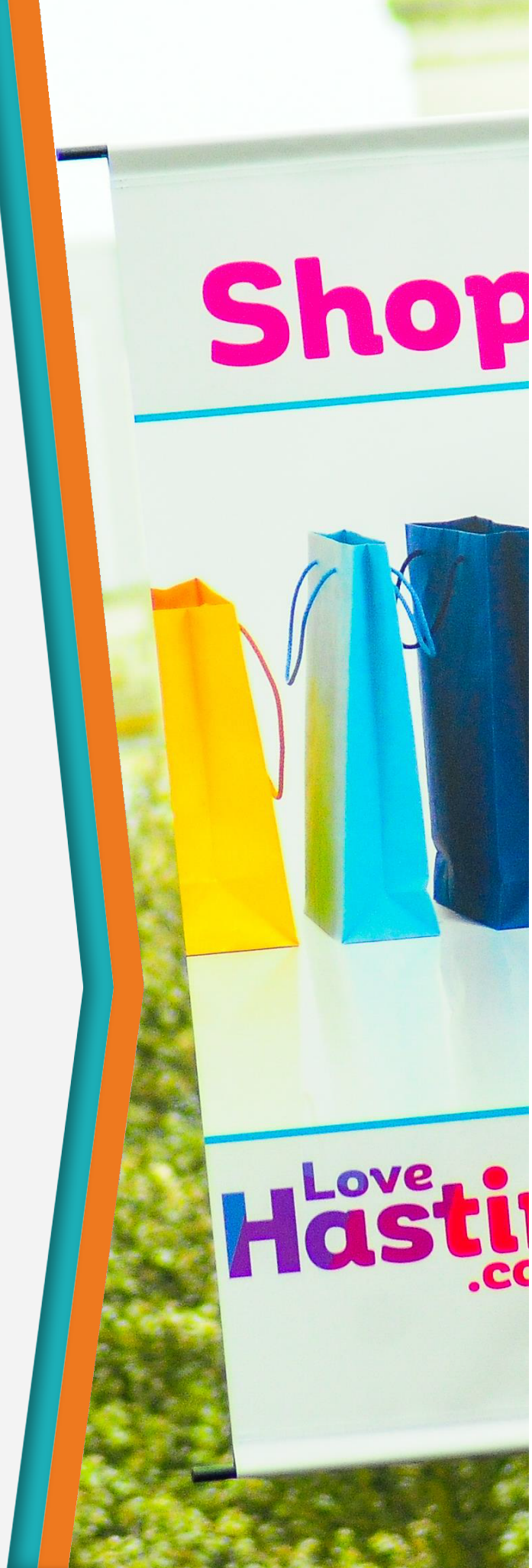


Hastings BID  
Love Hastings Ltd  
2nd Annual  
General  
Meeting  
(2019)

Wed 15 May

White Rock Theatre

MINUTES



# AGENDA

1. Chair's welcome
2. Apologies for absence
3. Minutes of previous AGM
4. Annual report (attached)
5. Financial report
6. Retirement and election of directors
7. Any other business



# Chair's Welcome

Welcome everyone to the second AGM of Love Hastings Ltd., the company running the Hastings Business Improvement District.

As I indicated last year I am standing down as Chair at this AGM. It has been an honour to Chair the company as it was being set up and in these two years as it has grown to really represent the needs of Hastings Town Centre. I wish my successor every success and am standing as Vice-Chair, subject to election, to give some continuity and support them going forward.

Our achievements to date will be outlined later in the annual report. I thank John, Chloe and Peter for their commitment to the company which would not be operating or successful without your tremendous efforts. I am proud of each of you and we are fortunate to have such an effective team.

My thanks also to the Board, though we do need more, for your contribution to ensuring the relatively smooth running of the company. Also thanks to Alan Matthews as Vice-Chair particular as we found our feet and dealt with many trying situations.

Hastings has the potential to stay strong through very difficult times and we have been boosted by and welcome Primark to our town it is also good news that we retain Debenhams. As well as the big names we have a vibrant and eclectic mix of small Independent shops offering a great variety of goods. We also have a wide variety of companies in the business sector all providing excellent service to residents and visitors alike. These are complimented by a vibrant evening economy serviced by many businesses. We really do have a great deal to appreciate but it is our job to support and encourage all businesses within the BID if they are successful Hastings is successful.

