

LOVE HASTINGS LIMITED

HASTINGS BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS DECISION ON THE TERMS OF REFERENCE FOR THE PUBLIC RELATIONS, MARKETING AND COMMUNICATIONS COMMITTEE

MINUTES OF THE DECISION OF 3rd JULY 2017

(By virtue of Articles 28.2.4 and 55 of the company's Articles of Association)

1) The Terms of Reference were agreed as

- To agree and where necessary, make revisions to, the Company's Communications Strategy and Communications Policy
- To ensure Love Hastings is proactive in its Press relations and communications
- To advise and encourage the professional maintenance of a favourable public image for the company and the BID area, including on social media
- To communicate the Love Hastings brand locally to all stakeholders
- To strengthen partnership working with the business community, local authority and other key agencies and organisations.
- To ensure that BID projects identified in Themes 1 and 2 of the BID Business Plan are planned and delivered within budget
- To make recommendations and influence the priorities of the company's annual action plan
- To allocate funds to event organisers in line with the Company's Event Funding Policy
- To advise on the content of the Love Hastings and HastingsBID websites
- To research and consider alternative funding sources that will add value to the Hastings BID commitment