

NOTES OF THE MEETING HELD ON 12TH FEBRUARY 2015

TO DISCUSS THE HIGHCLIFFE SHOPPING CENTRE

Those Present: Cllr Myra Mawbey (Highcliffe Ward)
Cllr John Lofts (Highcliffe Ward)
Richard Fereday (Highcliffe Revival)
Helen Kennedy (HOSTA)
Adrian Thorne
Ian Stevenson
Malcolm Mawbey

1. Apologies for Absence: Claire Bath, Tracey Beesley, Keith Corsby, Lesley Dedman, Mary Reader
2. Notes of Meeting held on 16th January were reviewed and agreed.

3. MATTERS ARISING

3.1 The following actions not covered by the Agenda from the January Meeting were discussed:

3.2 Community Garden Seat. The seat was damaged with some rear slats out of the retaining slots.

3.3 Investment. It was agreed that a separate meeting would be appropriate; Claire and Richard Porter to arrange a mutually convenient date and time – Action continues

ACTION : Claire and Richard Porter

3.4 Opening Hours. The fact that opening hours are not standardised would be raised at the next HOSTA meeting.

ACTION: Helen

3.5 Mentoring. Richard Porter had stated that he had a number of successful contacts who would be willing to share their experience with local traders. Following a discussion it was agreed that it would be more appropriate if Richard Porter should approach the appropriate takeaways to see whether they might be interested in such an arrangement – Action continues

ACTION: Richard

3.6 Mary Portas. Tracey had had a productive discussion on the telephone. She had outlined the difficulties associated with the shopping centre including the shortage of funding from the councils. Mary had been supportive of the actions being taken by the residents and traders to improve the appearance of the centre and suggested her support could be quoted in press releases. Mary advised we get the names of all the landlords and maybe work with one in particular who can sponsor the high street. She said we needed a stakeholder in the high street.

3.7. She said that we should apply as an Internet Business Improvement District to see if we can apply for any grants. John confirmed that CBC had applied and that he would establish whether any of the funding was being directed towards Highcliffe

ACTION: John

3.7 All other matters were discussed under the agenda items.

4. FOOD FESTIVAL

4.1 Finance

Richard stated that a number of sponsors had been signed up but more were needed. Some funding had been promised by the Christchurch Food Festival. He hoped to obtain an estimate of the total amount that would be required to meet the current festival plan at their next committee meeting.

4.2 Road Closure. It was proposed to seek permission to close the Lymington Road on the Saturday. The extent of the proposed closure was still being discussed. Access to a number of sites might need to be retained. The Medical Centre, Day Centre and Rainbow would be closed on Saturday but access to Tesco, The Globe/Premier Inn and for residents living in the Lymington Road, Buce Hayes Close and Stanley Road would need to be considered. Also there could be the question of deliveries to certain shops. The proposed diversionary route was Wharncliffe Road and Waterford Road. The traffic using the diversion could isolate the secondary shopping area east of Sea Corner. The cost incurred due to road closure would be estimated.

4.3 Stalls. The take up of stall locations had been slow. Locations were planned in the Hoburne Courtyard and along the Lymington Road (if the road was closed). It was pointed out that if the secondary core were to be "isolated" provision could be made by using stalls in the primary core.

4.4 Demonstrations. The demonstrations were planned to be based in the Sports and Social Club. The following would take part: Luke Matthews from the Chewton Glen, Kevin Brown from the Lord Bute, James Golding from the Pig, the new Cliffhanger chef and Valentine Warmer together with Chris Watson and Ian Hewitt. The Sports and Social Club car park would also be used.

4.5 Entertainment. Entertainers would be spread along the Lymington Road at separate locations rather than one central location with a Tannoy system. The idea was to encourage visitors to move along the shopping area so all traders could benefit.

4.6 Extent of the Festival Sites. It had been proposed that a classic car rally could be held in the car park and entertainment could be arranged. However the meeting expressed some concern about including the cliff top as a festival venue as this was some distance from the shopping area.

4.7 Management Plan. Richard indicated that the plan would be based on the Christchurch Food Festival document.

4.7 Risk Analysis. Again it was planned that the Christchurch RA could be used as a model.

4.8 Congratulating the Highcliffe Revival Committee for its efforts so far Malcolm suggested that HCP members may be able to offer to help if necessary.

