

LOVE HASTINGS LIMITED
BUSINESS IMPROVEMENT DISTRICT
PUBLIC RELATIONS, MARKETING AND COMMUNICATIONS COMMITTEE

Friday 7th July 2017, White Rock Theatre

Minutes

1. Attending

Alan Matthews, Rob Woods, Chloe Dyas, Pat Horwill, Ian Noble, Lorna Strawson, Natalie Ajibade, Alexandra Syrotiuk, Roger Crouch

2. Terms of Reference

Terms of Reference agreed by the Committee.

Agreed - "Including social media" to be add to point 3 on the Terms of Reference.

3. BID Projects

The Committee's Budget is £42,980.

Queens road plants cost £4,020 and will be maintained by ID Verde

£1273 had been spent/committed on the Love Hastings Website

Events support to be discussed (Items 7/8)

Christmas lights to concentrate on Havelock Rd in 2017

Chloe to look at Monthly Seagull publication. Ian commented BID area is very specific unlike Monthly Seagull distribution.

Agreed to move £6,000 from Christmas lights project to cost savings initiatives (theme 3). - reducing the Committee's budget to £36980

Rob Woods reported that he had been in touch with a company called Meercats who work with other BIDS on cost saving initiatives

Noted we should use local suppliers where possible.

Ambassadors have been discussed previously with Sussex Coast College.

2 issues raised: reliability of student ambassadors and their safety. Need specific safeguarding procedures in place and the college's risk assessment will be bespoke to the individual and the project. Alexandra reassured the Committee that all students will be monitored during the project to help ensure reliability and it will be part of their compulsory work experience.

Funding may be available from English Heritage via a new, linked project with HBC to deliver a Heritage Action Zone in Hastings Town Centre

Agreed – a) To progress the partnership with SCCH and HBC given the perceived benefits

b) Committee happy to interview Ambassadors with SCCH

c) small budget may be required

d) need to produce Safeguarding policy for all young people engaged with Love Hastings Ltd (Action Rob Woods)

4. Budget

Budget was reviewed in 3. Will be amended as required.

5 & 6. Communications Strategy and Communications Policy

Both agreed subject to adding 'and nominated individuals' to social media on the Communications Policy.

7. Pirate Day application for funding

Roger Crouch: Pirate Day Posters are going out and programmes will be handed out by pirates in the Town Centre early next week.

Extra trains on. Visitors arriving by train have to go via Queens Square or Havelock Road, so they benefit from activities in the BID area.

BID committee can view sky divers from VIP area on the Pier.

Agreed the £5300 request given

A) the value to the town centre and sponsorship benefits to Love Hastings

B) the funding is a contribution to the following costs identified by the organiser in the BID area alone and limited to the BID area.

Tigers free fall display team -	£3576
Stage and PA	325
Smoking Jacket band	250
Katie Lewis dancer	75
Stilt walker	250
Steel Band	200
Sand sculpturing workshops	200
Flags and bunting	100
Contribution to event overheads in BID area	324

C) Roger to email Pirate Day press release to Chloe on Monday morning for approval

D) Performance measurement as identified in the application takes place .

8. Funding application : Storylines Festival (£1,000)

Rock Alley is being revamped to create a nicer, more workable environment. The team doing this have secured £75,000 in funding to revamp it.

Margaret Sheehy would like to hold the Storylines Festival (October) as part of the regeneration.

The Committee noted the event is quite niche, however it is appropriate for the Robertson Street/Claremont/Trinity Street area and would be a good way to support the businesses there.

The BID logo would need to be included on promotional materials.

The Committee would like to look at supporting the America Ground event next year.

Agreed – Committee to offer £1000 as a contribution to the Storylines Festival

9. BID wide Christmas event programme

Considering working with Roger Crouch and Priory Meadow to create a procession which covers as much as the BID area as possible. This would be done with rolling road closures. The procession could include the arrival of Santa.

It was noted the town centre Christmas tree, which would be part of the event, is donated by the Rotary Club each year.

Committee would like to encourage the council to offer free parking for the event.

Agreed – establish a working group of Chloe Dyas, Lorna Strawson, Natalie Ajibade, Roger Crouch and Alan Matthews.

Ideally would like to hold the event on the last Thursday/Friday of November to coincide with Black Friday and encourage as many shops as possible to remain open.

10. Next meeting

The next meeting will be held in October. Date to be confirmed.