

MINUTES

HAILSHAM & DISTRICT CHAMBER OF COMMERCE COMMITTEE MEETING

HELD ON 4 MAY 2017

AT CHAPTER 12 FUNCTION ROOM, 12 HIGH STREET, HAILSHAM, BN27 1BJ

		Actions
1.	<p>Present:</p> <p>Petrina Mayson (PM) Nick Collinson (NC) (left early) Colin Slaughter (CPS) Andrew Rannie (AJR) Jacky Hinton (JH) Mina O'Brien (MOB) Clive Soper (CS) Fran Pickett (FP) Peter Willson (PW)</p>	
2.	<p>Apologies for Absence:</p> <p>Jarred O'Toole (JOT) Claire Baker (CB) Anton Bree (AB)</p>	
3.	<p>Declarations of Interest</p> <p>None were declared.</p>	
4.	<p>Minutes of the previous meeting 6 April 2017 and matters arising.</p> <p>The minutes of the previous meeting dated 6 April 2017 were approved and matters arising dealt with in the following items.</p>	
5.	<p>Events and Sponsorship</p> <p><u>Hailsham Chamber AGM</u></p> <p>Invites have been sent out to members for the AGM on Tuesday 16 May at 7.30pm at Chapter 12 Function Room, 12 High Street, Hailsham. Invites have also been announced via Mailchimp, Facebook, Twitter and the Hailsham Chamber newsletter.</p> <p>PM has agreed to stand as Chair for another year with nominations for Clive Soper (CS) to act as Vice Chair and support PM by representing the Chair at future meetings. PW, FP and PW have been nominated as Committee members.</p> <p><u>Joint Chamber Events</u></p>	

FSB/ACES/Town Council/Wealden – CSP reported the following events:

- 13 June – Wealden Business Breakfast at Blackstock Farm
- June – 24th June ‘Celebrate Hailsham Day’
- July – Horam Golf Club Event
- August – Lions Farm Event
- September – Hydro (ACES)
- October – Chapter 12

Hailsham Curry Club – July date to be announced. JH will update.

JH

6. **Membership Update**

JH confirmed that there were currently 74 members. JH confirmed that renewal invoices would be sent out at the beginning of next week and the key aim was to obtain renewals by the end of June. The Committee discussed that the campaign to try and attract more members was ongoing.

JH reported that there were three new memberships this month:

- Vostel Ltd
- SO Legal
- Forever Living Products

and a possible four pending memberships:

- Barclays Bank, Hailsham
- Telecom Plus
- MAD Group

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

Hailsham Chamber Newsletter – JH confirmed that the newsletter currently has 117 subscribers to date with a 39.9% April read reported by Mailchimp.

7. **Treasurer’s Update**

AJR is preparing full accounts to be presented at the AGM on the 16 May. AJR reported that the current total credit balance is £9,832.95 for the year 2016/17.

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

Social Media Update

MO'B reported that Ditzzy Media have moved into their new premises at the Enterprise Centre in Eastbourne and all the details have now been changed on the website to reflect the move.

Social Media Content Report for May 2017:

Facebook

Number of posts: 24
1 Action on page- up by 100%
5 Page likes- up by 67%
20 Facebook page views
331 post engagements
2,460 page reach
3 video views

Boosted posts

- AGM boosted post on 01/05/17 reaching 979 reached and resulting in 14 clicks and 18 reactions.
- Steve Christmas pop-up shop boosted post on 08/05/17 reaching 993 resulting in 27 clicks and 24 reactions.
- Experience Holidays pop-up shop boosted post on 16/05/17 reaching 651 resulting in 12 clicks and 15 reactions

Twitter

27 Tweets Sent
11.5K Impressions- up by 54.3%
163 Profile Visits
17 Mentions- up by 54.5%

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 including Share the Knowledge content, event creation and promotion.
- ALL agreed that the Chamber would not post or promote Charities affiliated with Members companies other than those promoted directed by the Hailsham Chamber.
- MO'B said that she would keep the Pop up Shop costs separate from the Chamber at £5 each action.

A 'tweet before you eat' was organised for the networking breakfast and proved a great success.

Website/Webreality – The website is working well and interaction from the members was still increasing. PayPal is also being used more frequently.

9. **General Committee Business**

Pop-Up Shop (WSP Communities Fund Bid)

JH is taking bookings for the Pop up Shop and the following process is being followed:

- Booking enquiries and information pack sent out via Jacky Hinton
- JH to confirm booking on receipt of booking form and confirmation of public liability insurance.
- Website is updated with up and coming tenants. Social Media tweets sent out.
- Booking form emailed to Jackie Neen at Ross & Co.
- Tenant signs agreement at Ross & Co on the Friday before booking commences and collects keys to the shop.
- Tenant drops keys through to Ross & Co on the day the tenancy ends.

The Committee discussed again whether it might be possible to extend the lease for another couple of months – PM agreed to look into possible further funding for the Pop up Shop.

PM

Hailsham Forward

NC/CS attended the recent Hailsham Forward meeting and CS agreed to prepare a report for the AGM.

CS

Summer Events – Hailsham Day has been confirmed for 24th June and the Town Council will be ‘Celebrating Hailsham Day’ with all sorts of events organised for the town including Town Centre shops offering all kinds of discounts for shoppers on the day. Further information will be reported as soon as the full itinerary is received. JH agreed to put the information into the newsletter.

JH

10. **Report from Sub-Committees**

10.1 **Traffic and Parking**

NC reported that planters would be positioned to assist traffic calming.

Ongoing - NC reported that at the last Wealden Cabinet meeting it was announced that the issue of parking enforcement will be discussed at the Sept/Oct Cabinet – if agreed it could take at least two years to put in place.

10.2 **Town Centre Improvements**

Work is due to finish at the end of May in George Street. Works will then begin in Vicarage Road where a one way system will be in operation.

A full schedule of updated 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**

The Town Council are reporting on YMCA at the next Hailsham Forward meeting and CS agreed to update and the next meeting.

CS

Furniture Now reported an attempted break-in at their Hailsham premises.

Outstanding Action - JH agreed to invite PC Codling to give a presentation to the Chamber breakfast.

JH

Any Other Business

Feedback from networking breakfast venue – a few attendees have asked if there could be more tea and coffee making facilities at the breakfast meeting and perhaps only two choices of breakfast might speed things up.

Date of the Next Meeting

The next meeting is to be held after the Hailsham Chamber breakfast on 8th June 2017 at Chapter 12 Function Room, Hailsham. (It was agreed not to hold the meeting on the first Thursday next month as AJR is away).