Thank you to Gavin for hosting us at the Theatre.

Colin Dormer  
Chair Love Hastings Ltd

Godfrey Daniel **proposed** a vote of thanks to the outgoing chair.

**Seconded** by Dave Padmore

**Agreed** by all present eligible to vote

# Apologies for absence

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Apologies were received from:

## DIRECTORS

- Lorna Lloyd
- Stacey Bell (nominated Leanne Lawson as proxy)

## OBSERVERS

- Brett McLean
- Theresa Gasson

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

	Page
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:**

CL Dormer  
PM Horwill A  
Matthews IC  
Noble  
D N Padmore J  
M Burdett PD 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	£	£
<b>FIXED ASSETS</b>			
Tangible assets	4		1,842
<b>CURRENT ASSETS</b>			
Debtors	5	1,486	
Cash at bank		49,350	
		50,836	
<b>CREDITORS</b>			
Amounts falling due within one year	6	<u>12,613</u>	
<b>NET CURRENT ASSETS</b>			<u>38,223</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			40,065
<b>ACCRUALS AND DEFERRED INCOME NET LIABILITIES</b>			<u>40,065</u>
<b>RESERVES</b>			<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 IA "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 .

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

4.	<b>TANGIBLE FIXED ASSETS</b>	Plant and machinery etc £
	<b>COST</b>	
	Additions	<u>2,749</u>
	At 31 March 2018	<u>2,749</u>
	<b>DEPRECIATION</b>	
	Charge for period	<u>907</u>
	At 31 March 2018	<u>907</u>
	<b>NET BOOK VALUE</b>	
	At 31 March 2018	<u>1,842</u>
5.	<b>DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR</b>	£
	Trade debtors	<u>1486</u>
6.	<b>CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR</b>	£
	Taxation and social security	11,613
	Other creditors	<u>1,000</u>
		<u>12,613</u>

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	
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 <sup>RD</sup> PARTY EVENTS	£16,000
THEME 1 - BID EVENTS	£19,000
THEME 2 - WEBSITE	£900
THEME 2 - SOCIAL MEDIA	£1,200
THEME 2 - PRINTED MEDIA	£5,000
THEME 2 - RADIO	£2,000
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	£6,300
THEME 4 - BCRP ADMIN HOURS	£6,000
TOTAL	£138,900
BALANCE	£241,738

## Retirement and election of directors

### **The following are currently directors of the Company:**

Colin Dormer (Chair) – Alan Matthews (Vice Chair) – Gavin Schuman (Finance Director) – Cllr Peter Chowney – Cllr Godfrey Daniel – Jodie Burdett – Stuart Mitchell – Stacey Bell – Gemma Murphy – Pat Horwill- Dave Padmore – Catherine Parr – Lorna Lloyd

**Colin Dormer** to stand down as Chair and retire from the Board as a first director

**Alan Matthews** to stand down as Vice Chair

**Pat Horwill** to retire from the board as a first director

**Dave Padmore** to retire from the board as a first director

**Pat Horwill** to re-stand as director, **Colin Dormer** to re-stand as director, **Dave Padmore** to re-stand as director

Nominated (Alan Matthews), seconded (Catherine Parr) AGREED BY ALL

**Richard Moore** to stand for election to the Board

Nominated (Colin Dormer), seconded (Gemma Murphy) AGREED BY ALL

**Catherine Parr** to stand for the position of Chair

Nominated (Colin Dormer), seconded (Godfrey Daniel) AGREED BY ALL

**Colin Dormer** to stand for the position of Vice Chair

Nominated (Godfrey Daniel), seconded (Pat Horwill) AGREED BY ALL

**Gavin Shuman** to remain in the position of Finance Director

Nominated (Pat Horwill), seconded (Catherine Parr) AGREED BY ALL

## Any other business

Alan Matthews raised the matter of the successful Bexhill Disability Run which is managed and promoted by the Lion's Club.

It was suggested that steps be taken to see if this could be replicated in Hastings.

John Bownas to action.



