

Hastings BID
Love Hastings Ltd
2nd Annual
General
Meeting
(2019)

Wed 15 May

White Rock Theatre

2pm - 4pm

INVITATION

Shop



Love
Hastings
.co

AGENDA

1. Chair's welcome
2. Apologies for absence
3. Minutes of previous AGM
4. Annual report
 - 'Look and Feel' projects
 - Marketing and communications
 - Business support
 - Crime and safety
5. Financial report
6. Election of directors
7. Any other business



Hastings BID
Love Hastings Ltd AGM
11 June 2018
Minutes

Attending: Colin Dormer (Chair); Ian Harrison; Cllr Peter Chowney; Cllr Godfrey Daniel; Gemma Murphy; Shelley Feldman; Nick Gillam; Stuart Mitchell; Pat Horwill; Lorna Lloyd; John Bownas; Chloe Dyas; Mel Jones; Theresa Gasson; Sean Dennis; Leanna Lawson; Danny Lay

Apologies: Jodie Burdett; Stacey Bell; Alan Matthews; Paul Newman; James Leathers; Brett McClean

Item 1: Chair's report

See attached.

Presented verbally by Colin Dormer.

Agreed as adopted.

Item 2: Treasurer's report

See attached.

SM noted that more work needs to be done to quantify the benefits in cash or otherwise arising from BID expenditure. Surveys and other mechanisms need to be put in place to identify trends and give an analysis of the impact of the BID to levy payers.

The two-yearly survey carried out by Priory Meadow provides a useful barometer for retail behaviour, demographics and spend, and JB asked if the survey might be extended in some way to cover the town as a whole. SM agreed this was possible and noted the most recent figures from March 2017 show Hastings to be doing relatively well in comparison to national figures, however there is a downward trend in footfall across the board and this needs to be recognised.

JB noted that although the use of footfall cameras ceased in 2016 Public wi-fi hubs will be able to be used in the future to give footfall information and possibly additional data that could be of use to businesses.

SM identified that most businesses see a well-maintained, safe, and clean environment are their highest priorities.

CD noted that the 'Spotlight' app that has been trialled recently by JB will allow the BID to capture a lot more information about environmental issues and track reports and resolutions.

SM flagged that successful BIDs tend to be the ones where the larger local retailers get actively involved, particularly on the board.

The early evening and night time economy was flagged as an area that needs attention as it is more likely to appeal to the millennial generation, whilst the day time retail sector is dominated by the older generation.

Item 3: White Rock report

See attached

JB noted that the turnover in local businesses needed to be looked at in the context of there being a relatively low number of vacant units in comparison to other parts of the UK. JB also flagged that the White Rock project was useful in allowing the BID to focus on identifying business support needs that could be replicated across the district.

SM requested that surplus funds might be used to identify key locations where shopfront improvements might be implemented. The meeting debated how best to facilitate this to ensure work benefits as wide an area as possible and is not seen as favouring certain businesses over others. Possibilities included setting out a four-year programme of works to phase the improvements or getting property owners to make a contribution to costs themselves.

LL flagged the Brassey Steps as a communal location in great need of improvement. MJ also flagged the old Spectacle Hut as a prime example of a building in need of remedial work. JB added that match funding might be available from arts organisations if a project was of sufficient artistic merit.

SM raised the issue of charity collectors and loan firms causing a problem for the image of the town centre. JB assured the meeting this was being reviewed and that changed to street trading and the possible introduction of more static pitches might be used to offset the loss in income that reducing the numbers of charity collectors might have.

Item 4: Marketing and events report

See attached

Discussion on the plans to update and improve the website looked at the potential costs of this exercise and SM highlighted the need to ensure any changes give the company full control over content in the future and remove the need for any ongoing contract other than hosting.

Item 5: BCRP report

See attached

The upward trend in activity as evidenced by the data available from DISC was noted and welcomed.

JB noted that a restructuring of the constitution of the partnership was being undertaken and a review of fees was also underway to make allowance for future costs associated with the radio network.

SM voiced the desire to extend Shopwatch to as many businesses as possible in the BID area as a visible sign of activity and business support.

Item 6: Election of board members

CD announced he was prepared to re-stand for the position of chair for one further year.

Proposed: Cllr Godfrey Daniel

Seconded: Stuart Mitchell

Voted: Majority in favour

In his absence it CD noted that Alan Matthews would stand down as a director and from the temporary position of acting treasurer but was prepared to re-stand as a director and retain the role of vice chair.

Proposed: Cllr Godfrey Daniel

Seconded: Pat Horwill

Voted: Majority in favour

Stuart Mitchell requested that Stacey Bell be appointed as a director and that Lianne Lawson be formally added to the advisory group.

Proposed: Stuart Mitchell

Seconded: Cllr Godfrey Daniel

Voted: Majority in favour

ANY OTHER BUSINESS

A draft of a new job description for a directly appointed officer to replace the current warden service was circulated for comments (attached).

Love Hastings Ltd AGM 11/6/18. Chair/Manager's report

Welcome to our first AGM.

Since our inception in April last year our staff have been working hard to implement the projects identified in our Business Plan. Firstly led by Rob Woods, who's considerable efforts ensured this project got underway, oversaw the build up to and implementation of this Business Improvement District following the successful ballot. Since January John has taken over and his first few months in post have been interesting as he gains an insight into the issues facing the town and the wide range of ideas and concerns across the different levy payers. He has been forming direct links with businesses and agencies in the area and gaining an understanding of how key individuals and groups perceive problems and what solutions they feel might be most effective. The change in management has not been without its problems but slowly but surely things are falling into place.

