

MINUTES

HAILSHAM & DISTRICT CHAMBER OF COMMERCE COMMITTEE MEETING

**HELD ON 1 DECEMBER 2016
AT THE BOSHIP LIONS FARM HOTEL, HELLINGLY, BN27 4AT**

1. Present:	Actions
<p>Petrina Mayson (PM) Anton Bree (AB) Clive Soper (CS) Nick Collinson (NC) Colin Slaughter (CPS) Andrew Rannie (AR) Jacky Hinton (JH) Mina O'Brien (MOB) Jarred O'Toole (JOT) Peter Willson (PW)</p>	
<p>2. Apologies for Absence:</p> <p>Dave Barton (CB) Laura Murphy (LM) Claire Baker (CB)</p>	
<p>3. Declarations of Interest</p> <p>None were declared.</p>	
<p>4. Minutes of the previous meeting 3 November 16 and matters arising</p> <p>The minutes of the previous meeting dated 3 November 2016 were approved and matters arising dealt with in the following items.</p>	
<p>5. Events and Sponsorship</p> <p><u>Xmas 2016 – Wednesday 7 December</u> – The Gun at Horam has been booked for a sit down time of 7pm. JH reported that there are currently 30 attendees. 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.</p> <p><u>Joint Chamber Events</u></p> <p><u>FSB Events</u> – No joint events have been organised with the FSB at this stage.</p>	

Christmas Lights – switch on took place on 25th November

Christmas light switch on took place on Friday 25th November. Acclaimed photographer Anthony Penrose pressed the button to turn on the town's Christmas lights in Vicarage Field at 6pm, Festive entertainment included a performance from the Peter Willson Choir at 5pm, and carol singing from students of Hailsham Community College.

Xmas Lights Contribution

A sum of £525 was presented to the Town Council as the contribution from Chamber Members towards the Christmas lights.

6. **Membership Update**

JH confirmed that there were now 68 members in total.

JH reported two new memberships this month:

- Sokada
- AF Tax Solutions

with a possible four pending memberships:

- Barclays Bank, Hailsham
- Tax Assist Hailsham
- Telecom Plus
- 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 107 subscribers to date with a 42.5% read reported by Mailchimp.

7. **Treasurer's Update**

AR reported that the Chamber's finances are healthy at the present time. AR confirmed that he had been liaising with DB about PayPal facility going live on the website and that this should be up and running shortly.

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

Social Media Update – Summary of activities November 2016:

Facebook

- Page likes have risen from 106 to 114 up 11%
- Posts to page: 8

- Page views: 3 (up 50%)
- Page reach: 1,916 down 56%
- Page engagement: 173 down 51%
- Video: 60 views up 1,100%
- 1 boosted post:
 - Share The Knowledge reached 329, 21 engagements £3.00

Twitter

- Followers have increased from 320 to 346 up 26
- Tweets sent 12 down 60%
- Tweet impressions 6,235 down 36%
- 168 Profile visits down 56.5%%
- 25 mentions down 28.6%
- 26 new followers

Members list created on Twitter as per recent email.

Going Forward:

- Promote events, members news and other content from website
- Continue to work with JH to showcase members and raise awareness of Chamber membership and events.

Website/Webreality – (Reported in DB’s absence) DB asked if he could have logins for Facebook and Twitter so they can be linked with the website. JH agreed to liaise with MOB for the logins. DB expressed that we need to get more content into the website. DB said that it would be great to see this message being continually pushed wherever possible.

JH

Marketing – (Carried Forward) 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) – AB reported that the lease has now been signed and the following items were discussed and agreed:

- Service Charge cap – AB suggested 1,000 pound cap – AR agreed to add in something about a service charge
- The Chamber has a 13 months lease to include next Xmas
- Site visit to be organised by PM/NC
- Nic Cole to organise signage – Nick Collinson to contact Nic
- Two weeks maximum letting period
- Keys and paper work to be handled by Ross & Co

AR

PM/NC
NC

- Ensure traders have their own insurance cover (personal liability insurance etc)
- A photo should be taken before tenants enter to ensure they are liable for their own damages
- Calendar of tenancies on the door
- Shared Calendar to be organised and co-ordinated by Jackie Neen/Jacky Hinton
- Suggested Sunday to Sunday letting period
- Launch in Jan with press coverage
- JO'T agreed to seek out possible tenants for the shop.

JH

JO'T

10 Report from Sub-Committees

10.1 Traffic and Parking

CPS reported that the parking restrictions now in force at the Tesco Store are proving a success resulting in much more parking available for Tesco customers.

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.

CPS

10.2 Town Centre Improvements

East Sussex Highways reported the following update in November:

'Unfortunately within the first phase we encountered numerous utility pipes far beyond what would have normally been expected. Many of the pipes were found to be in poor condition requiring repair or replacement. Several pipes also needed to be lowered to enable us to continue with our work.'

As a result of the difficulties encountered we have extended the programme by 2 months to allow sufficient time to complete all other areas including George Street and Vicarage Lane. Work is now due to finish end of April 2017'.

NC/AB said that there had been mixed reviews in regard to trading and that it had been mainly Takaway Restaurants that have suffered due to the road closure. The road closure will resume again on 5th January 2017 and a full schedule of works can be viewed on the East Sussex Highways website:

<http://www.eastsussexhighways.com/events/hailsham-town-centre-regeneration-works>

10.3 **Anti-Social Behaviour**

JOT said there was 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 and is currently liaising with them to organise a slot, possibly in January 2017.

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 5 January 2017.