# LOVE HASTINGS LTD

Hasting BID: Annual Report, 2019



*'Our business is looking after your business...'*

Company number: 10573685

Registered office address: Rock House, Cambridge Road, Hastings, England, TN34 1DT

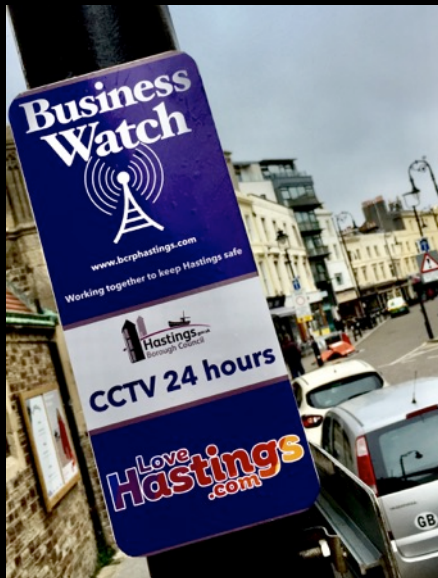
Contacts: 01424 230149 - [office@lovehastings.com](mailto:office@lovehastings.com) - [www.lovehastings.com](http://www.lovehastings.com)  /LoveHastingsBID

Love  
**Hastings**  
.com

# OUR PRIORITIES

## Reducing crime and antisocial behaviour

Hastings BID takes the lead role in the Hastings Area Business Crime Reduction Partnership.



## Making Hastings more attractive

Christmas lights, summer planting, public art, fun events – all brought to you by Hastings BID.



## Supporting you with training and offers

Free and subsidised training courses, free promotion and advertising of your business – all funded by Hastings BID.





# Cutting down on business crime

The BID team administer the work of the **Hastings Business Crime Reduction Partnership.**

The partnership's main responsibility is identifying and issuing warnings and banning notices to people caught shoplifting, or displaying any sort of antisocial or criminal behaviour.

Over 260 individuals are currently on the partnership's database, and many of these are banned from entering member premises.

The scheme has recently been relaunched in close co-operation with Sussex Police and Hastings Borough Council.



**Don't get a RED CARD**



If you are violent, abusive or are found responsible for any theft, damage or other criminal activity you will receive a warning or a BAN.

This could see you barred from many more shops across Hastings.

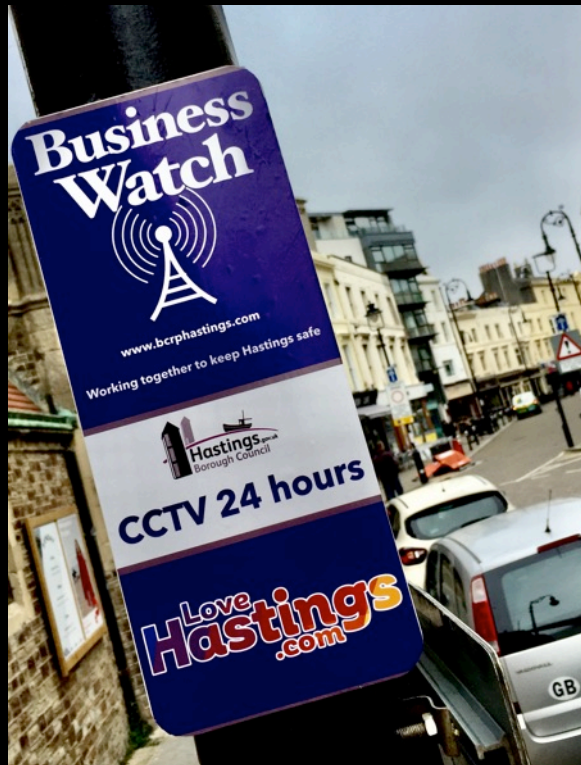
Don't risk it... **BEHAVE**

Full details can be found at:  
[www.bcrphastings.com](http://www.bcrphastings.com)

Hastings Area  
Business Crime Reduction Partnership

# A safer high street – a safer borough

From April 2019 membership fees of the **Shopwatch** and **Barwatch** schemes are now included as a part of the BID levy.



