

## HIGHCLIFFE CENTRE PARTNERSHIP

### NOTES OF A MEETING ON 3<sup>RD</sup> APRIL 2014 TO DISCUSS HIGHCLIFFE SHOPPING CENTRE

Those Present: Cllr Claire Bath (CBC)  
Cllr John Lofts (Highcliffe Ward)  
Richard Fereday HOSTA  
Jane Fereday HOSTA  
John Mather HRACIC  
Connie Pearce (HELP)  
Adrian Thorne (Pettengells)  
Malcolm Mawbey

Connie Pearce and Adrian Thorne were welcomed by the Chairman.

#### 1. Apologies for Absence:

Cllr Myra Mawbey (Highcliffe Ward)  
Cllr Lesley Dedman (Mudeford & Highcliffe Division)

#### 2. Minutes of Meeting held on 6<sup>th</sup> March

Members agreed the accuracy of the minutes and agreed that there were no confidential matters.

#### 3. Matters Arising

3.1 Block Paving: Malcolm suggested that monitoring the condition of the pavement could be done more appropriately by Lesley as it was a DCC matter and he would contact her to see if she would undertake the action.

ACTION: Malcolm

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

#### 4. Membership of Partnership

4.1 Malcolm suggested that it could be worthwhile linking themes to Highcliffe Castle events. He suggested that David Hopkins (the Manager of the Castle) should be invited to join the (HCP). Members agreed that this could be of mutual benefit and that David should be invited.

ACTION: Malcolm

4.2 Claire said that a local businessman, Richard Porter was interested in attending the HCP and had a number of ideas for the improvement of the Centre. It was agreed that Mr Porter should be invited to the next meeting and be provided with relevant documents.

ACTION: Malcolm

#### 5. Empty Properties

5.1 Claire had received information from the Stour Valley Partnership concerning the empty properties, their ownership, details of business rates and potential discounts. There were a number of different owners. She would circulate the information to members.

ACTION: Claire

5.2 Richard said there were only four shops, which were empty and use was being made of one for advertising the Easter egg competition.

5.3 Connie remarked that no shop in the shopping area sold tights and that this was a potential sales prospect.

5.4 All members agreed that the closed banks affect the appearance of the High Street; this needs to be raised with the respective national Head Offices.

ACTION: Malcolm

5.5 Richard raised the problem which is created for traders by not being able to obtain readily coinage for change (the ATMs provide notes). It was agreed that the Post Office and Nationwide should be approached.

ACTION: Malcolm

5.6 Malcolm reported that he had been in contact with various groups to see whether window displays for empty shops (or occupied ones) could be arranged:

- Highcliffe St Marks Primary - displays of children's artwork (agreed in principle by Head).
- Highcliffe Castle - displays to advertise future events or perhaps carrying on with a display which has been used at the castle (agreed with Highcliffe Castle)
- Highcliffe Library - displays of photographs of old Highcliffe (photographs cannot be loaned out but could be copied)

5.7 Mock shop fronts have been tried elsewhere and CBC would advise whether planning permission would be required.

## **6. Publicity**

6.1 It was agreed that informing the residents of the work of the Partnership would be desirable. A website might be one way to progress. It was suggested that Steve might be able to advise.

ACTION: Malcolm

## **7. Hanging Baskets and Planter**

7.1 Alan Ottaway of CBC had confirmed that 2.75m to the bottom of the basket would be acceptable. Richard had listed the identification numbers for the lamp posts. Jennie Stone needed to be contacted with the information.

ACTION: Malcolm

7.2 Myra had told Connie about obtaining water from the Old School House but Connie stated that this would not be a great help. She had decided to plant bushes in the garden to reduce maintenance. CBC would provide and water the hanging baskets but could not be expected to water any floral displays on the private forecourts. CBC would not plant out the CBC planter opposite Seaton Road. Whilst some companies were willing to make donations towards plants the key problem was in actually planting and maintaining them. Individual shop owners were not over helpful.

7.3 John M suggested that use could be made of the Community Payback system and offered to liaise with Julie Allen Jones of the Probation Service in the first instance.

ACTION: John M.

## **8. Car Parking**

8.1 Members agreed to request that CBC extends the validity of a parking ticket purchased at either the Cliff Top Car Park or the Highcliffe Castle Car Park to cover parking in the Wortley Road Car Park up to the expiry time. Claire agreed to pass on the request.

ACTION: Claire

8.2 Malcolm stated that DCC has proposed that the permitted waiting time for on-street parking in the shopping area in the Lymington Road to be increased from 30 minutes to one hour. Members discussed the proposal and agreed that the time should be increased but this would need to go out for public consultation for the statutory period.

ACTION: Malcolm

8.3 Subsequently members considered that a more consistent approach in the roads adjacent to the shopping area should be sought standardising on 1 hour. Currently there were no restrictions on the North Side of Stuart Road and it was agreed that these were needed and should replicate Wortley Road. It was agreed that Dorset CC should be advised of HCP's views.

ACTION: Malcolm

8.4 Richard said that at the last meeting of Christchurch Chamber of Trade, HOSTA raised the subject of parking at Highcliffe. They were keen to explore the possibility of reducing the parking fee to 50p for two hours. This proposal would be backed by the Chamber and members agreed that this was the preferred way of raising the matter with the Council.

8.5 Connie drew attention to the anomaly that in the summer season on-street parking adjacent to the cliff top car park was free whilst the car park still charged. Malcolm said that he had passed on her concern to Cllr Mike Duckworth who will investigate.

## **9. Traffic Management**

9.1 Malcolm suggested that data on vehicle and particularly HGV movements was needed before a case could be made for change. Unfortunately because of Lesley's absence the DCC view on the use of the Ringwood Road, information on past vehicle surveys of the Lymington Road or the possibility of new surveys were not known. No progress could be made on this item.

## **10. Village Plan**

10.1 Malcolm had circulated, map of the three Highcliffe wards, extract from CBC Core Strategy, information on producing a Town Plan and the recently produced Ferndown Town Plan. John M said that he was prepared to apply for funding from Locality to take the project forward. Members agreed that it was too early to commit to this step which went beyond the current scope of the Partnership which was limited to the shopping centre; more preparation was needed and maybe a different team to carry out the project. Connie thought that the appearance of Highcliffe Shopping Centre needed to be improved but little else.

10.2 John M said he was heavily committed and needed to concentrate on strategic issues. Malcolm stated that he welcomed John's contribution to the Partnership and hoped that he would continue to attend or be represented.

10.3 It was agreed that further background work should be progressed but the main focus should remain on improving the shopping centre.

## **11. Events**

11.1 David Hopkins had provided members with a list of events at the Castle. Richard said that the arrangements for the Easter egg hunt were progressing well.

## **12 AOB**

12.1 Cleanliness of Centre: Connie reported that the Council had improved the cleaning regime with road sweepers and cleaning around the seat at Sea Corner (post-meeting note I will thank them). However some private forecourts were below a reasonable standard.

12.2 Cobbs Holiday Park Sign The redundant sign is outside the old police station site and adds to the clutter. DCC would be advised.

ACTION: Malcolm

**Date of Next Meeting : Thursday 1<sup>st</sup> May at 6.30pm at 16 Wharncliffe Road**