

HIGHCLIFFE CENTRE PARTNERSHIP

**NOTES OF THE FIFTH MEETING HELD ON 10<sup>TH</sup> JULY 2014**

**TO DISCUSS THE HIGHCLIFFE SHOPPING CENTRE**

Those Present: Cllr Claire Bath  
Cllr Myra Mawbey (Highcliffe Ward)  
Richard Fereday HOSTA  
Jane Fereday HOSTA  
Connie Pearce  
Adrian Thorne  
Ian Stevenson  
Malcolm Mawbey

Malcolm welcomed Ian Stevenson (Local Historian) and Nick James (Economic Development Manager C&ED); he outlined some changes from the published agenda.

**1. APOLOGIES FOR ABSENCE:** Apologies had been received from Lesley Dedman, John Lofts, Eric Wood, Steve White and Richard Porter.

**2. NOTES OF MEETING HELD ON 5<sup>th</sup> June:** The notes were agreed.

**3. MATTERS ARISING**

**3.1 Publicity.** Malcolm had met with Steve White and Steve would include the HCP on the Highcliffe Community Website. Richard highlighted the new HOSTA site which was excellent.

**3.2 Finger Post.** Jane had contacted Sopley Forge and they were not interested in becoming involved. Myra was having discussions with Vincent May. Ian tabled photographs and newspaper articles which described the post. Myra had identified a number of firms on the web who produced signs and would contact them to obtain an estimate of the cost of replacing the signpost.

ACTION: Myra

**3.3. Hoburne Office Car Park.** The action on Adrian to approach the management to see if it could be available for staging events continues.

ACTION: Adrian

**3.4 Resident's Parking in Stanley Road.** Richard had provided the details of the resident and these had been passed to Lesley for action.

ACTION: Lesley

**3.5 New Initiatives.** Richard P's offer to summarise his views in a note for the meeting continues. He and Malcolm were planning to meet to discuss business objectives.

ACTION: Richard Porter

ACTION: Malcolm & Richard

3.6 All other matters arising were dealt with under the agenda headings

**Note: Claire joined the meeting at 6.50pm**

#### **4. BRIEFING ON THE ROLE OF ECONOMIC DEVELOPMENT TEAM –**

**4.1 Nick James Christchurch & East Dorset Councils.** Nick explained that his role was in the preparation of a Growth Strategy for Christchurch and East Dorset. This would plan for growth over the long term with an initial span taking it to 2018. Growth depended on housing, major businesses, skills base and infrastructure but would also need to take account of local character and heritage. Major studies would consider the airport and Christchurch Town Centre. A key element in the growth of the airport was the road infrastructure with the linkage to the A338. A fresh review of the Town Centre was needed because of the changes which had taken place since the study conducted ten years ago. National Government was providing a growth fund settlement through the Local Enterprise Partnership which would support improvements in the infrastructure at the airport, which would provide a centre of excellence for the aerospace and defence industry. An element of his role would be to discuss growth potential and skills requirements with the major businesses. Consultation with the public would be carried out.

**4.2 Highcliffe** Malcolm asked if the means of delivering the vision of Highcliffe set out in the adopted Core Strategy would be addressed in the long term strategies. Nick stated that Highcliffe would be considered within the bigger picture and that the partnership would be consulted. Malcolm stated that the Policy CH6 in the Core Strategy was not compatible with the aim of expanding the niche market since it did not preclude Class A1(Services) from occupying properties needed for A1(Retail) development for the niche markets. He suggested that the policy should be reviewed.

**4.3 Tourism** Ian said that tourism was vital to the area and asked whether it would be considered in the Growth Strategy; Nick gave an assurance that it would be.

#### **5. REVIEW OF TRADING PERFORMANCE**

**5.1 HOSTA.** Richard stated that the trading position in Highcliffe was serious and was worsening. The loss of the banks had resulted in a significant loss of trade with previous customers going to New Milton and Christchurch. Many traders were considering moving their businesses to other locations. The High Street with the empty banks in particular looked shabby. Some traders tried to make the shop windows interesting whilst others did not.

**5.2** Claire suggested that although Cobb's Holiday Park had closed there would be housing on the site in the longer term which could improve footfall. She also spoke in favour of on-line shopping as a means of increasing "footfall". Richard stated that many traders would prefer to be adopting personal approach to their customers rather than following Amazon's approach.

**5.3 Bunting** was suggested as a means of making the High Street more vibrant and colourful. Myra undertook to establish the feasibility and cost.

ACTION: Myra

**6. Residents' Survey .** Malcolm had e-mailed to members a draft for comments. Richard P had made some suggestions and the survey would be amended to take these into account. The survey could be printed on both sides of one sheet of A4. There were some 6000 household in Highcliffe. He suggested that the sheets could be delivered with the Courier this month and the completed surveys should be returned to Civic Offices, Saulflands, Lakeside, Walkford or Highcliffe Library Richard Jones (CBC) had been asked if some black election boxes could be loaned to use as post boxes.