In order to extend this benefit to all levy payers an umbrella '**Business Watch**' scheme has been developed.

Once signed up to the scheme every business in the BID area will be able to access the radio network - connecting them with each other and the council CCTV control room. They will also be given passwords for staff to use a powerful online database app (DISC) for sharing news and intelligence that will help the police cut down on business crime and antisocial behaviour.

# Working together to tackle business crime

Hastings Area  
Business Crime Reduction Partnership

This is to notify you that a photograph and /or CCTV recording, as well as a witness statement regarding your actions have been added to the Hastings BCRP offender database.

This will be used to determine whether you will be banned from shops or bars in Hastings.

Information will also be shared with local police, who may take further action.

Your details are held for 12 months and will be deleted if you do not re-offend.

Hastings Area  
Barwatch

Full details of the scheme including appeal procedures:  
[www.bcrphastings.com](http://www.bcrphastings.com)

Hastings Area  
Shopwatch

Hastings Area

# Bar Watch

Working together to tackle business crime

Hastings Area

# Shop Watch

Working together to tackle business crime

Report it

The partnership is only as strong as the information it shares - it is your duty to report offences so those responsible can be issued warnings or bans as quickly as possible

Members who fail to log incidents put other businesses at risk of similar problems.

WE WON'T TOLERATE VIOLENCE OR ANTISOCIAL BEHAVIOUR IN OUR PREMISES.

# A visible presence on the streets



Last year we created the new post of 'Business Ambassador' and recruited former council street warden, Peter Rolfe to the job.

Since starting Peter has become the eyes and ears – and the smiling face – of the BID, and is a regular presence in the town.



Over the Christmas period last year we introduced a new night time safety patrol team. This provided mobile support to late night venues in and around the town to help cut down on antisocial behaviour and help anyone needing assistance. The project has now been extended and will operate every weekend throughout the year.

## Improving street entertainment in Hastings

Following consultation with local musicians and organisations a new code of conduct has been produced to give guidance to people wanting to perform in public in the town.

Over the summer of 2019 the BID will be promoting regular **Sunday live sessions** for musicians and other street entertainers.

Invitations are being extended to performers from across the South East to take part, with expenses and PA equipment provided by the BID.

## BUSKERS CODE OF CONDUCT

1. Be good at what you do
2. Not too long, not too loud
3. Family friendly please
4. Safety first
5. Respect other performers
5. Respect authority



Love  
**Hastings**  
.com

# Supporting Hastings events



**Christmas:** The BID organised the town centre event and provided all of the lights. By purchasing the lights rather than renting them we have saved some £30,000 over three years.



**May Day:** We provided a large screen to show the Superbike Championships live during the 1066 Bike Run as well as renting in a free climbing wall and paying for security stewards for the day.



**Easter:** Two days of free family fun were laid on including a bunny trail with prizes, face painting, a photo booth, free carousel rides, craft workshops and seed planting.



