

HIGHCLIFFE CENTRE PARTNERSHIP

**NOTES OF THE MEETING HELD ON 9th JUNE 2015
TO DISCUSS THE HIGHCLIFFE SHOPPING CENTRE**

Those Present: Tracey Beesley
Richard Fereday)
Jane Fereday
Vicki Hallam
Helen Kennedy
John Lofts
Malcolm Mawbey
Mary Reader
Ian Stevenson
Adrian Thorne

Malcolm welcomed Vicki Hallam

1. Apologies for Absence: Claire Bath would not be attending the meetings regularly because of CBC commitments but wished to receive the notes of the meeting.

2. Minutes of Meeting held on 12th May were agreed with a textual amendment to Para 6.2.

3. MATTERS ARISING

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

3.2 Fence bordering Lymington Road and the cemetery. The action on John to confirm the ownership of the fence and seek improvements continues. It was suggested that John should contact Tony Parkinson.

ACTION: John

3.3 Highcliffe Castle Malcolm had received a report from David Hopkins on the Castle's future but partners agreed that representation of the Castle management's views at the HCP would be helpful. Ian offered to discuss with David the possibility of him delegating the role to one of his staff.

ACTION: Ian

3.4 Mentoring. Action continues on Helen to discuss this with HOSTA members. She would contact Gary Prince at New Milton who may be able to advise on marketing matters. Tracey mentioned that Charmaine Midgely had been in touch with her about related matters.

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 and would continue to progress Highcliffe's interests.

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. John had established delivery times are not subject to planning conditions.

3.8 Expanding the Role of HCP. Malcolm sought guidance from Partners on how far they thought the role should be expanded. The consensus was that the whole of Highcliffe and Walkford should be considered and not just the shopping area. However, there were concerns that expanding the role could be at the expense of diminishing the focus on the shopping centre. The future effectiveness of HRACIC as a Residents' Association would be a key issue. Partners agreed to formulate their views by the next meeting.

Action: All Partners

3.9 All other matters were discussed under the agenda items.

4. FOOD FESTIVAL

4.1 Malcolm congratulated the Event Committee and thanked them for their efforts in staging such a successful event.

4.2 Comments

- Malcolm reported that Highcliffe Library had supported the Festival displaying the flyers, programmes and other material. On behalf of HCP he had thanked the Mayor for supporting the event ;
- Richard stated that the committee were awaiting feedback from DCC on the effects on diverted traffic due to closing the High Street;
- Mary said that Alderidge and Brown would be putting the accounts together and that remaining funds would be ring-fenced for a future event.
- Richard stated that the Event Committee were considering becoming a CIC in a similar way to the Christchurch Food Festival organisation.
- Mary stated that the post-event coverage by the New Milton Advertiser had been excellent but the Echo had not run an article.
- Tracey had provided Allan Wood with a press release for The Courier (deadline July 3rd). Malcolm asked whether the fact that some of the committee were Highcliffe Centre Partners could be acknowledged. He thought that members of the Event Committee should be given full recognition. Tracey would be writing a further article for the free magazines which could fulfil that suggestion;
- Mary remarked that many local businesses had benefitted from the event and she felt that stallholders would be supportive of any future event;
- Richard stated that the committee had held a wash-up and noted lessons to be learned for future events;
- Members considered that the entertainment had been very successful and having performance sites along the road had been the right decision;
- The secondary site at the Cliff Top had worked well and first-time visitors were impressed with the stunning views;
- Malcolm remarked that the competition had brought in families into the shopping area and that displaying children's artwork in the shops could provide a useful draw.
- Richard stated that the Events Committee were hoping to run the event next year and to "raise the bar". Mary commented on the advantages of staging the event directly after the Christchurch one.

5. PROPOSAL FOR 20MPH LIMIT

5.1 Malcolm reported that he would be presenting the “Twenty is Plenty” petition to the DCC Regulatory Committee on 11th June; Lesley Dedman as the County Councillor would be supporting the submission. DCC Members had been provided with the updated case which included photographs; they will discuss the case and decide on its merits and have a series of options that can follow. If the scheme request is not taken forward under DCC’s policy a request would usually be assessed, prioritised against criteria and future funds. Currently there are 40 requests with only two or three being put forward in each financial year.

Member’s attention was drawn to the recent article in the Echo.

6. WORTLEY ROAD CAR PARK

6.1 Recycling. Members again questioned the need for recycling banks when there were kerbside collections. Ian commented that the site attracted fly-tipping and was an eyesore. Although some bins had “No Trade” stickers this did not appear to have being enforced and it was suspected that the banks were being used by residents in Hampshire. Jane had not received any response to her letter to Lindsay Cass and it was suggested that she e-mail him on behalf of HCP.

