

## M I N U T E S

### HAILSHAM & DISTRICT CHAMBER OF COMMERCE COMMITTEE MEETING

**HELD ON 4 AUGUST 2016**

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

1.	<b>Present:</b>	<b>Actions</b>
	<p>Claire Baker (CB) Colin Slaughter (CPS) Andrew Rannie (AR) Nick Collinson (NC) Jacky Hinton (JH) Jarred O'Toole (JOT) Mina O'Brien (MOB) Peter Willson (PW) Clive Soper (CS) Laura Murphy (LM)</p>	
2.	<p><b>Apologies for Absence:</b></p> <p>Petrina Mayson (PM)</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 dated 7 July 2016 were approved and the matters arising are dealt with in the following items of the minutes.</p>	
5.	<p><b>Events and Sponsorship</b></p> <p><u>Share the Knowledge</u> - MO'B confirmed again that the 9 November had been agreed as the date for the Share the Knowledge event. It was agreed that the event should start at 6pm for 6.30pm and wrap up at around 8.30pm. Speakers would have half hour slots each with a 5 minute question and answers slot at the end. The speakers are confirmed as Mina O'Brien (Ditzy Media), Rachel Stone (Bespoke Training Eastbourne) and Emma Pearce (Pearce Marketing). The three topics are: IT and Social Media, Business Coaching and Leadership, Sales and Marketing. It was agreed that the event would subsidised for Hailsham Chamber members set at £5 per head and a fee of £10 for non-members and that it should be a 'ticket' only event. It was agreed to use 'Event Brite' booking system and that the Chamber would absorb the booking fee. AR agreed to look into and</p>	<b>AB</b>

organise this facility. JH has created a draft flyer for the event and is waiting for further details from the speakers before advertising. It was agreed to advertise the event in the Wealden Eye, newsletter and social media.

JH

Xmas 2016 – Wednesday 7 December – It was agreed that the Xmas meal be held at either the Oak at Arlington or the Gun at Horam and that CB would speak to the proprietors about menus and availability.

CB

Joint Chamber Events (ACES) – CPS attending the ACES meeting and reported back to say that it was a good meeting and that the minutes were available on their website. The next meeting will be held in September at Crowborough.

FSB Events – FSB/Hailsham Curry Club - Raj Dutt, Hailsham – 20 September – JH agreed to promote this event in the August Chamber newsletter and email members the FSB flyer.

JH

CPS reported that further events coming up are the Bis Event and ACES meeting in October.

#### Late Night Shopping Event

It was agreed to form a working group to discuss 'Late Night Shopping' and how to take the idea forward to work in conjunction with the turning on of the Christmas Lights in Hailsham. JO'T, LM and JH agreed to form a sub-committee to discuss further ideas.

JO'T/LM/JH

## 6. **Membership Update**

JH confirmed that there were now 58 members in total with 10 renewals from 15/16 outstanding. It was agreed that JH/AR/AB would continue to contact the non-renewals with a view to obtaining feedback from them.

JH reported one new membership this month:

- Lions Hotel Group and Eastbourne Pier

With a possible five pending memberships:

- Pest Prevention
- McCrudden Training
- Warren's Lawyers
- Mad Group

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

Hailsham Chamber Newsletter – JH confirmed that the newsletter has 101 subscribers. JH reported that 46% of subscribers are reported in Mailchimp as opening the newsletter.

7. **Treasurer’s Update**

The Chamber’s finances are healthy at the present time.

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

Social Media Update – MO’B presented the social media update to the Committee and confirmed that we now had over 90 Facebook likes and have reads of over 4,700 people with 951 page engagements. MO’B mentioned that the Chamber still need to encourage more members to share content. MO’B reported 230 Twitter followers with 264 monthly engagements. MO’B suggested whether the venue had Wifi facility so we could add the password to the breakfast invite. JH agreed to email the newsletter to MO’B to highlight articles on Facebook.

**MO’B**

**JH**

Webreality – A meeting has been organised for 26 August for Dave Barton to present further designs of the website and to confirm and agree designs etc. PM/CB/JH will be attending and will report back at the next Committee meeting in September. The website is still on track for its launch in October.

**PM/CB/JH**

Hailsham Football Club Sponsorship – It was agreed that ‘Hailsham Active’ provide support and sponsorship for Hailsham Football Club and therefore not the Chamber’s remit – ALL agreed.

Polegate Business Club – the Chamber agreed to continue to support the Polegate Business Club.

9. **General Committee Business**

Pop-Up Shop (WSP Communities Fund Bid) – AB/NC have arranged to view the Phone Shop opposite Ross & Co which has become vacant with a view to possible negotiations. It was agreed to initially use the shop for storage and then possibly use to sell fireworks followed by Christmas decorations. AB/NC to report back at the next committee meeting.

**AB/NC**

10. **Report from Sub-Committees**

10.1 **Traffic and Parking**

CPS reported continuing ongoing issues with illegal parking but that the illegal parking had ceased opposite Stone Cross Nurseries for

the time being and also Hailsham Town Centre due to the improvement works.

## 10.2 **Town Centre Improvements**

AB/NC reported that the Town Centre improvement works had started and that the works had commenced at the north east end of the high street by Prezzo's and will be working their way down the high street going west with a view to completion by 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. AB/NC reported that the works are running to schedule and that there were no major delays.

NC reported that the banners were erected as promised at the last meeting to support local businesses and were displayed at relevant points around the town to highlight the fact that Hailsham was still open for business. AR confirmed that Oldfield Smith & Co had successfully negotiated a Business Rate Relief for High Street Businesses. Any businesses within the vicinity of the Town Centre Improvement works will qualify for a reduction in business rates for the duration of the works. Confirmation has now been received that there will be a reduction of up to 15% depending on where the business is situated. Affected businesses will see the reduction applied **automatically**, backdated from 18 July. If you have concerns about your business rates, please contact Bernard Smith – [bernie@oldfield-smith.co.uk](mailto:bernie@oldfield-smith.co.uk). JH confirmed that the news had been sent to all Hailsham Chamber Members.

## 10.3 **Anti-Social Behaviour**

JOT had no further updates regarding anti-social behaviour but reminded members that they need to email Sussex Police to report any incidents to make sure they are logged. JH reported that the Chamber have been notified by the Public Engagement Officer at Wealden District Neighbourhood Policing Team to set up an account and create a distribution list through a new system called 'In The Know'. JH agreed to set up this account using the Chamber email address.

**JH**

AR said that Paul Taylor from Airtight Security Systems would be presenting at the November Networking Breakfast meeting to update businesses on the use of CCTV. JO'T agreed to talk to NC about possible Chamber discounts for use of CCTV to prevent crime and anti-social behaviour.

**JO'T**

### **Any Other Business**

Hailsham Area Action Plan – CS is attending two meetings a month which are mainly dealing with housebuilding and concerns about schools, medical facilities and transport infrastructure. CS said that the Plan should be complete by the end of next year.

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

The next meeting to be held after the Chamber breakfast on 1 September 2016.