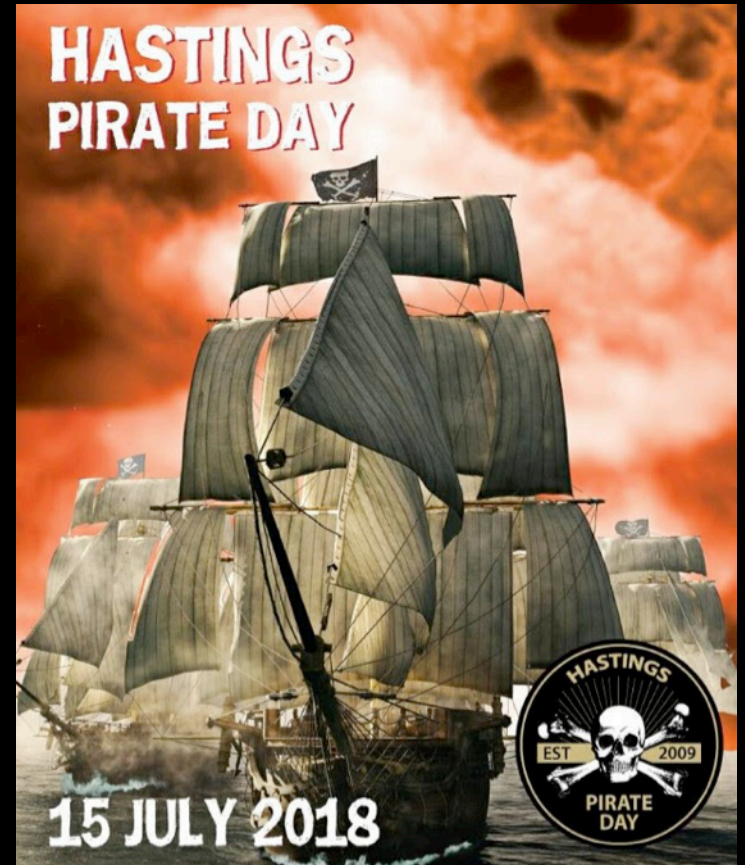
# Supporting Hastings events



The Red Arrows display



Hastings Pride



Hastings Pirate Day



A day of street art, music and food in Priory Square



Live screening of the Piano Concerto Competition

# Supporting Hastings events



**Bonfire** is one of the biggest events in the Hastings calendar, and it starts in America Ground, the heart of the BID area.



**Fat Tuesday** is regarded as one of the best Mardi Gras celebrations in the world, and we're delighted to support it and encourage more BID venues to take part.



**Coastal Currents** is a brilliant celebration of the visual arts, and the BID helped bring the event to the town centre, including the facilitation of permissions for this amazing mural in Queens Road.





# Supporting Hastings events

**Hastings Rowing Regatta** returned to the town last year to mark the club's 150<sup>th</sup> anniversary, and the BID was pleased to be able to support the event.



The BID backed the many independent, creative businesses in the **America Ground** as they threw open their doors to celebrate the historic area's spirit of independence with a day-long celebration of pop-up events and in-store exclusives, live music and DJ sets, street food and barbecues on **Independents' Day**

# Cutting back on intrusive collection agencies

The BID team are responsible for the town centre bookings diary and in response to member feedback a decision was made last year to stop accepting requests by national fundraising agencies for permission to operate in the main part of the town centre.

This has already had a positive impact in terms of removing the pressurised sales tactics employed by these groups of people.



# Working in partnership

The BID team work closely with partners in the County Council, Borough Council and Sussex Police to ensure issues in the town are resolved as quickly as possible.

We attend weekly police operational briefings and meet regularly with the Highways steward and other key officers responsible for the maintenance of the town.



# Smartening up the town

From fly posting and abandoned bikes to flytips, damaged pavements and broken street furniture - since October last year the Business Ambassador has logged, reported and helped to resolve over 200 separate incidents.



