

LOVE HASTINGS LIMITED

(HASTINGS BUSINESS IMPROVEMENT DISTRICT)

MEETING OF THE BOARD OF DIRECTORS

12 March, 2018

DRAFT MINUTES

Attending: Directors - Colin Dormer (Chair), Catherine Parr, Pat Horwill, Gemma Murphy, Lorna Lloyd, Jody Burdett. **Observers** – Cllr Colin Fitzgerald (representing Peter Chowney), Theresa Gasson, Nick Gillam & Leanna Lawson (representing Priory Meadow). **Love Hastings Ltd** – John Bownas (BID Manager)

1) Apologies for absence

- a. Sean Dennis
- b. Ian Noble
- c. Stacey Bell
- d. Peter Chowney
- e. Alan Matthews

2) Chairman's address

The chair welcomed members to the first meeting of 2018 and reflected on the changes that have taken place over the last two months as the new manager has started and the company has moved to its new offices in Rock House. Particular thanks went to Chloe and Mel who made a huge effort to redecorate before the move. The next meeting will be the AGM at which the action plan for the coming year will be presented to members.

3) Minutes and actions from minutes of the December board meeting

The minutes were agreed as a true and accurate record of the meeting. The action point around the frequency and nature of future meetings was discussed and it was agreed board meetings would take place every two months on an alternating cycle. One meeting will be a formal meeting of the board covering standard agenda items, with the next being a less formal opportunity to focus on specific topics and invite other relevant partners to the table for wider discussions. Other project-specific meetings will be arranged on an as-and-when basis to ensure full consultation with board members on key subjects (**action John Bownas**).

Proposed Pat Horwill, seconded Catherine Parr, passed unanimously

4) Appointment of new Director – Lorna Lloyd, The Printworks, Claremont

Proposed Catherine Parr, seconded Gemma Murphy, passed unanimously

5) Manager's Report

John Bownas outlined how his first two months have been spent largely getting to understand the running of the company and meeting a wide range of local businesses and stakeholders. Specific mention was made of joining the board of the Hastings and St Leonards Society, early negotiations with Stagecoach for joint marketing opportunities, work with Councillor Godfrey and the Mayor to help encourage ESCC to improve the road surface and lighting in York Gardens and meeting with trustees of the Queen's Arcade to look at options for future investment and sponsorship. Work is underway to build a partnership with the local ESCC highways steward to better monitor the condition of roads and pavements in the area and effect faster repair times to a better standard. A meeting

with the local fire brigade has identified more opportunities to use space in the town centre for a wider range of future events. The BID is actively looking for opportunities to negotiate discounts for BID levy payers, although it was noted that one such project had resulted in some excessive sales calls, and this will be addressed with the supplier and any such future arrangements will have clear agreements put in place to minimise direct selling. In terms of possible future projects examples of work proposed included a licensed busking scheme, removal of underused and dilapidated phone boxes, rationalisation of trade waste arrangements in the town centre, a review of fees and permissions for traders, the possibility of new regular markets with opportunities for local new businesses, the idea of new public art murals in the town, and the possibility of revitalising the traditional town criers competition. It was also noted that the project to try and identify financial cost savings for local businesses in partnership with Meercat Ltd will be moving ahead shortly, and levy-paying members of the BID will receive invitations to take part. Board members also raised a number of other new ideas for future examination, including the possibility of a recycling drive and cost-saving initiative that would see less use of non-recyclable products in the BID area, improved means of recycling things such as food waste, and the possibility of bulk-buying relatively costly items such as recyclable cups or non-plastic straws. This issue of regular charity collectors having a prominent presence in the town centre was also brought up and members asked for work to be done to find alternative means of supporting large charities without their collectors having such an impact on the town (**Action John Bownas**). The duties and responsibilities of the current BID warden were debated, as was the current impression which is created by having a very security-oriented uniform. Discussion also took place around the cost of the service given the warden is sourced from a third-party contractor. John Bownas tabled a set of heads of terms for a draft report into the future direction of the warden service and it was agreed that this report would be presented to board members as soon as possible to inform any decision past the end of the current contract which has two months to run (**action John Bownas**).

6) Budget – treasurer’s report and 2018/19 proposals

In the absence of the treasurer the report was presented by John Bownas who noted that the company has a clear breakdown and understanding of income and expenditure and is well within the overhead limits set out for BIDs. Reserves are also above the recommended minimum – but not by much so thought will be given to try and increase these slightly. Cashflow through the year has been healthy and should follow a similar pattern in future years. Additionally the DCLG loan will be paid off this year meaning the company will have an additional £16,000 per year for the remaining three years. The budget for next year was briefly discussed but will be set at a later meeting convened specifically for that purpose. There was discussion about the idea of making a capital investment in purchasing Christmas lights to potentially save on future rental costs and this option is to be explored further (**action: John Bownas**). It was also noted that work should be done to improve the look of the lights by creating a coherent theme, and also to look at whether colour-changing technology could be used to allow some lights to remain up throughout the year and be used to ‘theme’ key dates during the night time economy. Attention should also be given to the Christmas tree in Roberson Street which is not visually attractive with only half of it lit up. It was noted that the BID is keen to further support the ‘Destination White Rock and America Ground’ project, and as such will ringfence elements of project budgets specifically for that area for the next 12 months. It was also agreed in principle that where existing events seek financial support work will be done to ensure that additional activities take place in the BID area as a result.

7) Business Crime Board of Management report

Gemma Murphy presented the report on behalf of the board of the Hastings Area Business Crime Reduction Partnership, summarizing the number of incident reports made and the number of people who have been excluded from premises in the town under the pubwatch and barwatch schemes. It was noted that in future more information would be requested from the BCRP co-ordinator in terms of a breakdown of the types of incidents and any other notable patterns (**Action John Bownas / Laura Green**). This will be made easier in future

due to the use of the new DISC online incident reporting system that has been recently implemented.

8) PR, marketing and communication

John Bownas presented a short summary of some of the typical costs associated with various forms of marketing and discussed the need to develop a clear marketing plan which focuses on the needs of businesses in the BID area. It was agreed that the marketing and PR committee would need to look at this in more detail to decide how far afield the BID should try to reach, what its key messages would be, and how these would best be delivered (**Action John Bownas / Chloe Dyas**).

9) White Rock Project

A written report was tabled outlining progress to date and confirming the BID is on target to meet the output targets set out in the grant funding agreement by providing networking and support to businesses in the agreed area.

10) Any other business

There was no other business raised

11) Dates of future 2018 meetings

11 June (AGM), 10 September & 10 December