

Notes on MBF / Retailers Quarterly Meeting 2nd October 2019

Attendees: Louise & John Riley (Dirty Paws), Vicky Streeter (Four Winds), Kate Wilson (Monty & Ward), Paul Adams (Fine Wines of Mayfield), Chris Lilly, Sally-Ann Tibbles, Abby Lafferty, Roger Stone

Apologies: Jo Eates (Rusdens), Mark Curtis (Classic Cottages), Lucy Howlett (Pink Cabbage), David Wilson, Diana Martineau, Jeanette Hore, Ian Bruce, Véronique Stone

The main focus of the meeting was to discuss Christmas activities, including the Christmas Late Night Shopping (LNS).

LATE NIGHT SHOPPING

The shops were keen to see the LNS promoted in local publications and social media to make sure everyone in Mayfield and nearby knew about it. Mark Curtis of Classic Cottages had offered to publish details on his website.

There was a discussion about having craft stalls but strong feelings were expressed (after the meeting in addition to inside) about not competing with whatever the shops were offering.

Activities planned by the shops included:

- Four Winds: lucky dip and an elf to help out!
- Lambert & Foster: raffle
- Fine Wines: tastings

It was agreed that some people are shy about entering shops they do not know and so shopkeepers and the announcements at the LNS should emphasise that people are welcome to go in.

As usual we need to organise photography of the evening, though it is often difficult to get good photos because of the bright lights contrasting with the dark night.

For those who are using Instagram to promote their businesses, the suggested tags are #mayfieldeastsussex, #mayfieldlife, #mayfield, #tn20. Note that the last 2 tags are used a lot for activities relating to other Mayfields or other uses of tn20.

PARISH IN BLOOM

Chris Lilly talked about ideas to promote the fact that Mayfield & Five Ashes had done so well in the Parish in Bloom and Large Village awards.

Setting up white gates at the entrance to the village has been discussed and any other ideas on how to promote these awards outside the village would be welcome. Unfortunately it is not possible to alter the brown "tourism" sign on the A267 at present.

TOURISM

Mayfield and Five Ashes do already attract tourists and further promotion of the awards gained will hopefully increase the number.

It was suggested that the shops could produce vouchers which could be given to local B&Bs (including Classic Cottages) and hotels.