

## M I N U T E S

### HAILSHAM & DISTRICT CHAMBER OF COMMERCE COMMITTEE MEETING

HELD ON 2 JUNE 2016

AT THE BOSHIP LIONS FARM HOTEL, HELLINGLY, BN27 4AT

		Actions
1.	<p><b>Present:</b></p> <p>Petrina Mayson (PM)            Claire Baker (CB)            Colin Slaughter (CPS)            Nick Collinson (NC)            Peter Willson (PW)            Mina O'Brien (MO'B)</p>	
2.	<p><b>Apologies for Absence:</b></p> <p>Andrew Rannie (AR)            Jacky Hinton (JH)            Anton Bree (AB)            Clive Soper (CS)</p>	
3.	<p><b>Declarations of Interest</b></p> <p>None were declared.</p>	
4.	<p><b>Minutes of the previous meeting and matters arising</b></p> <p>The minutes of the previous meeting were approved and there were no matters arising.</p> <p><u>Actions Outstanding</u></p> <p><b>Queen's birthday</b> – June 10/12 – CB/JO'T agreed to hang bunting on the industrial Estate- and sponsor – NC confirmed that the Town Council had bunting available. CB commented whether we should hold off on promoting the Chamber until the launch of the website and hold off to get the 'wow' factor. PM agreed that it would be sensible to hold off until the website and then promote with one big push on membership. NC said he agreed but that meant the Chamber wouldn't be sponsoring any 'Queen's birthday celebrations'. PM said that she thought there was a lot of celebration already going on in the town, i.e. The Prom in the Park etc.</p> <p><b>Pop-Up Shop (WSP Communities Fund Bid)</b> – NC said he is meeting with AB and Wealden after the Committee meeting. NC confirmed that AB has identified a property though and will update the</p>	<b>NC</b>

Committee at the next meeting. PM said that **AR/JH** would need to confirm if the relevant forms had been sent back to Wealden to enable the process to go forward.

**AR/JH**

5. **Events and Sponsorship**

Share the Knowledge - CPS suggested facilitating the Share the Knowledge event at the new Chapter 12 venue. ALL agreed to wait until after the website had been launched in October. The topics suggested were Marketing (Emma Pearce), Sales (Rachel Stone), IT and Social Media (Mina O'Brien). MO'B will co-ordinate dates for an evening event in mid-November on a Wednesday evening. NC said that this could coincide with the re-launch of the Wednesday evening Chamber meetings. MO'B agreed to make contact with Emma and Rachel.

**MO'B**

Xmas 2016 – Thursday 16 December. A discussion took place about an appropriate venue and it was agreed that CPS would visit The Kings Head in Lower Horsebridge after the meeting to discuss a potential booking of up to 40 people including partners and potential members. It was agreed that there would be a drink on arrival followed by a three course Xmas meal. CPS agreed to negotiate a price and report back at the next meeting.

**CPS**

Ropemaker Event (Update) – CB spoke to Marlow Ropes who said they would prefer to wait until the building is more presentable before organising a visit.

BMW Joint Event – NC contacted Adam at BMW and ALL agreed that if the Chamber were going to promote business events jointly it would be preferable if they had Chamber membership status. It was agreed by ALL that as an event it would be interesting in terms of surroundings. NC agreed to update the Committee at the next meeting.

**NC**

Joint Chamber Events - Uckfield and Crowborough Chambers – PM has spoken to Bernie at the Uckfield Chamber who is very keen to participate in joint events with the Chamber and also the Crowborough Chamber. CPS suggested Wellshurst as a brilliant venue for events and PM said she is meeting up with Bernie to discuss future events and possible venues will report back at the next meeting.

**PM**

Hailsham Chamber Exhibition Day - PW suggested a Chamber members' exhibition day might be a good idea at a future date. It was agreed to discuss this idea at a future meeting.

FSB Events – CPS reported that the Digital Marketing meeting went brilliantly and was extremely well attended.

Hailsham Curry Club - Raj Dutt – 20 September.

6. **Membership Update**

JH circulated a spreadsheet of renewals and non-renewals prior to the meeting. We currently have 37 renewals and 25 outstanding renewals. JH will chase up outstanding renewals on her return by email and post. PM asked the Committee members to make contact with any businesses who have not renewed and encourage them to renew. The Committee agreed that the cut-off date for membership would be the end of June. NC pointed out that any members submitting advertisements in the Wealden Eye August/Sept who haven't renewed would not be eligible for discount. The same would apply to the discounted breakfast fee.

