

HIGHCLIFFE CENTRE PARTNERSHIP

**NOTES OF THE SIXTH MEETING HELD ON 7<sup>th</sup> AUGUST 2014**

**TO DISCUSS THE HIGHCLIFFE SHOPPING CENTRE**

Those Present: Cllr Lesley Dedman (DCC)  
Cllr Myra Mawbey (Highcliffe Ward)  
Cllr John Lofts (Highcliffe Ward)  
Richard Fereday HOSTA  
Jane Fereday HOSTA  
Ian Stevenson  
Malcolm Mawbey

**1. APOLOGIES FOR ABSENCE:** Apologies had been received from Claire Bath, David Hopkins, Nick James and Connie Pearce. Lesley Dedman had phoned to say she had been delayed.

**2. NOTES OF MEETING HELD ON 10<sup>th</sup> July:** The notes were agreed.

**3. MATTERS ARISING**

**3.1 Resident's Parking in Stanley Road.** The case had to be made initially to CBC. Myra agreed to take this on.

ACTION: Myra

**3.2 New Initiatives.** Malcolm had circulated a draft of the business objectives. He and Richard Porter had been unable to meet to discuss these since the last meeting so the action continues.

ACTION: Richard Porter &  
Malcolm

**3.3 HCP Constitution.** Malcolm said that some progress had been made but he had not been able to finalise a position paper for the meeting on establishing a more formal footing for the HCP-action continues.

ACTION: Malcolm

**3.4** All other matters arising were dealt with under the agenda headings

**4. Improving the Appearance of the Shopping Area**

**4.1 Weeds – Forecourts.** Richard reported that despite traders being encouraged to remove the weeds there had been no progress.

**4.2 Bunting** Myra considered that it would be difficult to hang bunting across the road. However she would establish the officers' view of feasibility and cost.

ACTION: Myra

**4.3 Cleaning Street Signs and Fingerposts** Katherine Wright responding to Malcolm's enquiry had stated that DCC had no plans to clean the fingerposts but encouraged volunteer groups to do so. Myra thought that Highcliffe School might be interested and Jane suggested that the Scouts might be. It was agreed that Jane should establish if the Scouts would carry out the task in September.

ACTION: Jane

**4.4 Planters** Myra said that once its backlog of work had been completed CBC would be requested to carry out the necessary tasks.

ACTION: Myra

**4.5 High Street Audit.** Malcolm reminded members that one of the agreed recommendations from “100 ways to improve the high street” had been to carry out regular audits of high streets. He suggested that this should be done, reported to HCP and published on the Highcliffe Community website.

ACTION: Malcolm

## 5. Parking

**5.1 On-Street Parking Restrictions** Myra reported that she had attended the meeting of the CBC Traffic Regulation Task and Finish Group on 21<sup>st</sup> July; she had supported the HCP’s application: to increase the permitted waiting time from half an hour to one hour in Lymington Road and Wortley Road; to reduce the waiting time in Stanley Road from 2 hours to one hour; introduce new restrictions in Stuart Road. The Group’s recommendations to DCC were to retain the existing half hour restriction and to reduce the waiting time in Stanley Road to half-an-hour and not to introduce any new restriction in Stuart Road. Malcolm commented that increasing the parking time could increase footfall and less movements could help reduce congestion.

(This item was revisited after Lesley arrived. She commented that as the County Councillor she had endorsed the application. Myra stated that at the meeting she had highlighted an error in the report which stated that the current restriction in Stanley Road was 1 hour instead of 2 hours. Lesley agreed to take the matter up with Sarah Price at DCC.

ACTION: Lesley

**5.2 Wortley Road Signage.** Malcolm stated that the work was completed on 23<sup>rd</sup> July. However the new sign in the Lymington Road by the Recreation Ground was difficult to see because of tree foliage. He had left a message for Sarah Price of DCC to this effect.

**5.3 Wortley Road CP Charges** A response from CBC was awaited. Richard commented that the car park was severely under-used.

## 6. Window Displays - Latest positions

**6.1 Castle-linked Displays** There were no suitable empty shops so this proposal was shelved for the time being.

**6.2 Historic Photographs.** Ian and Richard had discussed the proposal and recommended that it should be shelved for the time being.

**6.3 School-linked Displays** Displaying the children’s artwork was seen as being a way of increasing footfall. It would need to be theme and curriculum related. It was proposed that the Head of the Primary School should be contacted to see if this could be progressed in the Autumn term.