Malcolm suggested that he would analyse the returned forms.

Funding would be needed to cover the cost of the copies and if CBC agreed the cost of delivery with the Courier. Malcolm asked Nick whether CBC (as an HCP partner which had supported the need for the survey) would fund copying and delivery. Nick agreed to establish CBC's position and respond on the 11<sup>th</sup> July.

ACTION: Nick

## **7. Village Sign.**

**7.1 Design** The initial reaction to the sign designed by Solent Group had been very positive with the main comments relating to the wording. The next publication of "The Courier" will carry an article about HCP and asking residents for their views on the design. Once the comments have been reviewed and the final design has been adopted by HCP the signs can be procured.

**7.2 Location** It was suggested that the signs should replace the existing ones on which the wording is out of date. As this would be a like-for-like replacement this decision would specify the size of the sign.

**7.3 Cost.** Malcolm would obtain an estimate of the cost of producing the two signs.

ACTION: Malcolm

**7.4 Funding.** Malcolm said that DCC would not fund the signs and Claire said that neither would CBC. She said that as a County Councillor Lesley would have a local budget of £5000 to allocate. Richard said a local long-term resident might be interested and agreed to contact him.

ACTION: Richard

## **8. Events**

**8.1 Street festival.** Richard had contacted Wilbert Smith to establish any clearances which would be necessary

**8.2 Christchurch Food Festival.** Malcolm asked Claire if the Food Festival could be extended to include Highcliffe. She said that the Festival was not run by CBC anymore and that Mary Reader should be contacted. Richard was already involving Mary so this would be an appropriate action; however HCP would be ready to become involved if desirable.

ACTION: Richard

**8.3 Surfing Event.** Claire suggested that Crazywater should be approached to sponsor a surfing event. Richard agreed to contact them.

ACTION: Richard

**Claire and Nick left the meeting at 8pm.**

## **9. FLORAL DISPLAYS**

**9.1 Lamp-post brackets** SEC was unable to lower the brackets because of other contract commitments. It was decided to put in the request again at the end of the season.

**9.2 CBC Hanging baskets** The reaction to the baskets was positive; Malcolm has thanked Alan Ottaway.

**9.3 Traders' Hanging Baskets.** Very few have put up their own baskets.

**9.4 Planters.** Connie had had no response from the Probation Service for assistance; Nick James would seek a response on her behalf if she provided details.

ACTION: Nick

Myra had been in discussions with Lindsay Cass and he had advised her that once the backlog of work had been completed Alan Ottaway should be approached to request that the Council carry out the necessary tasks.

ACTION: Myra

**9.5 Weeds – Forecourts** Responsibility for the removal of weeds from their private forecourts and planters is with the individual traders. However some joint action may be pursued.

## 10. PARKING

**10.1 On-Street Parking Restrictions.** The restrictions requested by HCP will be considered by the CBC Traffic Regulation Task and Finish Group on 21<sup>st</sup> July. The DCC Officer has recommended approval for the changes for Lymington Road, Wortley Road and Stanley Road.

**10.2 Wortley Road CP Signage** Action by DCC is awaited.

**10.3 Wortley Road CP Charges** A decision from CBC is awaited.

## 11. WINDOW DISPLAYS

**11.1 Banks No progress.** The banks have not responded so it is proposed to contact their agents.

ACTION: Malcolm

**11.2 Castle-linked Displays.** The idea is to advertise the castle event in one of the empty shops. Richard and David to liaise.

ACTION: Richard and David

**11.3 Historic Highcliffe** Ian Stevenson has a number of historic photographs of Highcliffe. Richard will discuss with him the possibility of a theme display; Highcliffe Library will stage a display at the same time.

ACTION: Richard

**11.4 School-linked Displays** Action with Jane to arrange these with Highcliffe School in the Autumn continues. It was suggested that a shop-front display should be supplemented with one in the shop to draw people into the shop.

**11.5 Competition - Spot the Difference.** This competition will take place through the summer.

## **12. Village Trail and Traders' Map.**

**12.1 Display Boards** Myra has obtained quotes from Trevor Thomas (CBC) of £550 each for the supply and erection of 2ft x 2ft display boards. She will be discussing the location of these in the cliff-top, Wortley Road and Highcliffe Castle CPs and report back at the next meeting.

ACTION: Myra

**12.2 Village Trail & Traders Map.** Production of the maps is being progressed separately

## **13. Publicity**

**13.1 "The Courier"** Space has been agreed with Allan Wood for a further article in "The Courier"

## **14. AOB**

**14.1 Membership** Malcolm has been discussing with a representative of Rotary the possibility of it becoming involved with HCP.

**14.2 HCP Constitution** Connie suggested that HCP should be put on a more formal footing to enable bids for funding to be made. Members agreed that this was desirable and Malcolm agreed to prepare a position paper to take the suggestion forward.

ACTION: Malcolm

**Date of Next Meeting: Thursday 7<sup>th</sup> August at 6.30pm suggested.**