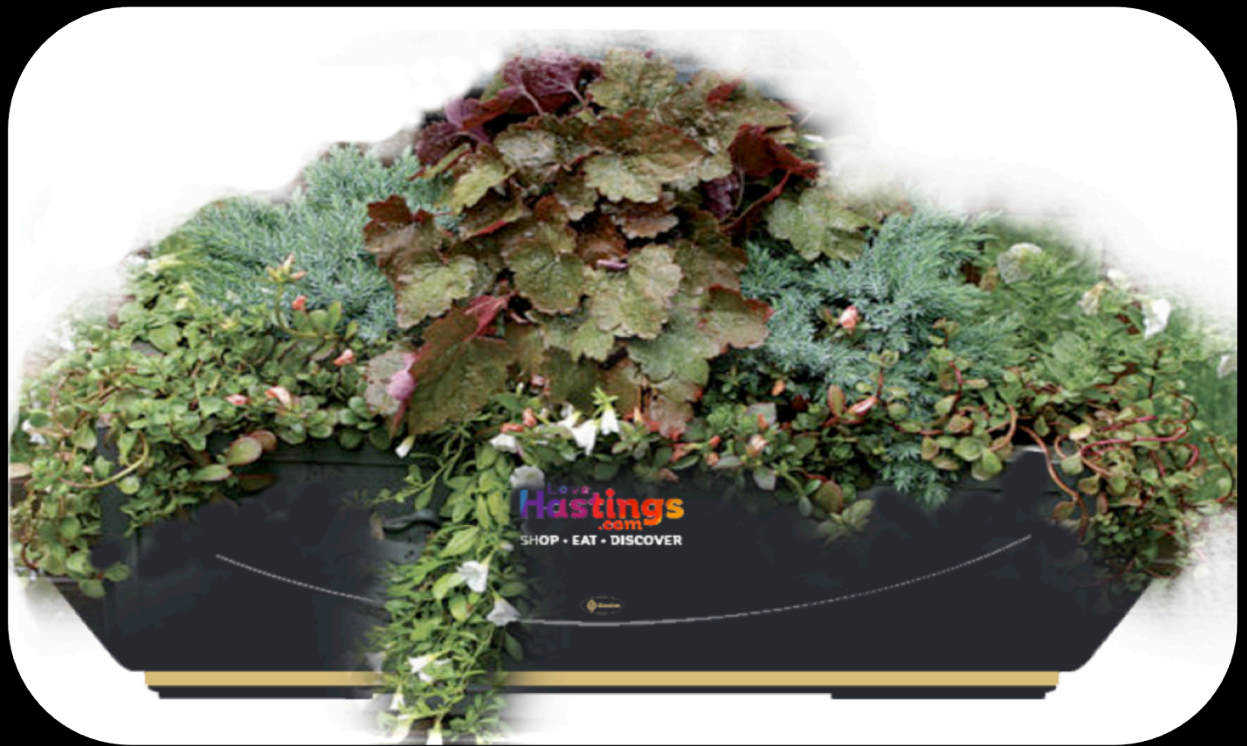
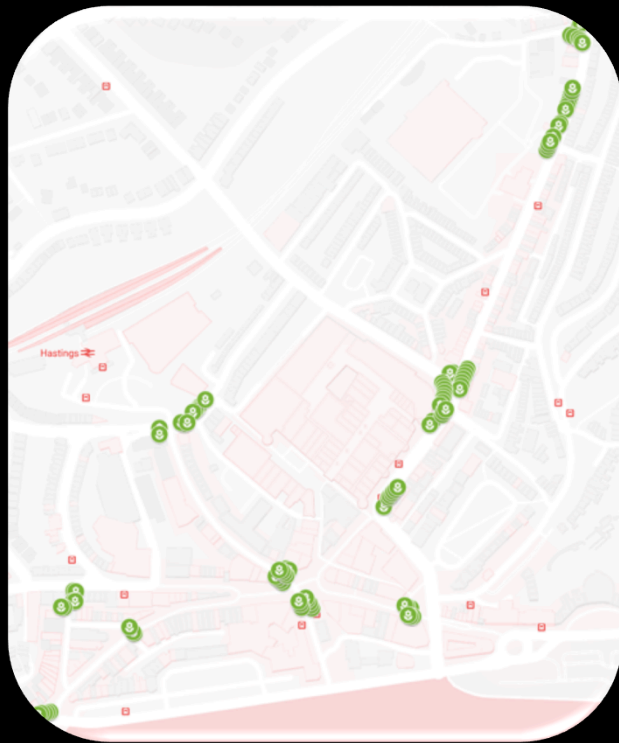
# Smartening up the town

Public planting schemes, Christmas lights, community clean-ups and graffiti removal, improved signage and more – the BID team are always looking for ways to improve the look and feel of the area.



# 100 new planters – coming soon

The BID is investing in 100 new troughs for around the town which will be filled with evergreen plants for a year-round display.



# Marketing Hastings

**MONDAY 6 May**  
**Hastings Town Centre**  
**GIANT SCREEN**

**LIVE superbike championship**

Love Hastings .com

4,710 Views

Love Hastings .com

WHAT'S ON LATEST NEWS SHOP EAT AND DRINK SERVICES DISCOVER HASTINGS BID

Bank Holiday Monday information

Hastings Business Code of Practice

Shop

Love Hastings .com

Love Hastings  
Published by John Bowman [?] · May 2 at 12:31 AM · 0

Hooked on Hastings classics... catch another performance on Thursday at 2pm... Hastings Philharmonic

1,175 People Reached

lovehastingsbid  
Queens Arcade Hastings

Love Hastings  
Published by Chloe Dyas [?] · May 1 at 9:11 AM · 0

Planning to come in to town for the bank holiday Monday, 6th May? We've put together some information for travelling in to town on one of the most popular and busiest days of the year.

