

HIGHCLIFFE CENTRE PARTNERSHIP

NOTES OF THE MEETING HELD ON 15th SEPTEMBER 2015 TO DISCUSS THE HIGHCLIFFE SHOPPING CENTRE

Those Present:

Rob Austin	John Lofts
Tracey Beasley	Jeanette Lovelock
Tracey Densley	Malcolm Mawbey
Jane Fereday	Mary Reader
Richard Fereday	Ian Stevenson
Vicki Hallam	Adrian Thorne
David Holdsworth	

1. Welcome. Malcolm welcomed Jeanette and thanked her for her significant contribution to the Food Festival. He explained that the Highcliffe Centre Partnership (HCP) was formed in March 2014. The agreed objective was that the Partnership would 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).

2. Apologies for Absence. Helen Kennedy.

3. Notes of Meeting held on 11th August (distributed previously) were agreed for publication.

4. Matters Arising

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

4.2 Local Weather Data. John had raised this at Highcliffe School and is awaiting a response.
Action: John

4.3 Use of Social Media. The importance of social media was stressed as an important form of communication. Facebook was useful but could result in unwanted comments, Richard was keen to bring the various communication strands together and agreed to get in touch with Tracey's contact to investigate and report back his findings to the committee.

Action: Richard

4.4 Hinton Admiral Station. John had talked to the Mayor about the Friends of Christchurch Station and whether Hinton Admiral Friends should be separate or part of the Christchurch organisation. It was agreed that Jane in the first instance should approach the station master and see how he would view some assistance.

Action: Jane

4.5 All other matters were discussed under the agenda items.

5. Formation of Charity - Report from Funding Sub-Committee

The name of the charity is now proposed to be the Highcliffe and District Charitable Trust. Jane Fereday, Andrew Lilley and Adrian Thorne have agreed to be the first trustees.

The area of benefit has gone through a number of iterations to meet legal advice and the wishes of a potential donor. The latest version is based on the three Highcliffe wards and with the inclusion of Hinton Admiral Station, Friars Cliff and Mudeford Quay.

Members have agreed the necessary amendments to the Trust Deed and will submit it to the trustees for signature providing the only known potential donor supports the changes. A bank account would be set up and an application would be made to HMRC for recognition for tax purposes. If the donor does not support the changes the sub-committee would not progress the project any further.

Malcolm will update the HRACIC meeting on 21st September. John pointed out that with the change in the area of benefit other residents' associations should be informed.

6. "A Vision for Highcliffe" - Report from the Vision Sub-Committee

6.1 Thanks to Rod, the venue for the event will be the old electrical shop on the north side of the High Street. This is quite large and should be adequate for what we plan to do.

The event is planned for Friday 6th and Saturday 7th November.

The presentations are proposed to be:

- The appearance of Highcliffe High Street
 - As it was in 1960s
 - As it could be – examples from other places
 - St Marks - Children's paintings
- The Hoburne development – plans to redevelop the office buildings
- The Local Plan – CBC's plans for the future
- Setting up a business – CBC support
- The strapline – ideas for the wording to go below the gateway signs to describe Highcliffe
- The formation of the charitable trust
- The Plans for Highcliffe Castle
- The Food Festival and Carnival

It is proposed to have a prize draw for which Rod, David and Richard have generously offered to donate prizes. This would give an opportunity to encourage feedback. Rod has suggested that Sammy Seahorse could be present and possibly some other entertainment could be provided. It was confirmed that the next meeting of the sub-committee would be on Thursday 17th September.

6.2 Tracey commented that the tone of the event should be fairly serious. Richard suggested that residents should be asked for their e-mails to enable them to be circulated with a newsletter. Jeanette thought that a development of Watson could be sent out.

7. Highcliffe Food Festival Update

Mary stated that a meeting had been held on 14th September to discuss the next Food Festival for Highcliffe. All of the past committee had attended together with a new member who works for the Dorset Magazine and lives in Highcliffe. Mary had been asked to take over the chair; she had agreed on the basis that most of the work will be delegated.

In order to allow us not to clash with the 'Tides Festival' held at Burton Bradstock where many of the Dorset traders attend, it was decided to leave a two week gap between the Christchurch Market and our own. The new date is Saturday 21st May. The majority of their committee were in favour of remaining part of the overall Food Festival activities.

There was a small balance from last year to help the next event. Malcolm asked Vicki whether the Council would be contributing to the festival. Vicki said she would take this up with Claire Bath. Jeanette commented that sponsorship for the carnival had been affected by sponsorship by the festival.