ACTION. Jane

6.2 Weeds. The beds surrounding car park were in a poor state and John agreed to take this up with Lindsay Cass.

ACTION. John

6.3 Parking charges. Richard agreed to establish any preliminary proposals that been made through the Chamber of Trade

ACTION: Richard

6.4 Mary commented that parking charges should not be imposed after 6pm (currently they apply up to 7pm). Vicki agreed to investigate.

ACTION: Vicki

7. STREET-CARE

7.1 Community Garden Seat. Tracey and Helen offered to repair the HRA seat and to repaint it. Vicki advised that HRACIC should be consulted first to ensure that insurance would be in place.

ACTION: Tracey and Helen

7.2 Waterford Road Sitting Area. Malcolm described the area which is on the east side of the road close to the junction with Montagu Road; it is a paved area with a seat backed by a curved brick wall and has three flower tubs and a refuse bin. In the past Connie Pearce had organised the maintenance of the tubs. He said that the paving was overgrown and the area was in a poor state. He had spoken with Alan Ottaway who thought that CBC was not responsible for its maintenance. John agreed to establish where the responsibility should be.

ACTION: John

Tracey agreed to see what could be done by HELP to improve the site.

ACTION: Tracey

7.3 Gateway Sign Landscaping. Helen had produced a scheme based on the Hoburne model: she would cost it.

ACTION Helen

7.4 Hanging Baskets. Malcolm had checked with Alan Ottaway (CBC) and had been assured that these would be in place in mid-June.

7.5 Banners. Helen stated that HOSTA had suggested that banners displaying the Highcliffe logo and name should be hung from selected lampposts. Partners agreed that this could be attractive and Malcolm agreed to put the idea forward to Lesley Dedman as the Divisional County Councillor.

ACTION: Malcolm

7.6 Fingerposts. Malcolm understood that work on the Sea Corner post was nearing completion. Colin Jamieson had agreed that the Milestone Roundabout fingerpost (within his Highcliffe & Walkford County Division) would be renovated in this financial year.

7.7 Sue Ryder Shop. Tracey had been in touch with the higher management commenting on the clutter outside the shop, which was at the gateway to Highcliffe and very visibly untidy. She had been assured that there would be improvements.

7.8 Shop frontages Tracey drew attention to the poor state of some frontages. Malcolm agreed to find out who were the landlords of sub-standard properties.

ACTION: Malcolm

7.9 Trail Markers Helen referred to markers which might be useful in highlighting the Village Trail.

8. PLANNING APPLICATIONS

8.1 Meteor Site The recent application had been approved and assurances had been given that the development would not have a significant effect on Highcliffe District Centre. In these circumstances a contribution to a Highcliffe Centre Fund would not appear to be appropriate. The cumulative effect on Highcliffe Trading of all the recent and proposed developments has not been established. Vicki commented that contributions from developers to a Christchurch Town Centre Fund would be apportioned to all shopping centres.

8.2 Cobbs Holiday Park. The current application seeks to provide access to most of the properties on the site from Stanley Road. John stated that the impact on the junction with Lymington Road was considered by DCC Highways to be acceptable. The application will be considered by the Planning Committee at some future date.

8.3 Sheltered Retirement Complex Churchill are proposing to develop a site in Stuart Road replacing tourist accommodation and three houses. Partners were not supportive of a development which would increase the number of elderly people in central Highcliffe. Adrian stated that there was evidence that local people would move from their existing properties freeing them up for younger people. Malcolm suggested that if the scheme was to be approved that a contribution should be sought to provide a pedestrian crossing nearby across the Lymington Road.

8.4 420, Lymington Road A new application had been made with two retail outlets and 8 one bedroom apartments following refusal of an earlier application. It was proposed to landscape the forecourt.

8.5 New Developments 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

9. Strap-Line Partners agreed to table their ideas at the next meeting, when a suitable form of words should be agreed.

ACTION: All Partners

10. AOB

10.1 Trust Fund. Richard reported that a local resident wished to donate £1000 into a Trust Fund to be used for the benefit of Highcliffe. It was agreed that HCP should set up and administer the fund. Jane agreed to be HCP's Treasurer.

ACTION: Jane (to set the administrative arrangements)

ACTION: Richard (to advise resident of HCP's decision)

10.2 Consultation on Future of Highcliffe. It was agreed that with the completion of the Festival the proposal to hold a display in the Sports and Social Club seeking the views of the public should be taken forward. Members agreed to consider what the proposal should involve so that their views could be discussed at the July meeting.

ACTION: All Members

10.3 Culmore Steps John raised concerns that the steps might not be replaced. He suggested that there would be effects on tourists (in particular visitors to the Premier Inn). It was decided not to raise a petition but rather to write to CE of CBC in the first instance and to seek support from HRACIC.

Date of Next Meeting – Tuesday 14th July when the main topics will be

- The Future of Highcliffe
- Straplins