	
11/13/10.1	None	
11/13/11	<u>Date of next meeting:</u>	
11/13/11.1	Tuesday 3 rd December 3.30pm HTC Offices.	

COMMITTEE: Business Enterprise Committee

DATE: 14th November 2013

PURPOSE: To consider a request for the Council to continue to support the Hailsham Street Market in 2014 and other activities of Hailsham Forward.

Background:

- 1.1 The Council has supported the Hailsham Street Market project since it started in August and agreed to provide support up to the end of 2013. The Market has been a great success during the trial period and the Hailsham Forward Executive have agreed to operating the market every Saturday commencing on 4th January 2014, except the second Saturday of the month; to avoid the regular Farmers' Market.
- 1.2 During the trial period the operation of the market has been under constant review including the management on the day and the setting-up and taking-down of the market stalls. The Team has reviewed the potential use of professional market contractors to fulfil these tasks, but has not been able to progress this as they will only work on larger markets (40 plus stalls) and insist that they take full control, which is not something that the Team believes should be relinquished.
- 1.3 Whilst there have been some inevitable teething problems with the management of the market the current set up is now working well and without a viable alternative the only option is to continue with the current system.

Support from the Council:

- 2.1 Whilst Hailsham Forward has progressed a number of projects in the short time it has existed, it has not taken any steps to get formally constituted. This is something that the Executive would like to progress with the Hailsham Forward Stakeholder Group in the coming months.
- 2.2 Hailsham Forward is unable to operate in its own right without the continued support of Hailsham Town Council. This includes management of the accounts, receiving income, processing invoices and paying staff. It is therefore vital that the Council continues with this support until such time Hailsham Forward is properly constituted and had established a bank account and payroll facilities.
- 2.3 The Street Market is the main call on resources and will need the support of the Finance Team. This support, however, is limited to officer time in processing income, invoices and payroll and not the actual cost of these services, these will be charged to the Hailsham Forward account, and will not come from Hailsham Town Council funds.

3. Conclusion:

- 3.1 It is clear that the projects progressed by Hailsham Forward including the Street Market project is having a positive impact on the town centre and it is recommended that the Council continues to support the project and manage the finances and payroll until Hailsham Forward is able to do so in its own right.

COMMITTEE: Business Development Committee

DATE: 14th November 2013

PURPOSE: To consider a request for funding for the Hailsham Town & Business Directory and town centre litter bins.

Background:

- 1.4 One of the projects the Hailsham Forward Executive Team was tasked to undertake was to provide better signage of the town centre and industrial parks. This has been achieved by the creation of a town and business directory accessed via QR Code and smart phone technology. The project was undertaken in this way to provide a low cost and future proof solution as an alternative to large display boards that are very expensive and very quickly out of date. National research had confirmed that nearly 70% of the population have a smart phone and therefore have access to the technology that will read the QR Code and provide live information on all the services and businesses in the town.
 - 1.5 The Executive Team commissioned a local company to set the system up and to gather all the details from all the town centre businesses and service providers, this part of the project is now complete and the Team is now asking the industrial parks to provide their details for the directory. The Team decided not to charge for an entry into the directory to ensure that every business provided their details and the directory was 100% complete. The QR Code signs, in shop window sticker format, are currently being distributed throughout the town centre.
 - 1.6 Coverage of the town centre with window stickers will not be enough to give visitors arriving in cars immediate access to the directory. This will be achieved by placing the signs (A2 size) in the car parks. Sites have been identified that are adjacent to the pedestrian routes out of the car parks. Wealden District Council who manages the majority of town centre car parks has agreed to the placement of these signs in the car parks. The cost of these signs is £1,000.
2. Provision of Litter Bins:
- 2.1 The Council has received many complaints, over recent months about the lack of and the state of existing litter bins in the town centre. The Business Enterprise Committee has considered this issue earlier in the year but had not found a suitable way forward. Hailsham Forward has put forward the idea of providing more bins, and replacing some of the existing bins with the QR Code sign placed on the bin where traditionally a town crest would be placed. This proposal would achieve two objectives in one; firstly to provide much needed litter bins and secondly to provide more places in the town centre that have the QR Code sign available.
 - 2.4 A recent survey carried out by Hailsham Forward has identified two additional sites within the town centre that litter bins can be located and recommends the replacement of all seven bins located within Vicarage Field.
 - 2.5 The cost of the nine bins is in the region of £5,000 which includes the QR Code sign on each bin.

3. Funding of the Project:

- 3.2 Hailsham Forward has committed £1750 to the establishment of the project including the window stickers and is looking for funding to cover the cost of the car park signs and litter bins. The cost of these is in the region of £6,000.
- 3.3 Wealden District Council has indicated that they may be able to fund £2,000 of the overall costs.
- 3.4 Hailsham Forward is approaching B T W Shiells for funding as some of the bins are located on their property.
- 3.5 Hailsham Forward is also exploring the potential for business to sponsor or part sponsor a bin by having their details placed on the “spare” logo space on the side of the bins.
- 3.6 It is anticipated that all the above potential funding opportunities will not provide the total £6,000 required to complete the project as detailed above and a request is made for the Council to provide some funding towards the project from the Revitalisation Fund (Balance currently £29,283).

4. Conclusion:

- 4.1 The project will provide a valuable resource for all the businesses and service providers in the town as well as the visitors who will be able to get more and up to date information at their fingertips.
- 4.2 The project can be further enhanced by the provision of car park signs and litter bins in the town centre but this will need funding. The Council is therefore asked to consider allocating funding for the project from the Revitalisation Fund.