ACTION: Malcolm

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

7.1 Display Boards - The location of these would be in the cliff-top, Wortley Road and Highcliffe Castle CPs Myra would discuss the detail with the appropriate CBC officer. It was agreed that it was unnecessary to show the maps at the Gateway bus stops but the HRA noticeboards would be suitable if this could be arranged.

ACTION: Myra

Lesley joined the meeting around 7pm.

## **8. Village Sign**

**8.1 Initial Feedback on Design.** Generally, the response from Highcliffe Residents had been positive but there had been few responses. There had been a preference for "Village" and some had suggested "Highcliffe on Sea" rather than just "Highcliffe". It was agreed that "Village" should be in the same font as "Highcliffe" which had serifs. Members preferred "Highcliffe" to "Highcliffe on Sea". For the quote a one metre square had been specified but members felt that something larger would be preferable. The size of the lettering would need to conform to the Traffic Sign Regulations. It was agreed to aim to finalise the specification by the next meeting.

ACTION: Malcolm

**8.2 Location.** It was proposed that the signs should replace the old "Highcliffe-on Sea" signs located close to Mill Lane and Shelley Hill. Lindsay Cass had agreed that the signs were outdated (circa 1996). Whilst it was suggested that the western sign should be closer to the castle, the eventual preference was for the current locations. A final decision would be taken at the next meeting. Lesley suggested that the existing signs should be stored.

**8.2 Procurement** – A ballpark estimate had been obtained for the provision and erection of two signs. CBC had been approached by Myra to see whether the Council would fund the signs. Richard would seek to discuss funding with an interested resident.

**8.3. Branding** Richard stated that Richard Porter had agreed that the design could be used for branding purposes.

## **9. Finger Post.**

9.1 Malcolm stated that one quote had been received for cast iron replacements and a further one using aluminium alloy was awaited. Malcolm had contacted Katherine Wright at DCC who was their focus for the restoration of fingerposts. She had said that it was DCC policy (fully supported by Cllr Colin Jamieson) to replace the Sea Corner signs and they would fit the upper section, but they would not fund the replacement components. Previously, a Highcliffe-based company had expressed an interest in part-funding the replacement. Malcolm had contacted the company to establish whether they would still be interested; their decision is awaited. Lesley said that she and Colin would provide the balance from their DCC one-off grants.

**10. Residents' Survey .** Malcolm said that thanks were due to CBC as they had paid for the copies of the survey and the distribution with the Courier across all three Highcliffe Wards. Malcolm reported that he had collected 140 responses from the Highcliffe boxes and had entered the data. The deadline for responses was the end of August and he hoped to have a first report for the next meeting. The majority of those who had responded shopped in Highcliffe even if they did their main

shopping elsewhere. CBC had put out a press release which would serve as a reminder for residents to contribute.

## **11. Publicity.**

**11.1 Website** Thanks to Steve White HCP now had a presence on the Highcliffe Community website which provided access to committee papers and also encouraged contributions to the survey.

**11.2 Next issue of the Courier.** It was planned to provide a follow-up to the article in the Summer Issue.

**11.3 New Milton Advertiser.** Myra drew attention to the two page advertising spread in the paper and the article which accompanied it.

## **12. Events**

**12.1 Music Event.** There had been a lack of interest in setting up the event

**12.2 Hoburne Car Park.** Malcolm had approached Hoburne regarding the occasional use of the car park for community events and was awaiting a response from their management.

**12.3 Christchurch Food Festival.** Richard reported that Mary Reader would be attending the next meeting of HOSTA

ACTION: Richard

**12.4 Crazywater** had not been interested in setting up a surfing event.

**13. Funding Requirements** A table had been circulated setting out the draft programme plan with funding requirements. This would be updated following the next meeting when it was proposed to review progress and look at future plans.

**14. Recent Planning Applications.** The implications of the recent application for changes in use of the ex- Barclays Bank property were discussed. As members of the Planning Committee, Myra and Lesley did not take part in the discussion.

**15. Achieving the Core Strategy Vision for Highcliffe.** No plans have yet been published by CBC. HCP would need to take account of the vision in its proposals. The Core Strategy is a living document and John remarked that any changes would need to be approved by Members.

## **16. AOB**

**16.1** Malcolm suggested that the next meeting should concentrate on the Residents Survey , Progress and Future Plans.

**16.2** Richard suggested inviting new members to join HCP; it was agreed to discuss this at the next meeting.

**16.3** Lesley had attended an Audit and Scrutiny Committee where crime figures had been discussed. It was agreed to invite a member of the Safer Neighbourhood Team to the next meeting.

**The meeting was closed at 8.15pm**

**Date of Next Meeting: Wednesday 10<sup>th</sup> September.**