

## MINUTES

### HAILSHAM & DISTRICT CHAMBER OF COMMERCE COMMITTEE MEETING

HELD ON 6 JULY 2017

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

1. Present:	Actions
<p>Petrina Mayson (PM) Nick Collinson (NC) Colin Slaughter (CPS) Andrew Rannie (AJR) Jacky Hinton (JH) Clive Soper (CS) Anton Bree (AB) Steve Christmas (SC)</p>	
<p>2. <b>Apologies for Absence:</b> Claire Baker (CB) Peter Willson (PW) Mina O'Brien (MOB) Dave Barton (DB) Fran Pickett (FP)</p>	
<p>3. <b>Declarations of Interest</b></p> <p>None were declared.</p>	
<p>4. Minutes of the previous meeting on 4<sup>th</sup> May were approved at the meeting on 8 June 2017. Due to absences no minutes were taken on 8 June so all actions have been carried forward to today's meeting.</p>	
<p>5. <b>Events and Sponsorship</b></p> <p><u>Joint Chamber Events</u></p> <p>CPS suggested a joint 10 pin bowling evening/competition with the FSB in October to be held at Freedom Leisure in Hailsham. The dates put forward were 11<sup>th</sup> or 18<sup>th</sup> October. It was agreed to discuss further and produce a flyer for the occasion. CPS agreed to contact Freedom Leisure and start putting together a Hailsham Chamber team.</p> <p><u>FSB/ACES/Town Council/Wealden</u> – CSP reported the following events:</p> <ul style="list-style-type: none"><li>• July – Horam Golf Club Event</li></ul>	<p><b>CPS</b></p>

- August – Lions Farm Event
- 12<sup>th</sup> September – Join Breakfast with Eastbourne Chamber at Sovereign Harbour Yacht Club
- September – Hydro (ACES)
- October – Chapter 12

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

JH

6. **Membership Update**

JH confirmed that there were currently 69 members. A total of 58 members have renewed with 11 new members carried forward. There are still 3 members due to renew.

SC/JH agreed to draft a letter to target more High Street businesses to join the Chamber. SC agreed to deliver a letter to every High Street business inviting them to a complimentary breakfast in Sept/Oct to encourage more membership from high street businesses.

JH/SC

Hailsham Chamber Newsletter – JH confirmed that the newsletter currently has 121 subscribers to date with a 41.8% June read reported by Mailchimp.

7. **Treasurer's Update**

AJR confirmed that the Hailsham Chamber account is currently £3,000 up and funds are continuing to be paid in as businesses are renewing. AJR reported that the Pop up Shop is running at a slight loss but this was expected due to running costs etc. It was agreed that the Chamber would book the pop up shop for two weeks from 7 – 14 August to promote the Chamber.

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

Social Media Update

AJR presented the Social Media Update in MO'B's absence as follows:

**Social Media Content Report for June 2017:**

**Facebook**

**Page likes 139 – up 1**

Number of posts: 29

5 Facebook Page views

247 Post Engagements

2704 Page Reach- **up by 36%**

**Boosted posts:**

26/06/17 NOW Charity Pop up shop post boosted for £5.00 reaching 533 people and resulting in 32 post engagements.

**Twitter**

37 Tweets Sent

Twitter Following has grown by 14

11.3K Impressions

MO'B will continue to work closely with the Committee and Jacky to deliver new content regarding the Chamber and the Pop Up shop.

Website/Webreality – The website is continuing to work well with continued interaction from the members. Some Members are also using PayPal through the website to pay their membership fees.

9. **General Committee Business**

Pop-Up Shop (WSP Communities Fund Bid)

JH circulated a spreadsheet of bookings for the Pop up Shop until December 2017. It was confirmed that the December booking would be the last one unless more funding was obtained.

Hailsham Chamber have agreed to book two weeks in the shop from 7 – 14 August and will discuss further at the next Committee meeting in August how to utilise the shop for PR purposes.

Hailsham Forward

NC/CS are due to attend a meeting of Hailsham Forward next week and agreed to feed back at the next Hailsham Chamber Committee Meeting on the 3<sup>rd</sup> August.

Summer Events – Hailsham Summer Market Day – July 29<sup>th</sup>, 9am – 4pm. This event has been organised by the Town Council with Hailsham Forward. There will be the usual stalls selling locally sourced food.

10. **Report from Sub-Committees**

10.1 **Traffic and Parking**

NC reported that continued parking on zig zag lines was a problem.

Ongoing - NC reported that at the last Wealden Cabinet meeting it was announced that the issue of parking enforcement will be

**NC/CS**

discussed at the Sept/Oct Cabinet – if agreed it could take at least two years to put in place.

## 10.2 **Town Centre Improvements**

It was agreed to ask Nic Cole to remove the banners from the roadside now that the roadworks were almost complete. JH agreed to contact Nic. It was discussed whether to ask Nic to create a couple of 'roadworks completed' type banners. JH agreed to contact Nic about the possibility.

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 met with the YMCA to discuss reported noise issues and things have been resolved.

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.

### **Any Other Business**

AJR reported that the Hailsham Chamber agreed not to take up the offer of reciprocal working practices between itself and the Eastbourne Chamber.

### **Date of the Next Meeting**

The next meeting is to be held after the Hailsham Chamber breakfast on 3<sup>rd</sup> August 2017 at Chapter 12 Function Room, Hailsham.

JH