We have provided an on street warden presence which has been generally well received and we are looking to bring this in house. Enhancements to Queens Road with floral displays and improved Christmas lighting and we have supported many initiatives and events from Storylines in Rock Alley to additional events for Pirate Day. We have overseen the introduction of the DISC system for Business Crime Reduction. We continue to work with various agencies to help implement our plans for the BID area

Personally I'd like to express my gratitude to the Board for their support and in particular thanks to Alan Matthews whose support as Vice-Chair has been invaluable. He has also acted as interim Finance Director and we need to fill that position. My thanks also to the staff who have contributed to our first successful year. Lessons have been learnt and still more to learn. I am willing to stand again as Chair for the coming year however after much deliberation I have decided it will be for one more year only. After our next AGM work will begin in earnest towards the next ballot and that will be the ideal time for someone new to come in and lead the project forward.

Looking ahead broadly speaking businesses can be divided geographically into four areas: **White Rock and the America Ground, Wellington Place and the eastern end of Robertson Street, Priory Meadow, and Queen's Road.** There is some overlap in this and a few small areas that sit on the periphery, such as the area around the station, Cambridge Gardens and Cambridge Road.

The destination **White Rock** project and historical collaborations means that there is already a defined business community for that area. We are helping that to grow and develop through the funding available to us from CCF4. The area is defined most by the increasing proliferation of contemporary independent traders, and this should over time become a key magnet to attract more visitors and shoppers into the town centre as a whole. This is likely to form a central part of general marketing messages designed to increase footfall and spend.

Likewise, **Priory Meadow** businesses, under the umbrella of New River Retail, share and discuss issues of direct relevance to themselves on a regular basis. Priory Meadow's national chains and extensive car parking offer are critical to the success of the town and the BID is

committed to ensuring that the large financial contribution from these retailers is reflected in the activities carried out throughout the term.

Queen's Road has had a traders' association in the past, but this has not been active for some years and work is now underway to reform this group to look at what initiatives might assist businesses in the area. The road has begun to attract a number of new shops and cafes that are changing the 'personality' of the area, and now is a good time to try and capitalise on this fact in order to try and encourage the trend to continue. Physical improvements and interventions such as planting, lights and public art will continue to be used to boost the look and feel of the road.

The Wellington Place/Robertson Street 'square' is arguably the hub of the town, and as such tends to see the bulk of events activity. Invites will be going out shortly to all of the businesses facing into this area to bring them together to get their views on how the things that happen in this space can be best controlled in the interests of the town as a whole and that area in general. High on the agenda will be improvements to the range and quality of public entertainment, a review of charity collections and street trading, and initiatives designed to reduce the negative impact of the street community.

It is important to note that this geographic grouping needs to be overlaid with a greater understanding of the needs of the non-retail sectors who operate out of various hotels, offices, and units throughout the BID area. Their concerns will be obtained through targeted surveys and networking meetings to identify gaps that need to be addressed.

Over the next six months the following areas of work will be prioritised:

- Improving communications between the BID and the levy payers through expansion of the members database, and increase in business support opportunities and networking meetings, and the implantation of regular opinion surveys and reports.
- Examining commercial waste collections and how these can be better co-ordinated to get best value for local businesses and reduce the impact on the town of large numbers of bins being emptied at irregular intervals.
- Improving signage and way-finding to draw more people into the area and ensure they can find key locations.
- Reviewing and consolidating the business crime reduction partnership to ensure it delivers against the new national accreditation standards which are based more around effective and demonstrable outcomes.
- Changing the nature and scope of the warden service in response to the findings of the recent survey of BID levy payers and partner agencies.
- Tackling the impact on the town of street drinkers, rough sleepers, and beggars and to assis with initiatives to support these people.
- Improving the daytime public entertainment offer.
- Finding ways to boost the off-season footfall.
- Examining the impact of charity collectors on businesses in the town centre and looking at whether this can be reduced.
- Improving the ability of promoters to visibly market their events and shows in and around the town.

- Improving the range and frequency of visiting markets to the town centre and identifying how these can be managed to avoid undue competition with existing established businesses.
- Diversification of the evening and night-time economy offer to create a safer and more welcoming public realm after dark.
- Identifying how more public art can be sensitively and productively introduced around the town.
- Finding ways to make more of the heritage value of Hastings being the birthplace of television.

Looking at parking options for local businesses and their employees.

Love Hastings Ltd (including BCRP and White Rock)

Income and expenditure summary 2017/2018

| | |
|-----------------------------|---|
| BID Levy income | £174,183 (after costs and loan repayment) |
| BID levy outstanding | (£9,404) |
| Non-BID income | £43,762 |
| TOTAL | £217,945 |

DIRECT BID PROJECT EXPENDITURE

| | |
|---|-----------|
| Theme one | (£25,186) |
| Hanging baskets, Christmas lights, events | |
| Theme two | (£2,221) |
| Website, printing, marketing | |
| Theme three | (£6,000) |
| Cost saving exercise for local businesses | |
| Theme four | (£31,583) |
| Warden and BCRP subsidy | |

ADDITIONAL BID COSTS

| | |
|------------------------------------|-----------------|
| BID salaries & on-costs | (£72,314) |
| Running costs | (£14,002) |
| TOTAL | £151,296 |

BCRP SUMMARY

| | |
|--------------------|-----------|
| BCRP income | £18,668 |
| BCRP costs | (£24,753) |

WHITE ROCK SUMMARY

| | |
|--------------------------|----------|
| White Rock income | £16,886 |
| White Rock spend | (£6,023) |

NOTES

The first financial year of the Hastings BID saw the transition of financial accounting from the Let's Do Business Group to Love Hastings Ltd. From April 2018 all invoicing and payments are being made directly by Love Hastings Ltd.

Of the outstanding BID levy it is expected that approximately 30-40% of this may be written off due to companies going out of business or similar. Arrangements are being made with other outstanding debtors to seek to recover monies owed from 2017/18 alongside the 2018/19 bills.

