

Love Hastings Ltd - Directors' Designate Meeting

10th January 2017

Minutes

Attending

Colin Dormer (Chair) Dave Padmore, Ian Noble, Alan Matthews, Pat Horwill and Daniel Swann

Observers - Ian Harrison and Chris Beveridge

Advisors - Rob Woods (Town Centre Manager) Rosie Leech (HBC)

1. Apologies for absence

There were no apologies

2. Minutes of the last meeting

Agreed for content and accuracy

Agreed 1 - need to get information updates out about the BID following the Christmas and New Year break including via the Observer, website

(HastingsBID) and social media. (Action RW in liaison with AM and IN)

Agreed 2 - Rosie Leech to provide revised wording of the clause in the Articles relating to the Council's role in the future election of Board Directors (Action - RL)

3. Feedback from Ashford meeting

CB reported on a meeting with Ashford's Town Centre Regeneration Manager on the value of their "Love Ashford" website.

Findings

- a) A vital tool in their communications strategy (linked to social media)
- b) Consumer focussed
- c) Kept lively by blogging new information - daily where possible
- d) Originally planned for digital purchasing - but didn't work
- e) Hard copy Love Ashford "pack" given to new businesses to explain the scheme
- f) Funded originally by Portas Pilot money & subsequently by Ashford Borough Cl
- g) Cost circa £30k to develop & £12k per annum hosting fees
- h) Needs continual employee input in addition to 25% of workload for Regeneration Manager

- i) Critical mass target was originally 80 businesses -launched with 70
- j) Doesn't cover all sectors - eg Commercial/service sector
- k) Aiming for self-sufficiency (mainly advertising) but nowhere near achieving it

Agreed - 1) Need to keep HastingsBID website as information source for BID members

Agreed - 2) A Hastings equivalent should remain a priority in the Year 1 Action Plan and be introduced as soon as possible (ie before November 2017 as originally planned)

Agreed 3) Despite concern over possible confusion with the existing "WeLoveHastings" website, to continue with the current plan of naming the company and the website "Love Hastings" (Action IN /CB to find out more about the WeLoveHastings website and report back)

Agreed 4) Costs were high for the Ashford site and that we should seek a cheaper option but without compromising quality/content. Any savings we can make to our budget (25k establishment & £2k pa hosting) can be ploughed back into other visible, worthwhile initiatives (eg subsidised parking)

Action 1 - CB to develop ideas for an in-house version including updating/hosting options and report back to the Board at the next meeting.

Action 2 - Board members/Observers to provide CB with their thoughts on the information needed on the website

4. Incorporation & banking update

Incorporation

Articles and Memorandum have been checked and proof-read by an external Formations company, which made a small number of suggested alterations which have been accepted.

Cost £95 - to be paid from Loan Fund

Articles still with Hastings Borough Council Solicitors to check the wording of the clauses relating to the Local Authority involvement in the new company

Agreed - RL to chase - but If we do not get a response from HBC by Friday 13th January 2017 we go ahead and submit the Articles to Companies House on Monday 16th January

Banking

Information from 3 local banks is being sought. The key criteria are

- 1) Relationship management and ease of opening an account
- 2) Annual turnover limits
- 3) Fees and charges
- 4) Service flexibility

Agreed RW to liaise with /advise IN, DS and AM on the preferred option

5. Budget review/draft Year 1 action plan

RW produced a report and draft annual action plan (Yr 1) including revised budget and staffing analyses (years 1 and 2)

Agreed 1) To bring the on street security project forward to Year 1 at a cost of £12.5k, offset by delaying the start dates of other projects until Year 2

Agreed 2) To contract with the current Business Crime Reduction Coordinator to oversee, introduce and manage the on street security project and other business crime reduction projects identified in Theme 4 of the BID Business Plan (Cost £6.4k)

Action 1 - Board members to feed back any comments on the draft Action Plan to RW by Friday 13th January 2017

Action 2 - RW to invite SCCH to next meeting to discuss the Street Ambassadors project

6. Operating Agreement

RL reported on progress of operating agreement with HBC on the collection of levies (including invoicing)

Noted 1 - £9k to be held back by HBC to cover bad debts

Noted 2 - Monitoring Group needs to be established to meet with HBC periodically (6 monthly)

Action 1 - Chairman and one other Board member to be nominated in due course

Noted 3 - HBC require content for first Levy invoice explanatory leaflet and design of invoice itself

Action 2 - RL to e-mail IN with requirements for first leaflet

Action 3 - IN to contact Wordsmith for costs and design concepts

7. AOB

a) New Business Directors and Local Authority Directors

Action 1 - RW to contact former Steering Group members

Action 2 - RW to send official invite to HBC requesting nominations for Directors and Observers

Action 3 - IN to contact Saga

Action 4 - IH to speak to his employers about a Director position

b) Official Launch of Love Hastings

Agreed to use Loan Fund underspend for an official launch

Action - RW to put item on next agenda

c) Appointment of Marketing and Events Assistant

Agreed 1 - RW to write draft JD and job specification & submit to an appointments panel

Agreed 2 - Appointments panel to be IN, PH and CD

d) Noted - HBC Marketing Team can provide Marketing services to the BID at a cost

8) Next meeting - 7th February 8am - Pissarros