

MBF High Street Retailers Meeting June 2018

Wednesday 6th June 2018 in the Rose & Crown

Attendees: Chris Lilly, Vicky Streeter, Paul Adams, Veronique Stone, Roger Stone, Jeanette Hore, Michael Wilford, Ian Bruce, Abby Lafferty, Gill Marengi, Mike Marengi, Ian Parker, Simon Heaton

Apologies : Graeme Hird, Karenna Wilford, Sam Santo

Welcome and Chair: Chris Lilly

The meeting went through and updated the action plan drawn up at the March meeting. Key points that arose in discussion were:

- **Post Office:** Michael Wilford reported on a frustrating few months for the group who had volunteered to look at possibilities for new post office facilities. They met the person from the Post Office responsible for the decision who promised to keep them updated. However it has been a question of chasing her continually for news. After the initial report that there were two parties interested, the latest feedback is that one remains. Meanwhile, rumours fly around the village about who wants to do what and it is hard to pinpoint the real status. The group proposes:
 - Ask for village support – an article to go in the June newsletter
 - Further contact with landlords of vacant High Street properties
 - Look at community hub possibilities: including the Post Office in a hub which could include other services such as cash point, pick up point, CAB, tourist office
- **Parishes in Bloom:** thanks to Jeanette Hore, Monica Aitken and both Mayfield and Five Ashes Horticultural Societies for taking this forward. See action 2 below

The updated action plan list is below.

The next retailers MBF meeting will be on Wednesday 3rd October. Time and location to be confirmed but we will probably go back to the normal 6.30pm starting time.

Advance Notice: the MBF holds a Christmas dinner to which all retailers are invited. This is normally held in the first week of December but could be left to January if this was more convenient

MBF- Retailers Group

Action Plan

AP No.	Action	Action by	Target date	Status
1	Additional signage on roundabout (£2,250 pa) and below existing signs on A267. Signs to advertise that Mayfield is the Sunday Times village of the year. Improve signage to car parking including on A267 and have signs in car parks to promote the High Street	Chris Lilly Chris Lilly	Asap asap	In hand by the Parish Council
2	Village entered in the Parishes in Bloom competition with judging between 15 th June and 13 th July. Everyone urged to make the village, especially the High Street, look attractive. Promotional publicity beforehand	All especially High Street Jeanette Hore	Asap 15 June	Ongoing
3	Facebook page – now focusing on retailers using the Mayfield Village page for promotion since it has nearly 2000 members	-	-	Closed
4	Retailers urged to take up the opportunity to promote themselves in the “Up and Down the Village” section of the Mayfield & Five Ashes newsletter and on the M&FA website	High St retailers	asap	Ongoing
5	Provide help to any retailer interested in having an online shop and / or having a joint “Mayfield High Street” online shop	Roger Stone	asap	In hand
6	Shop discounts. <i>No update</i>	Alex & Julie		
7	Mayfield High St video. Reported to be in progress.	Lucy & Terry Godden	asap	In hand
8	Replace High St modern telephone kiosk with old style red box and use as tourist information hub Consider keeping power supply for future flexibility	Chris Lilly via parish Council Chris Lilly	asap	October deadline
9	Create and distribute pamphlets promoting Mayfield shops for distribution to local B&Bs and rental properties. Include any vouchers that retailers want to provide Also put on village website, Facebook and give printed or pdf version for schools to distribute	Roger Stone High St retailers	asap	Draft for review attached

10	Encourage parents of school children to use High St shops by producing a flier for inserting in start of term/year childrens information packs. <i>No update</i>	Sam Santo	Sept 2018	In hand
11	Additional late night shopping dates: retailers to implement as reqd.	High St retailers	Asap	
	Investigate 2019 village music event like French "Fête de la Musique"	Véronique Stone	Jan 19	In hand
12	High St parking - promote concept of 30 min limit on North side of High St Promote herringbone parking on south side between garage and Mace More signs showing car parks plus existing sign by Mace is not visible enough	Chris Lilly via Parish Council.	asap	Request made to ESCC
13	Post Office. Working group established to pursue options. Possibility of retailers contributing by buying shares in new entity	Jo Eates, Alex and Andrew Burnett, Michael Wilford	asap	Ongoing
14	Establish Midsummer Madness event	tbd	tbd	No progress
15	Consider appointing a co-ordinator to co-ordinate events and communicate as necessary	tbd	tbd	No progress
16	Have sights of Mayfield listed on Wealden Do map and brochure of district	Roger Stone	Sep 18	In hand
17	Shops to encourage browsers e.g. Browsers welcome sign	High St retailers	Asap	
18	Tourist information sign for Lambert & Foster (until phone kiosk is available)	Chris Lilly to ask Gill Weavers	Asap	
19	Offer free wifi in the High Street	?	?	
20	Village deliveries using van with "Mayfield" log	Paul Adams	Asap	In hand

Mayfield Village 2018-19 Events impacting retailers

Month	Date	Day	Activity	Daytime opening	Evening opening
April	26	Thurs	Gallery evening	✓	✓
	27,28,29	Fri-Sun	Art Trail no. 1	✓	
	28-30	Various	Music festival starts	✓	
May	1-13	Various	Music festival	✓	
	12	Sat	May Fair	✓	
	19	Sat	Royal Wedding	✓	
	19	Sat	Le Grand Band concert	✓	
	x2 ?	Fri-Sun	Art Trail nos 2 & 3	✓	
June	9-10	Sat/Sun	Open Gardens	✓	
July	tbc		Midsummer Madness event tbd	✓	✓
Aug					
Sept	15	Sat	Bonfire event	✓	✓
Oct	24-27	Wed-Sat	Community Play	✓	✓
Nov	30	Fri	Late Night shopping	✓	✓
Dec	?	?	Michaelmas Fair	✓	
2019	Summer		Village music day/evening		