

ACES Update – PM reported that Christina Ewbank has been campaigning on behalf of all Chamber regarding the ongoing rail disputes. Christina will be appearing on BBC South East Today programme next week to discuss the issue.

CPS confirmed that he will be attending the next ACES meeting.

AGM 2017 – It was agreed to discuss a date in June for the next AGM.

6. **Membership Update**

JH confirmed that there were currently 68 members.

JH reported that there were no new memberships this month but 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 currently has 107 subscribers to date with a 44.8% December 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 December 2016:

Facebook

- Page likes have risen from 114 to 116
- Posts to page: 5
- Page views: 13
- Page reach: 536
- Page engagement: 43
- Video: 15 views
- 0 Boosted posts

Twitter

- Followers are now 369 up 22
- Tweets sent 10
- Tweet impressions 5,742
- 209 Profile visits
- 26 mentions

Going forward

- Promote events, members news and other content from the website
- Continue to work closely with Jacky to showcase members and raise awareness of chamber membership and events.

Website/Webreality – JH agreed to continue to encourage members to add Events/News and Offers to the website. The possibility was discussed as to whether we could have ‘alerts’ sent to the Facebook page when offers or news was posted on the website.

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 as the lease has been signed the Chamber are now paying rent. The following actions were agreed:

- Finalise signage – NC to send out final sign for approval
- Ross & Co to deal with tenancies
- Ross & Co to hold keys to the property
- AJR to look into claiming small rate relief
- AJR to speak to AB about how to access grant money for rental purposes.
- MO'B to promote Pop-Up-Shop on Social Media when launched.
- Press Release and launch to be organised when signage completed.

NC

AJR
AJR

MO'B

10 **Report from Sub-Committees**

10.1 **Traffic and Parking**

(Carried Forward) - 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**

As a result of the difficulties encountered East Sussex Highways

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'.

The road closure will resume again (today) 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>

Anti-Social Behaviour

JOT said there was nothing to report regarding anti-social behaviour over the Christmas period.

JH reported that PC Codling was due to speak at today's networking breakfast but unfortunately was unable to attend due to illness. JH agreed to organise another date.

NC reported the break-in at the Hawkswood Road Service Station and it was agreed that a letter be sent on behalf of the Chamber expressing their sympathies and support.

Any Other Business

10.3

A discussion took place as to whether to relocate to Chapter 12 for the next Networking Breakfast meeting but it was agreed to stay at the Lions Farm Hotel for the next meeting and raise the topic again at the next meeting.

Date of the Next Meeting

The next meeting to be held after the Hailsham Chamber breakfast on 2 February 2017.

JH