

MINUTES

HAILSHAM & DISTRICT CHAMBER OF COMMERCE COMMITTEE MEETING

HELD ON 7 DECEMBER 2017

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

1. Present:	Actions
<p>Petrina Mayson (PM) Clive Soper (CS) Andrew Rannie (AJR) Nick Collinson (NC) Jacky Hinton (JH) Colin Slaughter (CPS) Mina O'Brien (MOB) Peter Willson (PW)</p>	
<p>2. Apologies for Absence:</p> <p>Fran Pickett (FP) Steve Christmas (SC) Dave Barton (DB) Anton Bree (AB)</p>	
<p>3. Declarations of Interest</p> <p>None were declared.</p>	
<p>4. Minutes of the Previous Meeting – 2 November 2017</p> <p>Minutes of the previous meeting held on 2 November were approved and any outstanding actions have been carried forward.</p>	
<p>5. Events and Sponsorship</p> <p><u>Joint Chamber Events:</u></p> <p><u>Hailsham Chamber Xmas Meal</u> – The Gun at Chiddingly has been booked for Wednesday 13 December at 6.30pm. AJR suggested a £10.00 discount for each member plus one guest/partner which would mean a cost of £15.00 per head which was agreed by ALL. JH has sent out invites and menu choices and has had a good response. Members have agreed to pay via PayPal or BACs.</p> <p><u>FSB/Hailsham Chamber at Jasmine Gardens – 29 November</u> – CPS reported that the event went well with a good representation.</p>	

FSB Announcement – CPS reported that there will be a formal announcement in January that he has resigned from the FSB in his role Chairman.

6. **Membership Update**

JH confirmed that there are currently 75 members. The newest members are: Barbara Hibbart Coaching and Handlesbanken.

Hailsham Chamber Newsletter – JH confirmed that the newsletter currently has 124 subscribers to date with a 43.4% in November which is well over the industry average.

Xmas Lights Contribution – A letter was received from Hailsham Town Council to thank the Chamber for their contribution of £325 towards the Christmas Lights.

7. **Treasurer's Update**

AJR confirmed that the Hailsham Chamber account is currently healthy. As reported last month AJR confirmed 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 and CS agreed to look into this on behalf of the Chamber. AJR confirmed that the Lease has been extended on the Pop up Shop until the end of March 2018 in lieu of further funding for the time being.

CS

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

Website

JH said that there was good interactivity on the website this month. Brought forward action - 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

Social Media Update – November 2017

MO'B presented the Social Media update as follows:

Facebook

Page Likes: 161

Page likes: 10

Number of posts: 30

Actions on Page: 1

Page views: 55

Post Engagements: 241

Page Reach: 1,749

Video Views: 7

Boosted posts

- 08/11/2017
 - Title of Post: Pop Up Shop resident promotion – Utility Warehouse
 - Cost of Boost: £5.00
 - Reach: 389
 - Engagement: 26
- 17/11/2017
 - Title of Post: Pop Up Shop resident promotion – Lucy Dunn
 - Cost of Boost: £5.00
 - Reach: 261

Twitter

Tweets Sent: 28
Following is 564 was 546 – 22 new
Profile Visits: 74
Tweet Impressions: 9.3K
Mentions: 24

Content going forward

Continue to work closely with Jacky re the Pop Up shop and new members. MO'B reported that the stats were gaining momentum with a good member focus.

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)

As mentioned by AJR under the Treasury Item – the Lease for the Pop up Shop has been extended until the end of March 2018. CS has agreed to look into securing further funding. It was agreed at the last meeting to increase the bookings to two week slots with a 50% deposit taken to secure the booking. JH has agreed to change the Pop up Information Sheet accordingly.

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

CS

JH

JH

Hailsham Forward

NC reported that Hailsham Forward is currently becoming a CIC. At the last meeting it was discussed to re-ignite the Hailsham Card and whether the Hailsham Chamber could have more involvement in the promotion of the card. It was suggested to bring some cards along to the breakfast meeting.

NC

ACES

PM/CPS/CS will be attending the next meeting on the 13th November and will report back at the next Committee meeting on the 4th January.

PM/CPS/CS

10. **Report from Sub-Committees**

10.1 **Traffic and Parking**

CPS reported ongoing problems with pavement parking in the High Street. It was reported that there are plans to install pay and display meters in the bays but that this would not come into effect until at least 2020. NC to report back further when more information is available.

NC

10.2 **Town Centre Improvements**

NC reported that the Water Mains work will resume in Diplocks Road and will be carried out with much more supervision than previously.

10.3 **Anti-Social Behaviour**

It was reported that there had been a spate of burglaries on the run up to Christmas. The idea of CCTV was put forward as Uckfield has invested in CCTV cameras for their High Street. It was agreed to discuss the option as there might be possible grant funding from Hailsham Forward. It was agreed to discuss further at the next meeting.

PM/NC/CPS

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

Any Other Business

NC reported that organisation was already beginning for the next Hailsham Festival and that the Chamber could have more of an involvement this year. JH mentioned that Mary Laxton was attending in February to talk about the Hailsham Walking Carnival and possible sponsorship from the Chamber.

CPS reported that he is the representative for ACER/Edeal/Young Enterprise and will report back items of any interest accordingly.

CPS

Date of the Next Meeting

The next meeting is to be held after the Hailsham Chamber breakfast on 4 January 2018 at Chapter 12 Function Room, Hailsham.