

MINUTES

HAILSHAM & DISTRICT CHAMBER OF COMMERCE COMMITTEE MEETING

HELD ON 6 OCTOBER 2016

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

	Actions
<p>1. Present:</p> <p>Petrina Mayson (PM) Claire Baker (CB) Colin Slaughter (CPS) Andrew Rannie (AR) Nick Collinson (NC) Jacky Hinton (JH) Jarred O'Toole (JOT) Peter Willson (PW) Clive Soper (CS) Dave Barton (CB)</p>	
<p>2. Apologies for Absence:</p> <p>Anton Bree (AB) Laura Murphy (LM) Mina O'Brien (MOB)</p>	
<p>3. Declarations of Interest</p> <p>None were declared.</p>	
<p>4. Minutes of the previous meeting 4.8.16 and matters arising</p> <p>The minutes of the previous meeting dated 4 August 2016 were approved and the matters arising are dealt with in the following items of the minutes. It was agreed to cancel the Committee meeting on the 1 September due to absence of key Committee members.</p>	
<p>5. Events and Sponsorship</p> <p><u>Share the Knowledge - 9 November.</u> The event starts at 6pm for 6.30pm and wraps up at around 8.30pm. Speakers have half hour slots each with a 5 minute question and answers slot at the end. The speakers are confirmed as Mina O'Brien (Ditzzy 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. As agreed at the previous meeting the event has been subsidised for Hailsham Chamber members at £5 per head and a fee of £10 for non-members</p>	

and it is a 'ticket' only event. AR has organised 'Get Invited' booking system and the Chamber is absorbing the booking fee as agreed.

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

CB

Joint Chamber Events

FSB Events – It was agreed to join in with certain events next year and that it would be easier to set up an electronic payment system to allow guests to pay direct. JH agreed to add this topic to a future agenda.

JH

Late Night Shopping Event

LM was sent an email from Karen Giddings, Planning and Environment officer at Hailsham town Council to ask whether any Hailsham Chamber traders were interested in getting involved in our Christmas light switch on, on Friday 25th November. It was agreed to discuss this item further with a view to emailing members to encourage them to get involved. PM/JH agreed to meet to discuss ideas.

PM/JH

Xmas Lights Contribution

AR confirmed that the Chamber had collected £490 from members towards the Town Centre Xmas lights and it was agreed that a sum of £500 would be presented to the Town Council to this effect.

AR

6. **Membership Update**

JH confirmed that there were now 61 members in total with 10 renewals from 15/16 outstanding.

JH reported three new memberships this month:

- Camera Centre (renewal)
- Focus Medical Eye Centre
- Juice Electrical Services

With a possible five pending memberships:

- Westways Vending (renewal)
- Barclays Bank, Hailsham
- Tax Assist Hailsham
- Telecom Plus

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 106 subscribers to date with a 43% read reported by Mailchimp. DB proposed creating a new template within Mailchimp and agreed to discuss further with JH.

DB/JH

7. **Treasurer's Update**

AR reported that the Chamber's finances are healthy at the present time.

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

Social Media Update – Summary of activities September 2016:

Facebook

- Page likes have risen from 90 to 98
- Posts to page: 10
- Page views: 3
- Page reach: 42
- Page engagement: 3
- No boosted posts in September.

Twitter

- Followers have increased from 261 to 286
- Tweets sent 26
- Tweet impressions 6.8k impressions
- 332 Profile visits
- 28 mentions
- 26 new followers

It was agreed to allocate a further £10 a month to Ditzzy Media to boost events on Facebook.

Webreality – DB presented the new look website to the Networking Breakfast before the meeting. JH agreed to undertake training on the administration of the website with DB as back-up administrator for the time being. DB agreed to organise training for JH in the next week or so with a view to the website going live next week.

DB/JH

9. **General Committee Business**

Pop-Up Shop (WSP Communities Fund Bid) – AR to update the Committee at the next meeting with regard to the lease on the phone shop. AR/PM to speak further about the lease and the use of the premises with a view to short term storage.

AB/PM

10. **Report from Sub-Committees**

10.1 **Traffic and Parking**

CPS reported that Highways are dealing with the illegal parking situation by issuing tickets to vehicles that are illegal parked on Highways verges. CPS said that the County Council have appointed a dedicated person to deal with enforcement action.

Apex Way parking issues have been temporarily resolved due to BMW given permission to park elsewhere but this is only a short term measure.

Town Centre Improvements

10.2

AB/NC reported that the works are running a week ahead of schedule and that there were no major delays. ALL agreed that the town centre improvements were looking fantastic so far.

10.3 **Anti-Social Behaviour**

JOT had no further updates regarding anti-social behaviour.

JH carried forward an action from the last minutes 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.

AR reiterated that Paul Taylor from Airtight Security Systems would be presenting at the November Networking Breakfast meeting to update businesses on the use of CCTV.

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 Hailsham Chamber breakfast on 3 November 2016.

JH