

## MINUTES

### HAILSHAM & DISTRICT CHAMBER OF COMMERCE COMMITTEE MEETING

HELD ON 3 NOVEMBER 2016  
AT THE BOSHIP LIONS FARM HOTEL, HELLINGLY, BN27 4AT

		<b>Actions</b>
1.	<p><b>Present:</b></p> <p>Petrina Mayson (PM) Claire Baker (CB) Colin Slaughter (CPS) Andrew Rannie (AR) Jacky Hinton (JH) Dave Barton (CB)</p>	
2.	<p><b>Apologies for Absence:</b></p> <p>Anton Bree (AB) Laura Murphy (LM) Mina O'Brien (MOB) Jarred O'Toole (JOT) Nick Collinson (NC) Clive Soper (CS) Peter Willson (PW)</p>	
3.	<p><b>Declarations of Interest</b></p> <p>None were declared.</p>	
4.	<p><b>Minutes of the previous meeting 6 Oct 16 and matters arising</b></p> <p>The minutes of the previous meeting dated 6 October 2016 were approved and matters arising dealt with in the following items.</p>	
5.	<p><b>Events and Sponsorship</b></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 and it is a 'ticket' only event. AR has organised 'Get Invited' booking system and the Chamber is absorbing the booking fee as agreed.</p>	

Xmas 2016 – Wednesday 7 December – The Gun at Horam has been booked for a sit down time of 7pm. JH has agreed to send round an invite and menu to all members. The Chamber agreed to subsidise the £25 cost by £10 a head for members only. Guests and partners would pay the full cost of £25.

JH

#### Joint Chamber Events

FSB Events – No joint events have been organised with the FSB.

#### ACES Joint Networking Evening - Tuesday 29th November at 6pm

Drinks and refreshments by Ambience and a guided tour of the new BMW and MINI showrooms. This is a great chance to meet businesses from town Chambers and the FSB.

#### Christmas Lights – switch on – 25<sup>th</sup> November

Christmas light switch on is taking place on Friday 25th November. Acclaimed photographer Anthony Penrose will press the button to turn on the town's Christmas lights in Vicarage Field at 6pm, alongside the lucky winners of the Best Christmas Pizza Design competition (organised by Dominos Pizza in partnership with Hailsham Town Council) which will be announced before the switch-on. Festive entertainment includes a performance from the Peter Willson Choir at 5pm, and carol singing from students of Hailsham Community College.

#### Xmas Lights Contribution

It was agreed that a sum of £572 would be presented to the Town Council as the contribution from Chamber Members towards the Christmas lights.

## 6. **Membership Update**

JH confirmed that there were now 66 members in total with 10 renewals from 15/16 outstanding.

JH reported five new memberships this month:

- Visions Nspire
- Initial PA Services
- Westways Vending
- SOCAD
- Prosper with Synergy

with a possible five pending memberships:

- 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 41% read reported by Mailchimp.

## 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 October 2016:

### **Facebook**

- Page likes have risen from 98 to 106
- Posts to page: 16 (up 50%)
- Page views: 1 (down 93%)
- Page reach: 4257 up 345%
- Page engagement: 351 up 328%
- 2 boosted posts:
  - Website promotion reached 929, 28 engagements £5.00
  - Share The Knowledge reached 682, 34 engagements £5.00

### **Twitter**

- Followers have increased from 286 to 320
- Tweets sent 26 up 8.3%
- Tweet impressions 9,179 impressions up 49%.8k impressions
- 355 Profile visits up 8.9%
- 32 mentions up 10.3%
- 32 new followers

Members list created on Twitter as per previous action.

Website/Webreality – The new website was launched at the beginning of the month and has proved a great success. Members are gradually beginning to interact with the new website and are being offered training where necessary. DB asked if he could have logins for Facebook and Twitter so they can be linked with the website. JH agreed to ask MOB for the logins.

JH

Marketing – It was agreed that JH targeted new members by using the town businesses listings and also preparing flyers to distribute.

JH

9. **General Committee Business**

Pop-Up Shop (WSP Communities Fund Bid) – Hailsham Chamber have agreed to provide surplus funding to meet the rent of £7,200 on the Pop Up Shop. It is hopeful that the lease will be in place before Christmas. There has been a lot of potential interest in the shop. AR/AB to update at the next Committee meeting. It was agreed that AB should put a news item on the website about the Pop Up Shop.

**AB/AR  
AB**

10 **Report from Sub-Committees**

10.1 **Traffic and Parking**

CPS reiterated that Highways are dealing with the illegal parking situation by issuing tickets to vehicles that are illegal parked on Highways verges. High Street restrictions have reduced illegal parking in the Town.

Apex Way parking issues are ongoing and CB/CPS agreed to get in touch the Highways Department directly with a view to opening up lines of communication directly with them.

**CB/CPS**

10.2 **Town Centre Improvements**

AB/NC reported that the works are running to schedule and that there were no major delays at this moment in time.

10.3 **Anti-Social Behaviour**

JOT had nothing to report regarding anti-social behaviour.

JH reported that PC Codling DC503 had expressed an interest in coming along to one of the network breakfasts to speak to shop owners and businesses about security measures etc. JH agreed to ask AR if there were any slots available in the New Year and liaise with PC Codling.

**JH**

**Any Other Business** – No other business was reported.

**Date of the Next Meeting**

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