We're proud to be supporting bike1066, the UK's biggest FREE to attend motorcycle festival.

We have also put on a FREE climbing wall in Priory Meadow Shopping Centre's Queen Square. 9am-5pm.... See More

LOVEHASTINGS.COM  
Bank Holiday Monday information | Love Hastings

13,120 People Reached 1,365 Engagements

Boost Again

QUEEN'S ROAD QUARTER

sponsored by

Love Hastings  
Published by John Bowman [?] · April 19 at 1:18 PM · 0

When you come down to the town today (or Saturday)... you and the family can have some great FREE fun in the sun. Sit. Relax. Enjoy!! Happenings Easter everyone... free face painting, free carousel rides, free stroller time, free craft workshops, free photo booth...

FREE FAMILY FUN

Your Ad Has a High Relevance Score  
Great work! Your ad has an average relevance score of 10, which means it's getting more positive feedback and is costing less to deliver than most ads on Facebook.

10,917 People Reached 489 Engagements

Boost Again

THE BIRTH OF TELEVISION  
MR. J. L. BAIRD'S INVENTION WITH HOME-MADE APPARATUS  
MAYOR UNVEILS PLAQUE IN HONOUR OF HIS WORK

John Logie Baird  
PIONEER OF TELEVISION

View Insights

Liked by hastings\_mum and 9 others

lovehastingsbid Pop in to Queens Arcade to find out more about John Logie Baird, who invented the television. His experiments started in Queens Arcade, right here in Hastings Town Centre! #johnlogiebaird #television #birthplaceoftelevision #hastings #hastingstowncentre #newartwork

Promote

# E-mail alerts and partner bulletins

**Hastings BID**  
Business Improvement District

As many of you are aware, due to falling masonry on the Three building, the centre part of Station Road has been closed for over a week on the advice of building surveyors.



We have been liaising closely with Three and the Council to reopen the area as quickly as possible, as we are aware it has had an impact on business. This afternoon we received an update from Three, and we are pleased to hear that contractors will be on site tomorrow, and will hopefully reduce the cordoned off area, creating a safe footpath.

All being well, the affected businesses will see an increase in sales and footfall again, and Three will continue to work as quickly as they can to secure the building and fully reopen Station Road.

How does a free £30 voucher from Argos sound?

Help Public Health provide better services to help smokers kick the habit

We know stopping smoking can improve health and save you money, but it is a really difficult thing to do.

Public Health at East Sussex County Council want to ensure that residents across the county have the best possible chance of quitting. Even if you don't want to quit, we'd still love to hear from you. There are lots of different ways to quit in East Sussex, but we want to make them better.

Research suggests that if you make a quit attempt with a local stop smoking service you're four times more likely to kick the habit for good than going it alone.

#### What, where, when?

The public health team are hosting a session for local people in the centre of Hastings to collect views about smoking and find out how we can make the services as easy as possible for those who want to quit. All you need is yourself and your opinions - **they'll provide food and a £30 Argos shopping voucher for your time.**

Join in at Jackson Hall, Portland Place, Hastings, East Sussex TN34 1QN  
Tuesday 23<sup>rd</sup> April at 6.30pm.

If you'd like to attend please contact **Colin Brown**:  
[colin.brown@eastsussex.gov.uk](mailto:colin.brown@eastsussex.gov.uk)  
01273 335398



## Donate a £1 to save an icon - Observer Building Crowdfunder appeal

Over the last five years **White Rock Neighbourhood Ventures** have transformed **Rock House**, a previously derelict office block in the town centre, into a vibrant place, blending living, working and community space for local people.

Today it is home to 43 businesses and 88 individual tenants, all paying securely capped rents.

Now the team are taking on the challenge of bringing the iconic **Observer Building** back to life.



Regular news and offers distributed to and on behalf of levy payers and partners.

Love  
**Hastings**  
.com



## Backing local businesses

With additional money from the Coastal Communities Fund the BID printed and distributed 20,000 magazines to homes the surrounding area with a 'shop local' message, free adverts for BID businesses, and a free training offer for local residents looking to boost their employability skills.



