



In August 2017, the opportunity arose for the Chairmanship position of the Heswall & District Business Association (HDBA). Both my colleagues at Hunters Heswall and I realised that we wanted to become more involved with the local community and thus decided that I would volunteer for the position. Ever since an early age, I've wanted to play an integral part in the local business community, and it gives me great pleasure and pride to be able to be the current Chairman of the HDBA. I'd just like to give a huge thank you to all those who have supported me within this position and I am been delighted with the positive response I have received.

The Business Association has been in operation in many forms for more than 50 years and times have moved forward since its inception. However, one thing has diminished since the start and that is the feeling of community spirit. In my opinion, being a member of HDBA is much more than just paying a yearly membership fee – it's about supporting your local community, creating a nice environment to live and work in, but also promoting what it has to offer.

Heswall used to be the go-to place, a focal point on the map and my goal is to put Heswall back where it belongs. I see Heswall as a place to come to visit and not just drive through. I want HDBA to create a networking group to be proud of, that supports one another and connects the local businesses in Heswall for many years to come.

The majority of both business owners and employees live in Heswall or its direct surrounding area so we shop, socialise, eat, drive, and even walk our dogs locally. This means the business and residential communities need to work in unison.

With the advent of the internet, the footfall in many areas has reduced. As a working group we need to promote what we already know to a wider audience. There is no point in being the best-kept secret. It's time to shout about our diversified high street which supports both major brands and niche retailers.

By joining Heswall & District Business Association, you are entering into an enthusiastic and positive group of like-minded business representatives, who are looking to inject some life back into our shops and back into this high street and the community of Heswall. As someone famous once said "There may be dark days ahead", but as a group united we will not let the high street decline without a fight!

As a member you will form part of the 'voice of Heswall', both in the eyes of the local Council and local press. You can voice your concerns and ideas so that collectively we can try to develop the area and make changes where we can. You'll be kept up to date with the points of interest in the local area and its surrounding district and will receive publicity through social media platforms and our visitheswall.co.uk website. And you'll become part of the Heswall Loyalty Card System, whereby we all promote our promotions and special offers in one place and provide customers with one united loyalty card which they can use for multiple businesses within Heswall. You even receive discounted gym membership, which is a huge plus, especially after you've received a discount on your Christmas party events at any participating Heswall restaurants... and much, much more.

Heswall is only as good as the community it serves. With over three hundred (that's 300) businesses in Heswall, there is so much potential for us to help ourselves and also help each other in keeping the Heswall high street and economy thriving. Let's all join forces and make Heswall a place others will strive to emulate.

Have you been to Heswall recently? It is well worth the effort!

If you would like to enrol as a member of HDBA, or would like any additional information on our membership, please contact either myself on 0151 342 2444 or Andrew Cain on 0151 342 1769.

Alternatively, you can contact us via our website www.visitheswall.co.uk

I hope to hear from you in the not so distant future.

Stephen Atherton MNAEA, Chairman – Heswall & District Business Association



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Q: We are thinking about selling our home, but all the Agents talk about is the price. Should we not be considering other issues?

A: Obviously the price is always going to be important, but before getting to this point we would talk about the property itself. How it presents to an external pair of eyes is the biggest guide. Many homeowners don't like to hear negative things about their property, but you wouldn't buy a dirty or scruffy car. So, with this in mind we would advise you on presentation, how to best declutter and how to dress your property to maximise its impact.

Q: We hear people talking about 'having the coffee on' etc., but is this sort of activity really important?

A: Although a little tongue in cheek, we do suggest that making the property as friendly and homely as possible is a real plus. So in answer to your question 'It is important to make that great first impression?', why not go the extra mile and include plenty of colour with fresh flowers, etc.

Q: Do we really have to tidy up for potential viewers?

A: The simple answer is yes! Although many prospective buyers will have pets and children, along with all the associated paraphernalia, they don't want to see it or trip over it when viewing a property. Remember, you only get one chance to make a first impression so don't waste it. So here are some basic hints:

- Tidy away toys
- Remove pet feed bowls, beds and litter trays
- Arrange for pets to be taken out – not everyone loves your pet like you do
- If your animals are a bit smelly or the trainers are evident, light some subtle scented candles
- Remember to be happy and maybe even have some quiet music playing in the background to warm the atmosphere

Selling or renting your home is a massive decision, so don't waste the opportunity. Allow a local expert such as Hunters Heswall with over 50 years' knowledge to help you achieve your goal in an honest, friendly and fair way.

Hunters, here to get you there...