Preparations for the next festival had commenced and Jeanette stated that DCC Highways had agreed that the Lymington Road could be closed under the same conditions as had been in place for the last festival.

8. Street-care Update

8.1 General.

Members agreed that the condition of the streets across Highcliffe was of a poor standard and also that the standard was poor across Christchurch. Mary drew attention to the state of the Christchurch Bypass with litter, graffiti and uncut verges. Roundabouts were sponsored but were below a reasonable standard. Malcolm commented that some ten years ago there were performance indicators which set standards for the state of the roads and officers had great pride in meeting these standards; he questioned whether this was still the case. Members agreed that remedial action was needed in a reasonable time and the system was just not responding to requests from the public for improvement. Tracey championed the use of volunteer effort to make improvements but Mary said this was hampered by Health and Safety considerations.

8.2 Highcliffe Issues

8.2.1 Letter to David McIntosh. Tracey had written to the CBC/CE complaining about the state of the High Street and some of the empty premises. So far she had received two holding replies.

8.2.2 CE Visit Vicki had accompanied David McIntosh on a tour of Highcliffe and had pointed out the condition of the banks and other empty properties together with the state of the Wortley Road car park.

8.2.3 Dilapidated Premises. Jeanette could not understand why action had not been taken under the Town and Country Planning Act (Malcolm had reminded Councillors and officers of the powers under the act that the Council had to deal with adverse effects of these on the local amenities.)

8.2.4 Fence bordering Lymington Road and the cemetery. Jeannette commented on the poor state of the paling fence. John confirmed that the fence was owned by DCC and that he had contacted Lesley about improving its condition.

ACTION: Lesley

8.2.5 Jane was still awaiting a response regarding the state of the car park

8.2.6 Banners. Malcolm had put the idea forward to Lesley for comment but had not had a response to the question of what permissions might be required. It was suggested that Helen should be asked how much the banners would cost.

Action. Tracey B

8.2.7 Community Garden Discussions had taken place between Rob and Tracey about replacement seats and the design of the garden for which quotes had been obtained. Rob queried the suitability of replacement seats

8.2.8 Pettengell's Planters. Tracey had obtained some quotes and passed them to Adrian.

8.2.9 Waterford Road Sitting Area. Malcolm praised Tracey for the work she had done but it was acknowledged that she had spent her own money on the plants. Responding to Mary, Rob said that HRACIC was not willing to pay for the plants. It was hoped that if the Charitable Trust was formed a grant could be made.

8.2.10 Tracey B suggested that commercial estate agents should indicate when an empty shop had been let and advertise the forthcoming use. Malcolm agreed to write to the agents (Adrian would provide the contact addresses).

Action: Malcolm

8.2.11 Tracey B had had an assurance from the owners of one of the banks that they would improve the look of their premises.

9. Wortley Road Car Park Charges. Following a discussion it was decided to review the charges and the hours when they applied. It was agreed that a case for a preferred system should be prepared before the CBC Resources Committee met in September to discuss parking charges for the coming year. Vicki was awaiting responses from officers

Action: Vicki

10. HOSTA Update

10.1 It was noted that HOSTA meetings are not well attended. Mary stated that presentations to the Christchurch Chamber of Trade had improved attendances. Vicki would establish the current reaction to Christchurch's Friday social gatherings.

Action: Vicki

10.2 Mentoring. Action continues on Helen to discuss this with HOSTA members. Tracey offered to assist.

ACTION: Helen

11. Great British High Street Competition

Malcolm highlighted the website <http://thegreatbritishhighstreet.co.uk/> which had details of the competition and links to "100 ways to improve the High Street ". The formation of the partnership had originated from this. He understood that David Barnes had visited one of the winners. Tracey D suggested that it might be an incentive to traders if Highcliffe were to enter next year.

12. AOB

12.1 Highcliffe Lottery. Jeanette proposed that there should be a lottery to raise funds for Highcliffe; this could be a means of funding the charitable trust. She had done some research and would share that with members (see <http://www.gamblingcommission.gov.uk/Gambling-sectors/Lotteries/Getting-a-licence/Do-I-need-a-licence/Circumstances-in-which-you-do-not-need.aspx>)

12.2 Reactn Rod Hills of Minestor gave a brief presentation on the software application Reactn which would enable a customer to comment on the quality of the goods or services he receives and for such comments to be collected centrally, The comments could be traced back to the originators details and characteristics. It was suggested that this might be applicable to the Vision event; Rod was invited to attend the next meeting of the sub-committee.

Date of Next Meeting – Tuesday 13th October at HSSC