

Dear Old Town Trader...

Hastings Old Town Residents Association has a proposition for you.

We want to encourage new members by offering them a tangible benefit for joining us. We also want Old Town businesses like yours to thrive – it's what makes this such a great place to live!

We hope you will want to join our new '**HOTRA Deals**' scheme (not necessarily 'money off' discounts) for our members and their families. Our attractive website will feature all participating businesses and we will email our members with details of your new deals.

What is a 'Deal'?

It's whatever makes sense to your business. The important thing, as far as we are concerned, is that it is for people who show their HOTRA membership card. These are just a few ideas that might suit a shop, restaurant, pub or service business:

- free delivery
- member events / sale previews
- discounts on weekdays
- a drink when two meals are ordered
- one free hairdo after ? paid ones
- a free mixer with spirits...

... you are certain to have other ideas that will be welcomed by HOTRA customers without killing your profits!

How will it work?

You'll get a small window sticker like this (if you could also keep a small supply of our membership forms it would be a great help). Then, just let us know what offers you are running, and we will publicise them without delay. We know it won't make anyone's fortune but, in a tough climate, every extra happy customer helps.

HOTRA cares about Old Town business

If you have not had dealings with HOTRA you may not know that we are committed to making things better for everyone who lives and works in Old Town. We maintain close links with Borough and County councillors and with the many statutory and voluntary organisations that shape the future of the town. We can demonstrate that we have real influence, although we do not always get our own way and many things take far longer to achieve than we would like!

David Woolf, our website manager, will call on you or 'phone soon. We hope you can spare him a few minutes to discuss joining our scheme, or please call our Chairman, Dick Edwards on 01424 437069.

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