The decision was also made to establish a significant reserve fund in year one to allow for contingencies in subsequent years.

For the 2017/18 financial year the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts. The full accounts will be prepared independently in advance of the October filing date in accordance with the provisions applicable to companies subject to the small companies' regime and will be adopted at an EGM.

Love Hastings Ltd (including BCRP and White Rock)

Projected budget 2018/19

| | |
|---------------------------------|---|
| Expected BID levy income | £181,955 (after costs and loan repayment) |
| Expected non-BID income | £84,764 (includes BCRP fees, market rents, grants, etc) |
| TOTAL | £266,719 |

DIRECT BID PROJECT EXPENDITURE

| | |
|--|-----------|
| Theme one | (£80,000) |
| Hanging baskets, Christmas lights, events, street dressing | |
| Theme two | (£23,000) |
| Marketing, street signage, website, printing | |
| Theme three | (£12,000) |
| Subsidised business support and networking | |
| Theme four | (£35,000) |
| Warden and BCRP subsidy | |

ADDITIONAL BID COSTS

| | |
|------------------------------------|-----------|
| BID salaries & on-costs | (£62,559) |
| Running costs | (£18,058) |

BCRP SUMMARY

| | |
|------------------------------|-----------|
| BCRP projected income | £25,762 |
| BCRP costs | (£28,740) |

WHITE ROCK SUMMARY

| | |
|--------------------------|-----------|
| White Rock income | £33,114 |
| White Rock spend | (£18,069) |

| | |
|---|----------------|
| Projected balance to carry forward to 2019 | £44,733 |
|---|----------------|

Hastings BID project budget outline 2018/19

Theme One – a better look and feel for the town centre

- Work is being done to explore options for introduction of year-round (potentially colour-changing) festoon lighting in the Trinity Triangle / Robertson Street area. This will be implemented if costs are reasonable, permissions can be obtained, and practicalities can be overcome. The total budget including a grant contribution from the council for Christmas is £30,000
- It is proposed to expand on the hanging baskets installed in Queen's Road last year and introduce barrier baskets on railings on various road junctions as well as putting flower towers and baskets in the Robertson Street/Trinity Triangle, Havelock Road and Priory Meadow areas – as well as sponsoring the planters on the station platform. Budget £15,000
- A budget of £10,000 is proposed to provide window vinyls to brighten up long term empty shop units, carry out a series of murals and install cross-street banners and bunting.
- The events budget of £25,000 will allow for one or two large scale events directly co-ordinated by the BID (Christmas 2018 and provisionally Easter 2019), provision of sponsorship support to additional events run by third parties (as agreed via application to the events committee) and a small programme of organised street entertainment in the early Autumn.

Theme Two - Communications

- The marketing and communications budget of £23,000 is a significant increase on year one and will allow for far more physical advertising of local events and regional marketing of Hastings as a destination (with a focus on the offer within the BID area). The marketing strategy will also improve the website, and take in social media and radio advertising, business-to-business communications, and potentially some improved signage in the town centre to improve wayfinding and direct people to parts of the area they may not otherwise have visited. A heritage and visitor guide will also be produced.

Theme Three – supporting businesses

- We plan to start a series of business network meetings, carry out town centre surveys, and subsidise business improvement packages such as extending the money-saving initiative started this year or providing mystery shopping reports to independent businesses. Total allocated budget £12,000

Theme Four – A safer place

- Following a survey of local businesses there is majority support for the retention of the warden service. However, we intend to take the service in-house to look at a wider range of issues, such as environmental reporting and face-to-face communication with levy payers. The current direct enforcement powers will be removed to avoid dangerous conflict situations for a lone worker. There is also a

need to change the operational hours to include some weekends and evenings. Love Hastings will continue to subsidise the membership fees of members of the Shopwatch and Barwatch schemes within the BID area by contributing £6,300 to the schemes.

Love Hastings Limited
Marketing & Events AGM report
Monday 11th June 2018

Budget

The focus for the marketing and events budget in 2017/2018 was on supporting events and physical interventions, such as Christmas lights and hanging baskets (Appendix A). A lot of staff time was spent on developing relationships with stakeholders and businesses, as well as developing a database of contact details. 2017/2018 was also an opportunity to explore the options for how the BID area and events could best be marketed for future years. There is still some debate over how available resources can best be used (Appendix B), but with a significantly increased marketing budget for 2018/2019, we can try and test a variety of messages and marketing tools to assess their effectiveness.

Christmas lights

2017/2018 saw the expansion of the Christmas lights programme, with an additional 10 lights being installed in Queens Road. There were approximately 60 lights in total installed throughout the BID area. Looking forward to Christmas 2018, the Marketing Committee has agreed to extend the lights programme further, to include more of Cambridge road (old post office to Observer building) as it is an entry in to the town centre. There are also discussions taking place about supporting Priory Meadow's Christmas lights programme, adding Christmas lights to Queens Arcade and installing permanent colour-changing festoon lighting throughout the BID area. (Appendix B)

Hanging baskets

Queens Road benefitted from the installation of hanging baskets in 2017, and barrier baskets which were installed in May 2018. New barrier baskets have also been installed in Havelock Road, and floral displays are scheduled to be installed throughout the BID area, including hanging baskets in Trinity Street.

