

HIGHCLIFFE CENTRE PARTNERSHIP

NOTES OF THE MEETING HELD ON 12th MAY 2015

TO DISCUSS THE HIGHCLIFFE SHOPPING CENTRE

Those Present: Richard Fereday)
Jane Fereday
Malcolm Mawbey
Mary Reader
Ian Stevenson
Adrian Thorne

1. Apologies for Absence: Tracey Beesley, Myra Mawbey, Claire Bath, John Lofts, Helen Kennedy

2. Minutes of Meeting held on 14th April (distributed previously) were agreed

3. MATTERS ARISING

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

3.2 Investment. Claire and Richard Porter have still to arrange a mutually convenient date and time – Action continues

3.3 Opening Hours. The fact that opening hours are not standardised was a matter for individual traders but was a problem for potential customers; Helen had raised this with HOSTA members.

3.4 Mentoring. Action continues on Helen to discuss this with HOSTA members.

ACTION: Helen

3.5. BID. CBC had received a Business Improvement District grant and that he would establish whether any of the funding was being directed towards Highcliffe; John had had preliminary discussions with Claire.

ACTION: John

3.6 Local Weather Data. Action continues. John will raise this at Highcliffe School Governors meeting.

ACTION: John

3.7 Tesco Express Deliveries. Action continues on John to check whether delivery times are subject to planning conditions.

ACTION: John

3.8 All other matters were discussed under the agenda items.

4. FOOD FESTIVAL

4.1 Update. Malcolm said that Claire had sent her best wishes to the team and would be attending the event. Richard stated that it was expected that there would be some 40 stalls arranged along the Lymington Road; the Hoburne Court area would be used by Hoburne to display one of their mobile homes. The road would be closed between the Premier Inn and Stanley Road with controlled access to Buce Hayes Close. He confirmed that all the required permissions had been obtained. Mary reported that there had been an excellent response to the competitions and the quality was high. It

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was agreed that all arrangements were in place. An electric buggy would be available to ferry people between the High Street and the Cliff Top.

4.2 Mayor Mary had invited the Mayor. The Mayor will be attending the 4.30pm demonstration with Valentine Warner. She will present the prizes for the baking competition and the primary schools design competition at 5.30pm. Mary would be acting as host during the Mayor's visit.

4.3 Highcliffe Library. Malcolm agreed to ensure that the library were fully aware of the event taking place.

ACTION: Malcolm

4.4 Helpers. Jeannette's "call to arms" had been successful and there would be sufficient support. Richard said that he would be taking a roving role to cover any problems which might arise. Mary said that she had support for the demonstrations and competitions but welcomed Malcolm's suggestion of him contacting potential helpers.

ACTION: Malcolm

4.5 Publicity. Members thought that the posters and the bunting were very successful in drawing attention to the forthcoming event; it was pleasing that some traders had freshened up the decoration of their premises. Mary drew attention to the coverage in the New Milton Advertiser and that WAVE FM would be involved; coverage was good on the websites and social media. Richard stated that the event would be recorded through the public photograph competition but that official photographs and videos would be taken too. Malcolm suggested that the Echo should be contacted to run an article reminding readers of the event; Mary agreed to contact them.

ACTION: Mary

4.6 Post-event Feedback. Richard said the committee would be meeting to discuss any lessons to be learned following the event.

5. PROPOSAL FOR 20MPH LIMIT. Malcolm confirmed that the DCC Regulatory Committee would be meeting on June 11th and that he would be attending.

6. VILLAGE GATEWAY SIGN

6.1 Enhancement. Malcolm reported that he was awaiting a response from DCC

6.2 Landscaping. Helen was designing and costing a suitable scheme; it was noted that some branches were partially obscuring the signs.

7. FINGER POSTS

7.1 No further information on progress had been received.

8. WORTLEY ROAD CAR PARK

8.1 Malcolm reported that John had contacted Lindsay Cass but as yet there had been no improvements to the borders and the recycling area. Jane said that she had not received a response from him. It was agreed that the condition of the car park and the recycling area was poor. Members took the view that some of the recycling material was being brought to the site from residents in Hampshire and again questioned the need for the recycling banks, when local residents had the benefit of kerbside recycling.

9. STREET-CARE

9.1 Update (Helen had provided a written statement.) “With regards the High Street we aim to finish the silver bollard caps before the weekend they are nearly all done and we have received some lovely comments on street-life regarding them. The bin stickers arrived and look really great. HELP will be putting in a last minute weeding session along the street before the festival.”

9.2 Fence bordering Lymington Road and the cemetery. The action on John to confirm the ownership of the fence and seek improvements continues.

ACTION: John

10. NOTICE BOARDS

10.1 Members considered that any material displayed at the gateway sites needed to be relevant and kept up-to-date. Potential items for display would be the village map with a directory of shops and offices and the revised village trail.

