

## MBF- Retailers Group

The items below were debated and actions agreed at the MBF High Street meeting on Wednesday 16<sup>th</sup> January 2019

Present: Chris Lilly (chair), Jo Eates, Vicky Streeter, Kate Wilson, Michael Wilford, Ian Parker, Mike Marengi, Véronique Stone, Abby Lafferty, Luke Barns, Gill Marengi, Carole Rhodes, Lucy Cameron, Sally-Ann Tibbles, Jeanette Hore, Jerry Watkiss, Roger Stone

Apologies: Mark Curtis, Holly Chevralls, Hannah , David Bateman, David Wilson, Diana Martineau, Gill Weavers, Ian Bruce, Karenna Wilford, Laurie Wrightson

### Action Plan (January 2019)

	Action	Action by	Target date	Status
1	<p><b>Signage</b> Additional signs below existing brown tourism signs on A267. Signs to advertise that Mayfield is 2018 winner of Parish in Bloom (and the 2017 Sunday Times village of the year?)</p> <p>Improve signage to car parking including on A267 and in High Street. Signs in car parks to promote the High Street.</p>	<p>Parish Council</p> <p>Parish Council</p>	<p>asap</p> <p>asap</p>	<p>ESCC have now approved</p> <p>Plans for blue signs either side of the High Street to point out the route down to the South Street Car Park. It was noted that signs should also point to the Memorial Hall</p>
2	<p><b>Newsletter promotion</b> Promote your shop in the “Up and Down the Village” section of the Newsletter and on the M&amp;FA website</p>	High St retailers	2019	Ongoing

3	<p><b>Mayfield High St video</b> To promote shops and High Street</p>	Jeanette Hore	asap	Jeanette will check with Lucy Godden re Terry's availability and also to sound out Helme who did the Community Play video
4	<p><b>Information Kiosk</b> Red box to be placed where the modern box used to be and uses as a tourist information hub</p> <p>Note that the red telephone box by the Rose &amp; Crown is going to be used for the book swap scheme.</p>	Parish Council	asap	Modern box now removed, red box to be put in its place
5	<p><b>Promotional material</b> Pamphlet promoting Mayfield shops for distribution to local B&amp;Bs, rental properties &amp; local tourist centres / sites – potentially also local schools</p> <p>Have Mayfield sites listed on Wealden Do website and brochure (at least 1 walk, B&amp;Bs, attractions e.g. St. Dunstons)</p> <p>An individual in the village has offered to fund 80% of the cost of a High St advertising campaign (up to c. £2000). The initial suggestion was for car stickers.</p> <p>A competition for a tagline for the village will be launched in the February newsletter</p> <p>Lucy Cameron offered to use her expertise to help any retailers who needed to design an ad.</p> <p>Articles for regional and national magazines</p>	<p>Jerry Watkiss / Roger Stone</p> <p>Roger Stone</p> <p>Liaise via Chris Lilly</p> <p>Jeanette Hore</p> <p>Retailers</p> <p>Kate Wilson</p>	<p>asap</p> <p>Asap</p> <p>1<sup>st</sup> Feb</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Broad format of draft approved. Now to be finalised and produced.</p> <p>Website updates ongoing, brochure for 2020</p> <p>Since the meeting, the Mayfair / LNS committee have agreed to fund up to £500 towards this campaign.</p> <p>In hand</p> <p>Retailers to contact Lucy</p> <p>Kate volunteered to work on this</p>
6	<p><b>Events</b> Proposed new event to attract visitors – Country Market proposed for end of June (20 outside stalls, no conflicts with shops)</p>	Sally-Ann Tibbles / Jo Eates	Asap	Decided this would be a better draw for the shops than an evening music event

	Advise Jeannette of any other events Farmers market	All especially High St retailers		Draft list attached below Needs further investigations
7	<b>High St parking</b> There are plans to double the Memorial Hall car parking space if a new community centre goes ahead.  Enforcement of the existing time restrictions	Parish Council	asap	Idea of Herringbone parking in High Street was not supported by ESCC or nearby landlords.  With PCSOs being focused on coastal areas, there is no obvious manpower to do this.
8	<b>Post Office</b> Jo Eates has now applied for Rusden's Interiors to be the Post Office and is going through the long process	Jo Eates	2-3 months	Application has been submitted successfully. Next steps are finance decision and interviews.
9	<b>Shop signage</b> Shops to encourage browsers e.g. Browsers welcome sign	High St retailers	asap	Still ongoing
10	<b>Wifi</b> Offer free wifi in the High Street	Parish Council	asap	Still under investigation
11	<b>Deliveries</b> Village deliveries using van with "Mayfield" logo	Paul Adams	asap	Need update
12	<b>Late Night Shopping</b> There was very positive feedback about closing the road on the evening. Road closure is planned for 2019.			-
13	<b>Parishes in Bloom</b> The village will be entering again in 2019. In addition, Mayfield will be entered in the Britain in Bloom Village category. and Five Ashes in the Small Village category	M&FA Parish in Bloom committee	June	Five Ashes has subsequently decided not to enter the Small Village category

14	<b>Mayfield &amp; Five Ashes website</b> Help is needed to keep it up to date with events and news. Appeal to be made on Facebook	Roger Stone	Asap	
15	<b>Mayfair (update since meeting)</b> M&FA newsletter planning a Mayfair supplement. What should it contain? What worked for retailers in 2018?	High St retailers	asap	Feedback from High St retailers on what they would like to see in the Newsletter Mayfair supplement
16	<b>Carnival 2019</b> Organise Street Market	Vicky / Hannah /Jo	Sep	
18	<b>Next MBF / High St meeting</b> Provisionally Wed 3 <sup>rd</sup> April but should be on a day of week and at a time to suit the retailers. Venue in the High Street?	Jo / Roger	March	

## Mayfield Village 2019 Events impacting retailers (Draft)

Month	Date	Day	Activity	Daytime opening	Evening opening
Jan					
Feb					
Mar					
April	?	Thurs	Gallery evening	✓	✓
	TBC	Fri-Sun	Art Trail no. 1	✓	
May	11	Sat	May Fair	✓	
	TBC	Fri-Sun	Art Trail nos 2 & 3	✓	
June	15/16	Sat/Sun	Open Gardens	✓	
	TBC		Parish in Bloom competition	✓	
	end		Country Market	✓	?
July					
Aug					
Sept	14?	Sat	Carnival + Fair	✓	✓
Oct					
Nov	29	Fri	Late Night shopping	✓	✓
Dec	?	Sat	Michaelmas Fair	✓	