Events

The Marketing Committee is keen to financially support new events in 2018/2019, as well as focus on events which are likely to boost footfall and spend in the BID area. (Appendix A and B)

Website

The Love Hastings website (Appendix B) is currently under review, with thanks to a number of useful and constructive comments received from members. The aim is to incorporate these comments in to a fresh design in the coming months, with the key aims being:

- 1) Adding value to the online presence of local businesses
- 2) Improving the functionality of the events diary
- 3) Reducing administrative workload for staff (for example, an online booking system for promotional spaces in the town centre)
- 4) Ensuring the business of Love Hastings Ltd is transparent
- 5) Integrating the information on the Hastings BID website in to the Love Hastings website
- 6) Improving SEO, which is a big issue with the current website and one of the main drivers to make changes as soon as possible

Promotional bookings

The Board has requested a review of the promotional bookings (such as national charities) which currently take place in Wellington Place and Robertson Street. These bookings generate a significant income (Appendix A), with a projection of £15,000 for 2018-2019. The desire to see less of this activity in the town must be weighed up against the income the activity generates.

APPENDIX A

Summary of expenditure and outputs 2017/2018 (ex VAT)

BID Theme 1

Town Centre Greening – Provide Hanging baskets/brackets in Queens Rd –

Budget £4000 - actual £4020

Christmas Lights - Additional lights in Queens Rd & Robertson St - Budget £21780- Actual £8859
NB

1) The Board agreed to vire £6000 of the unspent budget to support the provision of a business cost savings initiative in 2017/18 (BID Theme 3)

2) Already agreed at September full Board meeting to carry any unspent budget over to 2018/9 lights provision

Supporting Events

Funded:

- Pirate Day (mainly sponsorship of parachute team) £5300 Matched fund £7203
- Storylines £1000 - Rock Alley, America Ground- Matched fund £32500
- Hastings Pride £300 - Robertson Street/America Ground - Matched fund £3600
- Story-telling Festival - £1000 -Robertson Street/America Ground - Matched Fund £21749
- Christmas Lights Switch on event - in collaboration with Priory Meadow – Budget £3500 - Actual £3207.23 Match Fund estimated at £5000
- Fat Tuesday - £1,500 – matched fund £13,367

Total spend: £12,307.23

Total matched fund: £86,919

Return on investment: 706%

Town Centre Ambassadors (in conjunction with SCCH)

Not applicable – zero spend

BID Theme 2

Love Hastings Website (initial phase)

Budget £2000 - Actual £1,827

NB Although contractor's costs are small, the project has consumed significant staff time in administration and liaison with the contractors such that an equal amount of time has been recorded so far against Themes 1 and 2

General Advertising

Budget £1000 - Actual to date £394.3

Total spend

Theme 1 - £25,186.23

Theme 2 - £2,221.3

Town Centre Promotional Bookings

1st April 2018 – 11th June 2018

Paid: £2,583.40 (inc. VAT)

Outstanding - £994.80 (inc. VAT)

Total: £3,578.20 (inc. VAT)

APPENDIX B

LOVE HASTINGS LTD HASTINGS BUSINESS IMPROVEMENT DISTRICT

Public Relations, Marketing and Communications Committee
29th May 2018

Minutes

Alan Matthews (Chairman), Chloe Dyas (Love Hastings Ltd), Catherine Parr (White Rock Hotel), Leanna Dawson (Priory Meadow), Pat Horwill (Gifts & Giggles)

Apologies: Roger Crouch and Gavin Shuman (White Rock Theatre)

Budget

Budget shown for reference. Agreed that it is a flexible guide.

Christmas Lights

Agreement that last year's Christmas lights were disjointed and the Christmas tree outside Debenhams needs improvement.

The lights need a 'wow' factor, to make Hastings stand out from the crowd.

Brief discussion about festoon lighting and lasers. Agreed that this year is a learning curve. Year 3 would be better for expanding in to alternative light options such as lasers. Discussions are already taking place re: festoon lighting.

Agreed there is no need to spend entire Christmas lights budget this year if it's not needed. Can be used to be more ambitious next year.

Priory Meadow has had a cut to their Christmas lights budget and has asked if Hastings BID are able to include Queens Square in their budget.

Request for Queens Arcade to be considered for Christmas lights too.

Agreement to extend Christmas lights programme up Cambridge road (5 extra lamp posts) as it is an entrance in to the town centre. Columns 8-12 (old Post Office to Observer Building) have been stress tested, so only need electrical connections put in.

Hastings Borough Council usually offer a grant (estimated £8,000 last year).

Actions:

Leanna to send Chloe the Christmas light budget breakdown for Priory Meadow last year.

Chloe to find out grant total from Hastings Borough Council.

Website

Hastings BID currently has www.hastingsbid.co.uk and www.lovehastings.com. General agreement that there should be one website instead of two.

Hastings BID website has important information that needs to be readily available (for example, minutes of meetings, contact details for promotional bookings etc) and Love Hastings is the public facing website listing all businesses and events.

Payment and actions of original web developer to be investigated further.

Discussions on value of money spent on website. Would it be better spent on alternative advertising. Theme of advertising should be the appeal of Hastings, not a focus on the shops etc individually.

Will ask levy payers for views on website at the AGM.

Agreement to not renew SSL license now. Not essential for the current website.

Actions:

Alan to speak to original web developer.

Chloe to obtain quotes from 3 developers, including FAT promotions.

Chloe to create 2-3 concepts for the website.

Event Funding

Two applications received for review – RAF 100 and Pirate Day. Further information required.

RAF 100 is the same day as sand beach launch at Priory Meadow.

Agreed these events could be advertised as 'start of summer' for Hastings.

Can Priory Meadow show percentage changes in sales from last year's Pirate Day, compared to previous and following weekends.

Agreed there should be a call for new events. How can we seed fund new events.

Actions:

Chloe to write press release for 'start of summer'.

Chloe to request financial breakdown for RAF 100 and Pirate Day.

Committee to decide on event funding applications once financial breakdown is received.

Leanna to collect shop data to determine the benefit of events to shops.

Identity of the BID

Agreed to skip this item until further decisions are made about the website.

