

MINUTES

HAILSHAM & DISTRICT CHAMBER OF COMMERCE COMMITTEE MEETING

HELD ON 7 SEPTEMBER 2017

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

1.	Present:	Actions
	Nick Collinson (NC) Andrew Rannie (AJR) Clive Soper (CS) Jacky Hinton (JH)	
2.	Apologies for Absence:	
	Petrina Mayson (PM) Colin Slaughter (CPS) Peter Willson (PW) Fran Pickett (FP) Steve Christmas (SC) Claire Baker (CB) Dave Barton (DB) Anton Bree (AB) Mina O'Brien (MOB)	
3.	Declarations of Interest	
	None were declared.	
4.	Minutes of the Previous Meeting – 3 August 2017	
	Minutes of the previous meeting on 3 August were approved and any outstanding actions have been carried forward.	
5.	Events and Sponsorship	
	<u>Joint Chamber Events:</u>	
	<u>Hailsham Curry Club</u> – ALL decided not to pursue with sending out invitations to the Hailsham Curry Club as the organisers are unable to include all professions in the invitation. JH agreed to let them know the decision.	JH
	<u>FSB/Jasmine Gardens</u> – CPS suggested a Hailsham Chamber evening at Jasmine Gardens on 22 November – it was agreed to discuss this at the next meeting.	CPS

Hailsham Chamber Xmas Meal – A few venues were discussed and it was decided between Chapter 12 or The Gun at Chiddingly. No decision has been made – JH to chase up action.

JH

Bowling Evening – 11 October – It was decided to cancel the Bowling Evening due to lack of interest. NC suggested another event could be organised for the 11th October and it was agreed for ALL to discuss further and organise as JH would be away two weeks prior to any arrangements.

ALL

6. **Membership Update**

JH confirmed that there are currently 69 members. The newest member is Neva Consultants.

SC/JH has produced a letter to target more High Street businesses to join the Chamber. SC on target to deliver a letter to every High Street business inviting them to a complimentary breakfast in October to encourage more membership from high street businesses. PM to put together a paragraph to further include the Industrial Estates.

SC

PM

Hailsham Chamber Newsletter – JH confirmed that the newsletter currently has 122 subscribers to date with a 43.8% July read reported by Mailchimp.

Xmas Lights Contribution – JH agreed to send out an email to all members about their voluntary contribution to the High Street Xmas lights for Dec 17. The suggested contribution towards the lights would be £20.00.

JH

7. **Treasurer's Update**

AJR confirmed that the Hailsham Chamber account is currently healthy. 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 to seek more funding to try and extend the lease on the Pop up Shop through either Wealden DC or the Town Council.

ALL

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

Website

It was agreed to encourage more interaction on the website – JH to send around a reminder to members about posting news, events and recruitment. CS asked if it was possible to create a calendar of events for the website. JH agreed to ask DB if this was possible.

JH

JH

Social Media Update

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

Social Media Content Report for August 2017:

Facebook

Page Likes: 146
Page likes: 5 up by 25%
Number of posts: 31
Actions on Page:
Page views: 31 - up by 94%
Post Engagements: 339 up 24%
Page Reach: 2,514 up 32%
Video Views: 1

Boosted posts

- 09/08/2017
 - Title of Post: Guess the Number of Balloons
 - Cost of Boost: £5.00
 - Reach: 874
 - Engagement: 37
- 24/08/17
 - Title: Utility Warehouse in the Pop Up Shop
 - Cost of Boost: £5.00
 - Reach: 535
 - Engagement: 13

Twitter

Tweets Sent: 33
Following is 515 was 511 - up by 4
Profile Visits: 49
Tweet Impressions: 12.7k
Mentions: 11

Content going forward +

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 members. Members are continuing to use PayPal.

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. JH agreed to produce a report for NC about the Pop up Shop for any possible funding submissions.

JH

Hailsham Chamber have booked two weeks in the shop from 7 – 18 August which was a great PR success. The 'guess the balloon competition' was held in the Pop up Shop and Christine Jervis won a selection of vouchers donated from High Street shops which was organised by AJR.

Hailsham Forward

NC reported that there were ongoing discussions about parking enforcement in the High Street and that this issue would be discussed further at the Cabinet meeting in October. NC/CS said they are attending a meeting next week and will update the Committee at the next meeting on the 5 October.

NC/CS

10. **Report from Sub-Committees**

10.1 **Traffic and Parking**

As reported in Item 9, NC said that there were ongoing discussions about parking enforcement in the High Street and that this issue would be discussed further at the Cabinet meeting in October.

10.2 **Town Centre Improvements**

NC mentioned that problems had been raised locally about the traffic light system at the beginning of George Street. NC to report any further decisions at the next meeting.

10.3 **Anti-Social Behaviour**

NC reported that there was continuing low level crime in the area which was increasing but that Hailsham was slightly lower than Uckfield and Crowborough.

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

Any Other Business

CS raise the issue of the Hailsham Street Market and whether it was counter-productive for High Street businesses in general. It was discussed whether to ask the members on their views about the

Saturday market as these views could be presented at a Hailsham Forward meeting and could be very useful in any decision making process. A suggested email with wording along the lines: '*Do we support the continuing efforts of maintaining the market in Hailsham*' YES/NO. It was agreed to discuss further at the next meeting.

Date of the Next Meeting

The next meeting is to be held after the Hailsham Chamber breakfast on 5th October 2017 at Chapter 12 Function Room, Hailsham.

**JH to add to
next agenda**