

NEWS

Under threat



moth. Its caterpillars are damaging oak trees

Business

Hastings & Proud campaign launch

AN insurance firm is launching a campaign at an upcoming exhibition for local businesses.

Chris Knott Insurance will be setting up the Hastings & Proud campaign at this year's Let's Do Business event at Sussex Coast College on Thursday (October 31).

The insurance broker, who celebrates its 30th anniversary this month, is calling for the town's businesses to stand up and be counted.

Nick Day, head of marketing at Chris Knott, said: "There's still a perception out there that Hastings is on the ropes but we're actually proud to be here, employing local people, serving our community and thriving. We're asking other Hastings businesses who feel the same to join with us to proclaim from the town's rooftops that we're all Hastings & Proud."

"Customers will respond positively to this campaign. Imagine you're up against another firm trying to win a piece of business and there's nothing between you. The customer sees that you're the one who's 'Hastings & Proud'. Who are they more likely to choose?"

The Let's Do Business exhibition runs from 10am to 4pm. To register with the campaign visit www.chrisknott.co.uk/H&P.