AOB

The BBC is doing a live a radio broadcast from outside Debenhams on Wednesday 13th June. Agreement with the current proposals for interviews (Roger Crouch, the Source, America Ground history focus, Crazy Golf Championships)

APPENDIX C

LOVE HASTINGS LTD HASTINGS BUSINESS IMPROVEMENT DISTRICT

Public Relations, Marketing and Communications Committee
5th October 2017

Minutes

NB Roger Crouch declared an interest
Natalie Ajibade and Karen Trimmings not available

Item 1 - Agree Christmas event format and budget

Agreed by majority vote 1) Proposal to create an event and procession within the following budget in conjunction with Priory Meadow

£900 Reindeer for Robertson Street
£350 Circus/hula hoop/fire displays
£150 Christmas singers
£250 Stage/PA system
£500 Management fees
£400 Event insurance
£150 Banner
£800 Bad weather contingencies
Total: £3500

Agreed 2) Any budget underspend to be used to purchase bunting and other event equipment or marketing materials for future events Action Chloe Dyas

Item 2 - Agree location and expenditure for additional Christmas Lights

Agreed 1 - Due to ESCC rules not permitting new lights on columns in Harold Place and Havelock Rd without stress tests, the location for new lights will be Queens Rd and Robertson St (tree lights)

Agreed 2 - Given that TCM will still be delivering the bulk of the Christmas lights in 2017, to continue to use TCM contractors, Hannington Gilbert to install new infrastructure and decorations, check, store, insure and dismantle the additional Christmas lights and provide a call-out service for damage etc

Action - Rob Woods

Agreed 3 — To seek competitive quotations if necessary in 2018 after responsibility for the town centre lights falls on Love Hastings Ltd

Action - new BID Manager

Agreed 4 - The Love Hastings/TCM cost apportionment agreed as follows

Action – Rob Woods

| | TCM | BID |
|--|-------|---------|
| New column lights | 373 | 1866 |
| Instal/remove new lights | | 1427 |
| Purchase/Instal timers/connectors | | 3500 |
| Instal new brackets | 40 | 200 |
| Purchase new tree lights | | 436.50 |
| Instal, remove & store new tree lights | | 1149.50 |
| Replace damaged decorations | 724 | |
| Repair faulty looms | 495 | |
| Instal/remove existing lights | 7740 | |
| Store existing lights | 2000 | |
| License - ESCC | 25 | 5 |
| Apportion Electricity charges (est) | 1240 | 260 |
| Contingency | 500 | |
| | 13209 | 8859 |

APPENDIX D

LOVE HASTINGS LTD HASTINGS BUSINESS IMPROVEMENT DISTRICT

Public Relations, Marketing and Communications Committee

30th August 2017

Minutes

Grant application for Hastings Pride event for £1200

Agreed by majority vote - Full funding not agreed. 25% agreed by the Committee due to a lack of sufficient measurements of the objectives. £300 agreed to contribute to the insurance and other overheads of an event in the CCF4 White Rock project area.

Grant application by 18Hrs for contribution to Story Telling Festival for £1000

Agreed by majority vote - Agreed £1000 to support a new light installation in Robertson St which will also contribute to the objectives of the CCF4 White Rock project

Earmarking remaining event budget

Agreed by majority vote – to earmark a minimum of £1500 for town centre events in 2017/18 and purchase bunting and other event materials as detailed the business plan. Action Chloe Dyas

Delegation of Christmas Lights and Christmas event expenditure to a “task and finish” working group of the Committee

Agreed 1) to form a Christmas event Working Group consisting Alan Matthews (Chair of the Committee) Pat Horwill, Natalie Ajibade (for Priory Meadow), Karen Trimmings (Pier) supported by Roger Crouch and Love Hastings staff

Agreed 2) Additional Christmas lights provision delegated to BID Manager and Chairman subject to agreed expenditure matrix

Noted Lets Do Business Group (Town Centre Management) will provide existing Christmas lights provision in town centre until TCM is dissolved Action - Chloe Dyas and Rob Woods

Love Hastings Ltd AGM 2018

REPORT: Hastings Business Crime Reduction Partnership (BCRP)

Background:

The partnership is a strategic body set up to discourage crime and anti-social behaviour in the area. It brings together the police, the council, and representative members of the daytime and evening economies. These representatives are the elected chairs of the two 'watch' schemes, which are membership-based bodies who share intelligence on known offenders to impose and implement civil exclusion orders which operate across all member premises. Communication between members is via a radio system (linked to the council CCTV control room) and through a new online system called DISC (which can be accessed via PC or a mobile app). There are also regular meetings held for members of the two schemes.

The administration of the BCRP is carried out by a co-ordinator working for Love Hastings Ltd, and the geographical spread of the two watch schemes extends to the whole of Hastings. The BCRP is funded through a combination of membership subscriptions, rental fees for radios, grants from the council, and a subsidy from the BID for those businesses who are levy payers.

Financial summary

In the last financial year the BCRP's income was as follows:

| | |
|--------------------------------|----------------|
| HBC grant | £12,000 |
| Membership fees and radio hire | £6,668 (+VAT) |
| BID subsidy | £6,300 |
| TOTAL | £24,968 |

Costs including salary, on-costs and expenses were **£24,753**

Activity

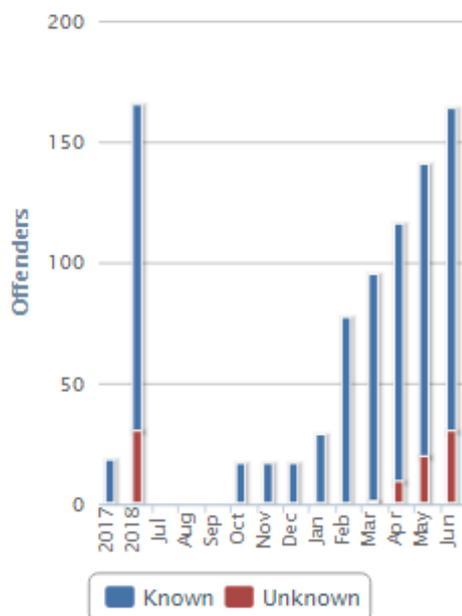
Since the switch-over to the DISC system in February this year it is now possible to generate detailed statistical breakdowns of activity in the partnership.