# The 2019 High Street survey

## High Street Survey 2019 - results

We had nearly 250 responses to our recent high street survey, and the news is good for anyone thinking about opening a shop in the town!

Despite talk of online shopping threatening traditional high streets, the overwhelming response was that people still want to see variety and quality in their local shops above and beyond anything else.

They also want safer and more attractive streets with more special events - and that's where the BID comes in.

The survey results are being shared with the council who are using them to develop their own plans for the future of the town.

# Reducing business costs

The Meercat consultancy team were brought in by the BID and visited dozens of local businesses, identifying thousands of pounds of potential savings in a wide range of day-to-day businesses costs.



# Free & subsidised training

Where we find training needs that are common across many local businesses we look to put on sessions that will benefit business owners or their staff. Recent examples have been courses run to help people navigate the world of social media marketing and also to train staff in the basics of first aid.

— —

**SOCIAL MEDIA IS A  
NIGHTMARE**

— —

[SOCIALTHEWORLD.COM/HASTINGS](http://SOCIALTHEWORLD.COM/HASTINGS)

**+ FIRST AID +**  
TRAINING



# Offers, discounts, and new businesses



**More**  
RADIO  
MORE OF WHAT YOU LOVE

**Introduction to Radio**

**More Radio**  
Have you ever thought about advertising on local radio? We're working alongside More Radio to offer BID businesses fantastic advertising rates. Read more [here](#) to discover just how affordable it can be!

To take up one of these offers, or if you have any enquiries, please contact Danny Davies on 07834 333492 or [danny.davies@mediasoundholdings.co.uk](mailto:danny.davies@mediasoundholdings.co.uk)



*"Primark is a fantastic addition to Priory Meadow and to Hastings."*

*Primark perfectly complements the existing fashion retail mix at the centre and provides a broad and affordable range of on-trend wares for our 8.5 annual million shoppers."*

**Stuart Mitchell, New River REIT**

The BID team are always on the lookout for deals and special offers that we can negotiate on behalf of members.

When new businesses come to town we always look to promote them via our newsletters and social media feeds.

**Love**  
**Hastings**  
**.com**

# FREE promotional space to help boost your business



All levy paying businesses are entitled to free promotional space in the town centre.

The BID has gazebos with leg weights, tables and table covers that we can set up free of charge to help you get more attention for what you have to offer.

# OTHER SERVICES WE OFFER



## Web hosting and design

Levy payers can get free basic web hosting and a simple website created free of charge



## Graphic design work

We can help levy payers with the creation of simple but effective posters or other marketing materials – free of charge.



## Proof reading and copy writing

The team are happy to help with spell checking and grammar checking of menus or other documents as well as writing press releases.

# OTHER SERVICES WE OFFER



## Emergency bar cover

In a staffing emergency one of the BID team has seven years bar and cellar experience, and is a personal licence holder.



## Keyholder services

Do you have a pesky alarm, or need a safe place to keep your spare key? Let us know. We're happy to be your emergency key holder.



## Gazebo and equipment loan

Levy payers can get free loan of one of our heavy-duty gazebos, including weights and furniture.



# OTHER SERVICES WE OFFER



## A/V equipment hire

We have a professional battery-powered PA system with mics and leads plus a high-quality data projector and these are available for the use of BID levy payers for events within the town



## Social media support

Confused by Facebook? Ready for Instagram? We're happy to sit down with you to set up a profile or get you listed on Google maps.



## Free web advertising

We have advert spaces available for levy paying businesses. Don't worry if you haven't got any artwork, we can help with that too.

# OTHER SERVICES WE OFFER



## Event management

Want to put on an event but don't know where to start? Need to apply for a temporary event notice? Not sure what a temporary event notice is? The team are happy to offer support and advice to help you put on a successful event.



## A helping pair of hands

We have a heavy-duty trolley for any heavy lifting tasks, and we're more than happy to help with those little jobs like changing light bulbs or unloading a van. Give us a call!



## Community clean-ups

Have you come in to work to find someone has dumped their rubbish on your doorstep? We will happily come down with the litter-pickers and help you clear it up.