

MINUTES

HAILSHAM & DISTRICT CHAMBER OF COMMERCE COMMITTEE MEETING

HELD ON 5 MAY 2016

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

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| <p>1. Present:</p> <p>Petrina Mayson (PM)
Claire Baker (CB)
Andrew Rannie (AR)
Colin Slaughter (CPS)
Clive Soper (CS)
Jarred O'Toole (JO'T)
Nick Collinson (NC)
Peter Willson (PW)
Jacky Hinton (JH)
Dave Barton - Webreality</p> <p>The Committee members welcomed Petrina Mayson and Claire Baker as their new Chair and Vice Chair.</p> | |
| <p>2. Apologies for Absence:</p> <p>Anton Bree (AB)
Mina O'Brien (MO'B) (left after the business breakfast)</p> | |
| <p>3. Declarations of Interest</p> <p>None were declared.</p> | |
| <p>4. Minutes of the previous meeting and matters arising</p> <p>The minutes of the previous meeting were approved and no amendments were made.</p> | |
| <p>5. Events and Sponsorship</p> <p><u>Share the Knowledge</u> - the Committee carried forward the idea further of a 'Share the Knowledge' event throughout the year which will enable members to attend sessions on various topics such as marketing, sales or computer skills. Members such as Emma Pearce, Helen Peckham, Rachel Stone and Mina O'Brien were put forward as possible session coaches. It was agreed to organise a further meeting to put together a programme of events.</p> | <p>ALL</p> |

Xmas 2016 – The Committee put forward Thursday 15th December as a possible date for the Chamber Xmas Meal. CPS/JH agreed to visit Callenders Restaurant with a view to making a provisional booking.

CPS/JH

FSB Events – CPS said the FSB were holding a Digital Marketing Evening on the 17th May. CPS said he would email JH with any further FSB events.

CPS

Ropemaker Event – The Chamber discussed organising another visit to Ropemakers and CB said she could make contact with a view to organising another event.

CB

Late Night Xmas Shopping – CPS agreed to update the Chamber regarding the late night shopping Xmas event at a later date.

CPS

BMW Joint Event – CPS to update any further information.

CPS

Queen's Birthday (June 10 – 12) - The Chamber discussed the celebration of the Queen's 90th Birthday. It was suggested whether to hang bunting in the Town and the Apex Business Park and perhaps sponsor Royal window displays. CB/JO'T agreed to source the bunting and discuss further ideas about the celebration. CB asked JH to send a copy of the Business List for Hailsham to her for information.

CB/JO'T

JH

6. **Membership Update**

JH reported that the membership renewal process was underway and would be commencing until the end of June. There have been 30 confirmed renewals so far with only two members cancelling their membership. They are: Arbonne International and Just 1 Key.

One new membership has been confirmed in the previous month:

- John Kimble Graphic Design

PM/CB said 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. AR confirmed that we can afford to support new member initiatives financially and support events being backed by Chamber e.g. Wealden Eye offer to members etc.

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

Social Media – MO'B delivered a brilliant presentation to Chamber members on 'social media hot tips'. MO'B confirmed that both

Facebook and Twitter for Hailsham Chamber were now up and running and that if anybody had any articles to post to use JH as a 'filter' for any articles to encourage good practice. MO'B said she would email the presentation to JH for circulation to members.

MO'B

Webreality – Dave Barton from Webreality joined the meeting to discuss re-developing the Chamber website at no cost to the Chamber to show case their designs. DB suggested a strategy to raise the profile of the Chamber including a content strategy, member of the month, guest blog etc. The website would also include many more photos and filter categories including more in depth member profiles including google map. The member events would also be more interactive and the website would become much more integrated with members being able to submit articles directly (via a filter) to bring it much more up to date and interactive. PM, CB and JH agreed to organise a meeting with DB to discuss these initiatives further and to feed back to the Chamber Committee with a view to re-developing the website.

PM/CB/JH

9. **General Committee Business**

AGM - Petrina Mayson and Claire Baker were welcomed into their roles as Chair and Vice Chair respectively. ALL agreed that the AGM was well attended by members and Stephen Lloyd's speech was well received. JH agreed to circulate the final AGM attendance list. JH confirmed that a press article would be appearing in the Hailsham Herald about the Chamber AGM.

JH

WSP Communities Fund Bid – Following on from the successful award AB confirmed that he had been contacted by the Project Co-ordinator for the fund to say that the Chamber would need to fill in a 'Project Initiation Form' and that the Chamber would also need to invoice against any purchase orders as and when funds are required. AB suggested that a 'Project Group' would need to be formed to discuss the purchase of the shop lease and fitting etc. It was agreed that a start-up new business would be preferred with a view to an on-going lease being taken over by them. AR/AB/NC agreed to form the WSP project group and to organise a meeting to put together a strategy to take the project forward. JO'T suggested advertising in the Wealden Eye for potential businesses.

AR/AB/NC

10. **Report from Sub-Committees**

10.1 **Traffic and Parking**

CPS reported that Wealden District Council were working closely with Trading Standards to try and resolve the issue of the rogue cars being advertised and parked on grass verges in and around Hailsham.

CB reported that since the restrictions had been in force in Wickes' car park the traffic and parking situation had increased in Diplocks Way as it was suggested that Chandlers' vehicles were now being parked along the road causing chaos for haulage and delivery vehicles. NC suggested that businesses ought to lobby the Town Council to get a campaign together for anti-social parking and the Chamber could support this action. NC agreed to draft a letter to the Town Council from the Chamber.

NC

10.2 **Town Centre Improvements**

NC confirmed that the proposed roadworks in the High Street will be commencing during the summer months.

10.3 **Anti-Social Behaviour**

CB reported that anti-social behaviour had increased on the Apex Industrial Estate and that some businesses had increased their security measures. CB agreed to obtain prices for anti-social posters and car stickers from Bea-utiful Design & Print.

CB

JO'T said that he would forward on the group email address to members enable all businesses to report any anti-social behaviour directly to the PCSO team as all incidents need to be logged as soon as they occur.

JO'T

NC reminded the Chamber that voting for a new Police and Crime Commissioner was taking place today so please remember to vote.

Any Other Business

NC reminded the Committee about the Hailsham Business Card launch and whether the Chamber should discuss this further at a future Network Breakfast meeting.

Date of the Next Meeting

The next meeting to be held after the Chamber breakfast on 2nd June 2016.