As can be seen from the following tables this means a significant amount of new intelligence is being gathered on local offenders and we are seeing almost a doubling of the numbers of incidents being reported. There are currently 51 people excluded under Barwatch and 31 excluded under Shopwatch.

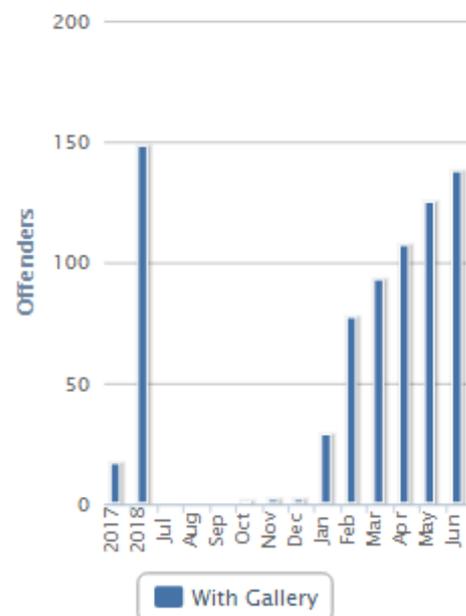
We now have almost 200 people registered on DISC from 150 member premises, although some of these have yet to activate their membership. The warden is taking time at present to contact those who are not yet activated to talk them through the process and give basic training in use of the system.

This is resulting in a steady increase in the number of recorded member log-ins.

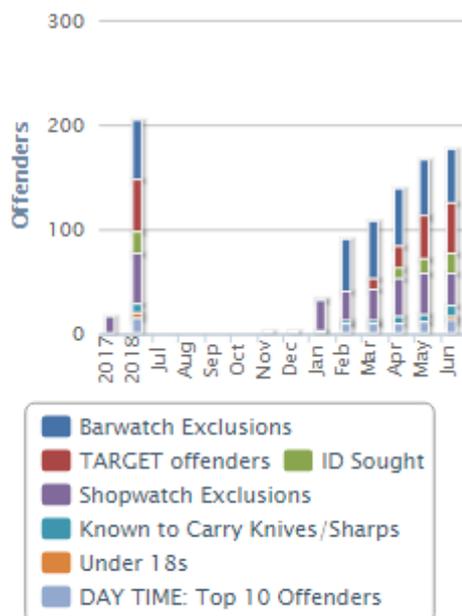
All Offenders on the database



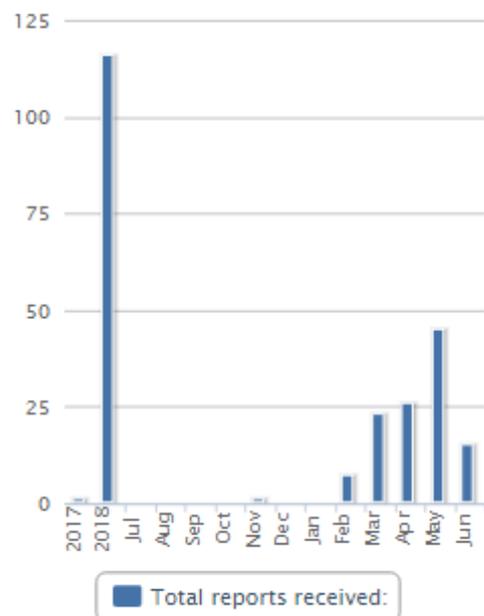
All Offenders on the Website

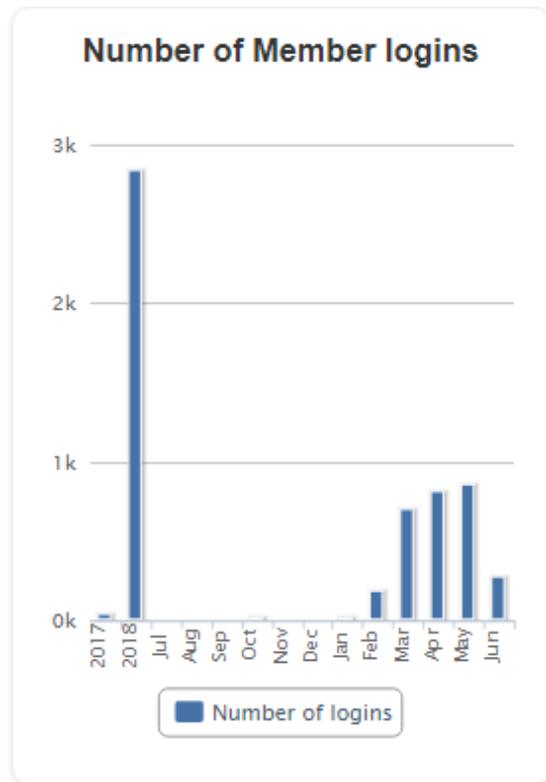
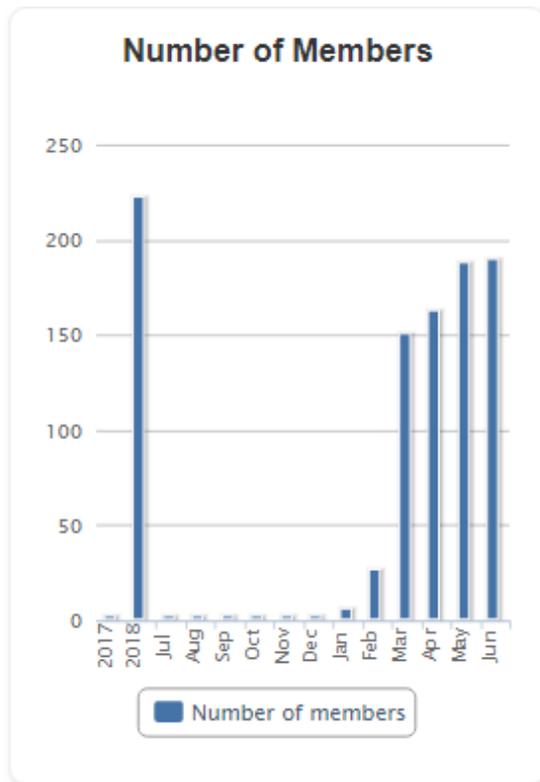