JH

NC said that we should circulate names of any potential members to JH so joining information can be sent out to them. CPS suggested that we should re-think about the idea of 'bring a guest' to the networking breakfasts. It was confirmed that the Chamber would organise a 'Guest Event'. It was agreed to wait until Chapter 12 were available to facilitate the breakfast before any further arrangements would be made about the Guest Event.

Three new memberships have been confirmed in the previous month:

- Home and Castle Estate Agents
- Oldfield Smith & Co Ltd
- Ditzzy Media

PM/CB reiterated that the target membership for the Chamber to achieve by next June was 100 members.

7. **Treasurer's Update**

The Chamber's finances are healthy at the present time but no further report was given in AR's absence.

8. **PR, Marketing and Social Media**

Social Media Update – M'OB re-iterated that we still need to get the message across to members to keep sharing their information via social media. M'OB confirmed that the accounts were doing well in terms of growth and that we need to keep them energised. Hailsham Chamber have 162 twitter followers and 73 page likes on Facebook. ALL agreed that this was a very good start. It was discussed that more content needed to be submitted for messages to be pushed out. NC stated that articles and news need to come from a variety of businesses and not just the same ones every time. MO'B stated that if there is a Hailsham Community focus event she can re-tweet

Hailsham as a place if it is something that the Chamber would support. ALL agreed that his was a good idea.

PM proposed the idea of one of the smaller Chamber businesses promoting social media and what effect it has on a small business. NC said that we need to encourage the smaller businesses to share their stories on social media. MO'B agreed that everyone needed to chase more stories for Facebook and Twitter.

Webreality – PM, CB and JH met with Dave Barton of Webreality on the 26 May to discuss the new look website for the Chamber. The website will have a great look, more functionality, be more interactive and user-friendly with a fantastic members section which include testimonials, profiles and photos. A further meeting has been organised for the 16 June, 12noon at Training Now in Hailsham. It was proposed to launch the new website in October after summer holidays etc. At a special 'bring a guest' breakfast meeting on the 6 October the launch of the new website could take place with a view to it being up and running by that date and Dave Barton of Webreality presenting it to the network breakfast. PM suggested a 'BOGOF' deal on that date with a member paying for one breakfast and the guest will go free. ALL agreed with this suggestion.

## 9. **General Committee Business**

Hailsham Forward – there are potential traders at the market that would be interested in renting the pop up shop.

WSP Communities Fund Bid – (see above items under 'Outstanding Actions).

Breakfast Meeting Speakers – A suggestion was put forward to organise a 'speaker in the wings' in case of a cancellation. CPS/PW/PM put themselves forward for any future cancellations.

## 10. **Report from Sub-Committees**

### 10.1 **Traffic and Parking**

CPS reported continuing ongoing issues with the environmental agencies and Trading Standards. Stone Cross Nurseries are working with CPS and photographing parked cars who are advertising on verges adjacent to the nursery. CPS said that everyone needs to submit more photographs to Trading Standards if they notice any unauthorised parking.

NC reported that there are ongoing problems with parking at Diplocks, Chandlers and Apex Industrial Estate – there have been further

negotiations with the Town Council about the land opposite Chandlers. NC was hopeful that there might be some news about the situation next week and will report back to the Chamber at the next meeting.

**NC**

NC reported that the Town Council are also highlighting 'selfish parking' and causing obstruction on both the pavement and the road.

### **10.2 Town Centre Improvements**

NC confirmed that the start date for town centre improvements has been confirmed as the 1 July and works will commence at the north east end of the high street by Prezzos and will be working their way down the high street going west with a view to completion by the end of September. In Oct/Nov works will commence in George Street and in the New Year, Vicarage Lane. Vicarage Lane will have enforcements in place to keep the high street flowing.

### **10.3 Anti-Social Behaviour**

NC reported that there had been a resurgence of anti-social behaviour over the last two or three weeks and had to call 999 from Chapter 12 a couple of times. NC said that the Police response has been brilliant but the youths are causing some disturbance at the back of the buildings. NC encourages business to log the disturbances as it will be recorded for future reference.

CB/NC have postponed the anti-social posters and stickers until they discuss the appropriate wording to be used and will work in conjunction with the Town Council.

### **Any Other Business**

NC reported that the Hailsham Bonfire Society were appealing for monetary contributions towards torches for this year's Hailsham bonfire. PM said that as AR was not present to sanction this request it should be carried forward on to the next Agenda.

**NC**

### **Date of the Next Meeting**

The next meeting to be held after the Chamber breakfast on 7 July 2016.