5. Proposal for 20mph Limit

5.1 The deadline for submitting the petition to CBC was now 16th February so there was more time to collect signatures from the Post Office and Library. Malcolm estimated that around 300 signatures had been obtained. Malcolm would present the petition to the Council on Tuesday 24th.

5.2 Details of the proposal together with the supporting paper had been passed to County Councillor David Jones and A Brown (a DCC Officer) to review.

6. Village Gateway Signs

HIGHCLIFFE CENTRE PARTNERSHIP

6.1 The signs were erected as planned on the 11th and the western one unveiled on 12th by the Mayor in the presence of HCP members and the designers. A press release with photographs has been sent to the media.

6.2 The Partnership wished to record their thanks to Richard Porter and the Solent Group and in particular the designers of the sign: Josephine Flood and Kirsty Threadgill.

6.3 Members agreed with the suggestion that some form of landscaping would set off the signs and HELP had offered to carry this out. It was highlighted that they were on DCC Highway Land and that the County Councillors should be involved. Malcolm stated that Cty Cllr Lesley Dedman supported the scheme and might be able to provide funding.

7. Fingerposts

7.1 Sea Corner Post

It had been noted that the column had been removed. This was believed to be a part of the process of getting the post renovated. It was hoped that it could be re-located by the end of March and that all four arms would be replaced.

7.2 Renovation of Other Posts in Highcliffe

Malcolm stated that he understood that the County Councillors intended to renovate all three posts.

8. Wortley Road Car Park

8.1 Condition The condition of the car park is still a matter of concern. Tracey had had a useful meeting with a DCC Officer (Neil Allen) and highlighted the problem areas. DWP are responsible for the keeping the site tidy and it is disappointing that the standard is so low. John will raise the matter with Lindsay Cass at CBC

ACTION: John

8.2 Safety A response from CBC Officers is awaited regarding what improvements they propose to make. It was noted that the two plastic bottle banks had been removed but it was not clear whether this was a permanent action.

ACTION: John

8.3 Ice It was noted that the surface of the car park had been very slippery in the cold spell and that several people had fallen over. Malcolm had informed Lindsay Cass. John will follow up to ensure that the surface is treated in future.

ACTION: John

9. Street-care

9.1 Lesley Dedman (as the County Councillor) had been kept fully aware of the problems and had been copied in on the e-mails and photographic evidence. She had attended discussions between officers and Tracey. There had been agreement that the bollards could be repainted and it was suggested that Highcliffe School should be involved in the designs.

ACTION: Tracey

9.2 Street Name Signs The Scouts had been approached but would not after all be cleaning the street name signs. Helen said that HELP would carry out the task.

ACTION: HELP

9.3 Hanging Basket Brackets The officer dealing with lowering the baskets had retired. Malcolm would continue to try to make contact with his manager to progress the task.

ACTION: Malcolm

10. Notice Boards The action on Keith continues regarding the notice board at the front of the HSSC car park. It was suggested that Keith get in touch with HRACIC to establish any plans for their board.

ACTION: Keith

11. A Long Term Strategy for Highcliffe Members discussed the various developments which they understood were proposed for the shopping area. The lack of a long term strategy resulted in what appeared to be a piecemeal approach. Residential in-fill development was taking place behind the shops and major redevelopments had been rumoured. It was agreed that there was no land for industrial development so that Highcliffe would remain residential. The increased emphasis on Highcliffe as a seaside venue was discussed.

12. AOB

12.1 Beach Huts. The possibility of having huts at Highcliffe Beach was discussed. In response to John members said that they had no objection to the possibility being assessed by CBC but had some reservations about where they could be located without a detrimental effect on other users of the sea front. Malcolm said that the Bunny and the cliff slopes were designated as an SSI and that whilst there had been huts on the slopes land slippages had resulted in their removal. Members commented that space on the "prom" was limited because of the need for plant to access and maintain the sea defences. John would discuss the proposal with CBC Officers.

ACTION: John

12.2 Local Weather Data. John suggested that the weather at Highcliffe differed from Hurn where the forecasts were derived. He suggested more local data could be beneficial in promoting Highcliffe. He offered to look into the possibility.

ACTION: John

Date of Next Meeting . Thursday 12th March.