Offenders by Gallery



Number of Incidents processed





All Offenders

[Export to CSV](#)

| | 2014 | 2015 | 2016 | 2017 | 2018 | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Today |
|------------------------------|------|------|------|------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| All Galleries | | | | 17 | 148 | | | | 1 | 2 | 2 | 29 | 77 | 93 | 107 | 125 | 138 | 138 |
| Barwatch Exclusions | | | | | 58 | | | | | | | 1 | 49 | 55 | 54 | 54 | 51 | 51 |
| DAY TIME: Top 10 Offenders | | | | | 14 | | | | | | | 3 | 9 | 9 | 10 | 11 | 12 | 12 |
| ID Sought | | | | | 21 | | | | | | | | | | 9 | 14 | 19 | 19 |
| Known to Carry Knives/Sharps | | | | | 9 | | | | | | | | 3 | 3 | 6 | 7 | 9 | 9 |
| Shopwatch Exclusions | | | | 17 | 48 | | | | 1 | 2 | 2 | 29 | 29 | 30 | 37 | 39 | 31 | 31 |
| TARGET offenders | | | | | 50 | | | | | | | | | 11 | 22 | 41 | 49 | 49 |
| Under 18s | | | | | 5 | | | | | | | | | | | | 5 | 5 |

Future proposals

The current constitution of the BCRP links the partnership with Love Hastings Ltd but does not offer its members the protection of limited company status. Work is therefore underway to fully incorporate the BCRP structure into Love Hastings Ltd., and once the BCRP membership has agreed this change a formal proposal will be brought to a future board meeting to ratify the new arrangements.

The fee structure will be reviewed at the same time to rationalise membership fees and invoicing dates. Account will be taken of the possible need to replace existing radio handsets in the next few years as this may require a significant capital outlay. It may be prudent to put fees up now to allow a reserve to be established that can be used for this purpose.

REGISTERED NUMBER: 10573685 (England and Wales)

**UNAUDITED FINANCIAL STATEMENTS
FOR THE PERIOD 19 JANUARY 2017 TO 31 MARCH 2018
FOR
LOVE HASTINGS LIMITED**

**CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE PERIOD 19 JANUARY 2017 TO 31 MARCH 2018**

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| Company Information | 1 |
| Balance Sheet | 2 |
| Notes to the Financial Statements | 3 |

LOVE HASTINGS LIMITED

**COMPANY INFORMATION
FOR THE PERIOD 19 JANUARY 2017 TO 31 MARCH 2018**

DIRECTORS:

C L Dormer
P M Horwill
A Matthews
I C Noble
D N Padmore
J M Burdett
P D J Chowney
T G Daniel
S G Mitchell
G L Murphy
C E Parr

REGISTERED OFFICE:

Unit 5, Floor 2 Rock House
49 - 51 Cambridge Road
Hastings
East Sussex
TN34 1DT

REGISTERED NUMBER:

10573685 (England and Wales)

ACCOUNTANTS:

Ashdown Hurrey
Chartered Accountants & Business Advisers
20 Havelock Road
HASTINGS
East Sussex
TN34 1BP

LOVE HASTINGS LIMITED (REGISTERED NUMBER: 10573685)

**BALANCE SHEET
31 MARCH 2018**

| | Notes | £ | £ |
|--|-------|---------------|---------------|
| FIXED ASSETS | | | |
| Tangible assets | 4 | | 1,842 |
| CURRENT ASSETS | | | |
| Debtors | 5 | 1,486 | |
| Cash at bank | | <u>49,350</u> | |
| | | 50,836 | |
| CREDITORS | | | |
| Amounts falling due within one year | 6 | <u>12,613</u> | |
| NET CURRENT ASSETS | | | <u>38,223</u> |
| TOTAL ASSETS LESS CURRENT LIABILITIES | | | 40,065 |
| ACCRUALS AND DEFERRED INCOME | | | <u>40,065</u> |
| NET LIABILITIES | | | <u>-</u> |
| RESERVES | | | <u>-</u> |

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the period ended 31 March 2018.

The members have not required the company to obtain an audit of its financial statements for the period ended 31 March 2018 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.
- (b)

The financial statements have been prepared and delivered in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the Board of Directors on 17 October 2018 and were signed on its behalf by:

C L Dormer - Director

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD 19 JANUARY 2017 TO 31 MARCH 2018**

1. **STATUTORY INFORMATION**

Love Hastings Limited is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

2. **ACCOUNTING POLICIES**

Basis of preparing the financial statements

These financial statements have been prepared in accordance with the provisions of Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

The directors have made an assessment about the company's ability to continue as a going concern and they do not consider there to be any material uncertainties. As a result they have adopted the going concern basis of accounting.

Turnover

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

| | |
|-----------------------|---------------|
| Fixtures and fittings | - 33% on cost |
| Computer equipment | - 33% on cost |

Taxation

Taxation for the period comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the period end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to profit or loss on a straight line basis over the period of the lease.

Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

3. **EMPLOYEES AND DIRECTORS**

The average number of employees during the period was 4 .

LOVE HASTINGS LIMITED (REGISTERED NUMBER: 10573685)

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE PERIOD 19 JANUARY 2017 TO 31 MARCH 2018**

4. TANGIBLE FIXED ASSETS

Plant and
machinery
etc
£

COST

Additions

2,749

At 31 March 2018

2,749

DEPRECIATION

Charge for period

907

At 31 March 2018

907

NET BOOK VALUE

At 31 March 2018

1,842

5. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

£

Trade debtors

1,486

6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

£

Taxation and social security

11,613

Other creditors

1,000

12,613

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.

Budget

| | |
|--|---|
| CARRIED FORWARD | £30,853 |
| INCOME | |
| BID LEVY | £190,000 |
| OTHER | £30,600 |
| TOTAL | £251,453 |
| EXPENDITURE | |
| SALARIES | £86,806 [NB £56,000 = direct project costs] |
| OTHER | £16,032 |
| TOTAL | £102,838 |
| THEME 1 - CHRISTMAS LIGHTS | £14,000 |
| THEME 1 - YEAR-ROUND LIGHTS | £10,000 |
| THEME 1 - PLANTING TROUGHS | £15,000 |
| THEME 1 - SEATING/TABLES | £2,500 |
| THEME 1 - PUBLIC ART | £15,000 |
| THEME 1 - 3 RD PARTY EVENTS | £16,000 |
| THEME 1 - BID EVENTS | £19,000 |
| THEME 2 - MARKETING | £9,100 |
| THEME 2 - SIGNAGE | £6,000 |
| THEME 3 - MARKET RESEARCH | £3,000 |
| THEME 3 - TRAINING & NETWORKING | £2,000 |
| THEME 4 - NIGHT-SAFE PATROLS | £15,000 |
| THEME 4 - BCRP SUBSIDY | £10,000 |
| TOTAL | £136,400 |
| PROJECTED BALANCE at 31 March 2020 | £12,115 |

LOVE HASTINGS LIMITED – MEMBERSHIP APPLICATION FORM

LHM1 – CLASS A MEMBERSHIP - UNINCORPORATED BODIES

Membership of Love Hastings Limited (the Business Improvement District for Hastings Town Centre) is open to all Hastings BID levy payers **free of charge** and offers you:

- Access to all Love Hastings Ltd events at no extra charge
- Regular, up-to-date information on Hastings BID activities and town centre issues
- The opportunity to vote on Love Hastings Ltd issues at General Meetings including the Annual General Meeting



Sole traders and other unincorporated organisations that wish to become a Member of Love Hastings Ltd (Hastings BID) should complete the white box (right) and sign the declaration below

Membership declaration

- 1) I wish to become a member of Love Hastings Ltd (the Hastings Business Improvement District (BID))
- 2) I am not a Local Authority
- 3) As a Member of Love Hastings Ltd I agree to act in the best interests of the Love Hastings Company at all times

Name

Signed

Dated / /

PLEASE NOTE

THIS FORM LHM1 SHOULD ONLY BE COMPLETED BY SOLE TRADERS or OTHER UNINCORPORATED BODIES
IF YOUR ORGANISATION IS A CORPORATE BODY YOU SHOULD COMPLETE FORM LHM2 (ON REVERSE PAGE)

Data Protection Act 1998 -Compliance Statement
Love Hastings Ltd will ensure the data collected on this form will only be used for the purpose of Member administration and inter-member communications. It will not be disclosed to any external sources without your express approval. Both paper and electronic data will be kept and deleted/shredded when your membership ceases

Your details

Name of business/organisation

.....

Address (in Hastings Town Centre)

.....

.....

Postcode

Telephone

E-Mail

Website

Please return to: Love Hastings Ltd
Rock House, Cambridge Road, Hastings, TN34 1DT

For more information or any queries, please contact
Love Hastings on 01424 230149 or
office@lovehastings.co.uk

www.lovehastings.co.uk
www.hastingsbid.co.uk

LOVE HASTINGS LIMITED – MEMBERSHIP APPLICATION FORM

LHM2 – CLASS A MEMBERSHIP - CORPORATE BODIES

Membership of Love Hastings Limited (the Business Improvement District for Hastings Town Centre) is open to all Hastings BID levy payers **free of charge** and offers you:

- Access to all Love Hastings Ltd events at no extra charge
- Regular, up-to-date information on Hastings BID activities and town centre issues
- The opportunity to vote on Love Hastings Ltd issues at General Meetings including the Annual General Meeting



Corporate bodies should complete the white form (right) and nominate a representative who is authorised to attend, speak and vote on behalf of the organisation at Love Hastings Ltd meetings.

NB The nominee must be authenticated by a member of the company's Board of Directors or senior management team in the declaration (below)

Membership declaration

- 1) I wish to become a member of Love Hastings Ltd (the Hastings Business Improvement District (BID) and hereby authorise the person named opposite to serve as my representative.
- 2) My organisation is not a Local Authority
- 3) My nominated representative will act in the best interests of the Love Hastings Company at all times

Name of person authorising the nominated representative:

.....

Position in the Company

.....

Signature

Dated / /

Your Organisation's details

Name of business/organisation

.....

Address (in Hastings Town Centre)

.....

.....

Postcode

Telephone

Website

Your nominee's details

Title Forename

Surname

Position

Address

.....

Telephone

Email

Nominee's Signature

Please return to: Love Hastings Ltd
Rock House, Cambridge Road, Hastings TN34 1DT

For more information please contact Love Hastings on 01424
230149 or office@lovehastings.co.uk

www.lovehastings.co.uk
www.hastingsbid.co.uk

Data Protection Act 1998 -Compliance Statement
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