10.2 Malcolm stated that some progress had already been achieved and that the project could be taken forward; discussions with David Hopkins were needed to ensure compatibility where necessary with the Castle boards. Identifying a source of funding needed to be progressed and Malcolm agreed to contact Lesley.

ACTION: Malcolm

11. ANNUAL REPORT

11.1 Adoption. Members agreed to adopt the revised draft of the report (Draft 2) for publication.

11.2 Future Programme. Members discussed the recommendations set out in the report which would form the basis of the future programme for HCP

- a) Providing information at the gateway sites and in the shopping centre.

This was discussed under Item 10 above.

- b) Considering a policy for the future development of the shopping centre and commenting on proposed developments.

The principle of commenting on proposed developments had been agreed at the previous meeting and applications which would affect the shopping centre would be discussed under an agenda item so that any comments could be made to CBC. Malcolm agreed to brief members on such applications.

ACTION: Malcolm

A number of sites were likely to be redeveloped. It was suggested that Hoburne should be contacted to see if they would be willing to attend an HCP meeting to put forward any redevelopment proposals they might have.

ACTION: Richard

- c) Considering the reintroduction of a market.

It was suggested that a pre-requisite was to obtain HOSTA's views on whether this should be taken forward. The siting of the market had been a problem in the past and it would be helpful if a "Saxon Square" could be part of a redevelopment. Wortley Road Car Park might

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be suitable if recycling bins were to be removed and appropriate signposting could be arranged.

11.3 The following actions derived from responses to the public consultation were discussed:

a) Establishing a meeting area with seating and shelters.

Richard remarked that the only existing green area was the Recreation Ground, which was too far away from the shopping area. Finding a suitable site would probably depend on redevelopment.

b) Encouraging improvements to the south side of the secondary shopping core.

This was a specific task linked to 11.2 (b)

c) Seek to improve on-street parking in the shopping centre.

It was noted that this depended on the outcome of the proposed speed reduction

d) Considering the introduction of new pedestrian crossings.

It was noted that this also depended partly on the outcome of the proposed speed reduction.

e) Reviewing the parking charges for Wortley Road Car Park.

Some preliminary proposals had been made through the Chamber of Trade and the current position needed to be established.

ACTION: Richard

11.4 It was agreed that further consideration should be given to the closer co-operation with

Highcliffe Castle. A conversation with David Hopkins was necessary.

ACTION: Malcolm

12 EXPANDING THE ROLE OF HCP

12.1 Malcolm suggested that it was timely to consider the future role of HCP; discussions earlier in the year had shelved the ideas – such as taking on “Neighbourhood Planning” until progress on the High Street was well in hand.

12.2 CURRENT REMIT

“The objective of the Partnership is to work together to improve the Highcliffe Shopping Centre in the Lymington Road for the benefit of residents, visitors, local traders and local commercial businesses (offices, estate agents etc).”

12.3 FUTURE REMIT

Malcolm suggested that a revised objective might be “The objective of the Partnership is to work together to improve Highcliffe and Walkford for the benefit of those that live in, work in and visit the area.” He agreed to put together a discussion paper for consideration at a future meeting.

ACTION: Malcolm

13. PLANNING APPLICATIONS

13.1 Malcolm reported that the application relating to the new Lloyds Pharmacy premises had been granted subject to the condition that the signs should only be illuminated in normal working hours and should not be flashing so as not to disturb neighbours. The Society 23 premises in Highcliffe

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House had also been granted subject to the condition that the flats above should not be disturbed by noise from amplified music.

13.2 A new application had been put forward for the area partly behind Ludlams for three dwellings; these did not include any parking spaces but there was one space behind Ludlams for the flat/shop.

13.3 Members expressed concern that future new developments might remove parking for shops.

14. STRAP-LINE

14.1 Members welcomed and discussed Richard Reader's paper on strap lines for Highcliffe. Ian had found "Highcliffe 'twixt the Forest and the Sea" in an old guidebook and thought the presence of the seaside should be acknowledged in any wording. It was decided to develop possible wording by the next meeting. ACTION: Malcolm

14.2 It was agreed that it was important to obtain suggestions from the public and support for the preferred version. The Summer edition of the Courier might be a suitable vehicle for getting feedback.

14.3 Mary suggested that a plate carrying the strapline could be added below the Gateway Signs.

15. AOB

15.1 Highcliffe Castle & Mr Selfridge. Ian commented on the success of the Mr Selfridge tours and the recent filming at the Castle. (It was noted that the Mr Selfridge theme was not being reflected in the High Street.)

15.2 Castle Signage Mary thought that the signage to the castle and events could be improved and that the normal signs should conform with English Heritage standards. Ian pointed out that advertisements for events needed to be eye-catching.

15.3 Membership. It was agreed that as Vicki Hallam had been elected to represent Highcliffe Ward that she should be invited to join the Partnership.

ACTION: Malcolm

15.3 Date of Next Meeting – Tuesday 9th June