

LET US  
**MARKET YOU TO  
 THOUSANDS OF  
 NEW CUSTOMERS**

All HBID members can freely use our marketing service where we will actively promote your products, services or venue to literally thousands of potential customers. Many businesses have already benefited, and we want you to, too.

**We can:**

- Come to your premises and do all the advertising work including photos and text – just ask us over
- Promote you to over 11,000 registered Hereford City Wi-Fi users who have asked us for information/ deals/ offers
- Add your promotion to our Hereford City Life website 'Offers' page and cross promote on Facebook/ Twitter page – City Life has had 78,000 hits over the last 12 months
- Add your business to the Hereford City Life site – every member has a free business listing including photos, opening times, social media links and offers
- Promote you to other BID members
- Include your business in event competitions and seasonal promotions

For further details please call us on 01432 376830 or send an email to [info@herefordbid.co.uk](mailto:info@herefordbid.co.uk)

Hereford**BID**  
 Investing in our City

**For more  
 information**

**CONTACT US**

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Visit our new look BID Website  
[www.herefordbid.co.uk](http://www.herefordbid.co.uk)



**HBID  
 Annual  
 Report  
 2016/17**

Hereford**BID**  
 Investing in our City  
 Delivering Hereford City Life

EMAIL US: [INFO@HEREFORDBID.CO.UK](mailto:INFO@HEREFORDBID.CO.UK) OR TELEPHONE 01432 376830

**HBID Annual Report Update**

by Mike Truelove, Operations Manager

Our annual report explains what the Hereford BID has done during its 2nd year and how it has spent the levy collected from businesses to deliver the projects promised in the business plan.

In February 2015 Hereford BID achieved a positive BID Ballot result with 76.6% of voters voting 'YES' by number and 72.9% 'YES' by rateable value. This meant that the BID company could be established, staff recruited and together with Board members, could start to deliver the programme of projects set out in the 5-year business plan.

Hereford BID has 5 main areas of activity, they are:

**Increase Footfall** – promote Hereford and bring in more shoppers and visitors

**Improve the Hereford Experience** – make Hereford look and feel attractive

**Safety and Security** – so everyone can enjoy a safe day and night out

**Getting Here, Getting About** – making it easier to get to & around Hereford

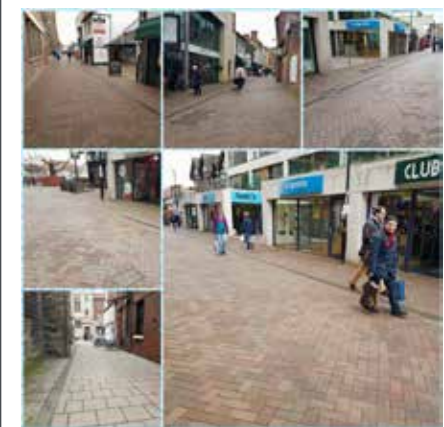
**Your Bottom Line** – helping you to do business better

**MEET THE BOARD**

- **John Jones** – (Chairman) Philip Morris and Son representing the Independent Retail Sector
- **Dan Guerche** (Vice-Chair), Representing the Leisure and Hospitality Sector
- **Alan Anderson** - (Vice-Chair), Old Market, representing Property Owners
- **Derek Elsmere**, Off the Wall Gifts, representing the Independent Retail Sector
- **Nick Webster**, Herefordshire Council, representing the Local Authority
- **Rob Beeston**, Marks and Spencer, representing the Multi-National Sector
- **Ali Rogers**, Escape Hairdressers, representing the Independent Retail Sector
- **Edward Holt**, Waitrose, representing the Multi-National Sector
- **Matt Hayes**, Harrison Clarke Rickerbys, representing the Professional & Financial Sector
- **Hayley Llewellyn**, No.10 Café, representing Leisure & Hospitality Sector

Observers: Cllr. Len Tawn, HFD City Council and Independent Retailer/ Steve Kerry, HFD City Council

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## Improving the Hereford Experience

### 5 Year Business Plan Objectives:

It is critical to ensure our great city is as smart as it can be to attract and keep visitors. Our team is working to the business plan to raise the standard to levels not seen for many years. We're finding it is often the little things that have all added together to create problems; Hereford BID are busy 7 days a week tackling them.

Our objectives for improving the Hereford Experience are:

- An attractive shopping and leisure environment for customers
- A tidier City Centre – get rid of clutter and litter
- A cared for City – doing the little jobs that make Hereford looked loved
- Quality streets, tackling empty units

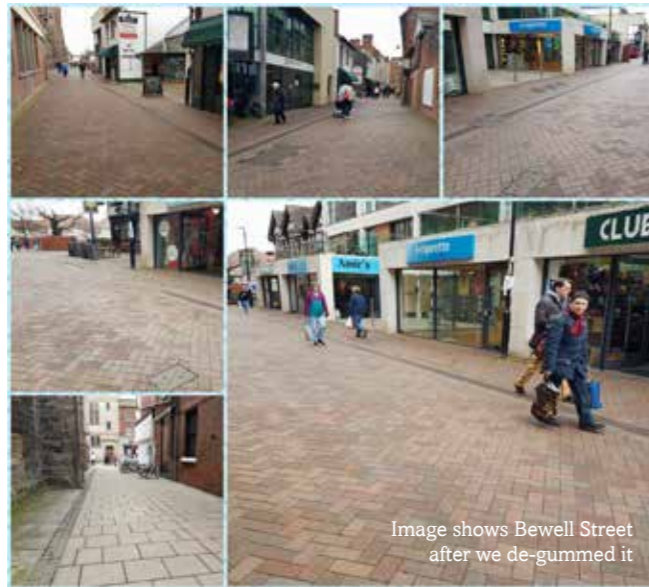


Image shows Bewell Street after we de-gummed it

### KEY ACHIEVEMENTS IN YEAR 2

Created a visibly improved floral city; sold and installed over 120 beautiful hanging baskets throughout the BID area including window boxes

Removed 22,800 pieces of gum from pavements \*from December 2016 to April 2017

Cleaned streets on 1,456 occasions (from pavement to building), de-weeded, cleaned signs and bins and painted/ repaired street furniture

Installed Window Vinyls on Chadds building on both sides – this has now been sold after being empty for 10 years

Deep cleaned and improved grot spots such as Brewers Passage and Union Passageway (next to Mc Donalds)

Capuchin Lane: Installed permanent pest control measures/ cleaned up heavily soiled walls and painted/ brightened up the walls

Represented businesses and fed into the High Town Development Project

### KEY ACHIEVEMENTS IN YEAR 2

Launched the City's official Website – Hereford City Life

City footfall report delivered to members inbox every Monday morning

Free Wi-Fi for visitors/ installation of City network by partnering with HFD Council

Production of consumer e-shots based on database created from wi-fi user sign-ups

Christmas campaign including countywide Xmas leaflet/ radio advertising, late-night shopping entertainment

Summer holidays arts tent – attracted over 700 children plus their families to participate in art workshops in High Town



HEREFORD CITY LIFE WEBSITE  
90,000 website visitors per year

## Safety and Security

### 5 Year Business Plan Objectives:

Safety and Security plays an integral role in the success of Hereford City – Hereford BID has seen up close the positivity in good management of this area: staff feel safe and supported in their jobs and Hereford's brand, as a pleasant place to come, rises.

Our objectives for improving Safety and Security are:

- A better-connected city by assisting communications between our levy payers and existing crime reduction groups such as the Police, Hereford Retail Group (radio scheme), Hereford Against Night-time disorder (HAND), CCTV, Street Pastors and Facewatch
- A better-informed city by collecting relevant data on crime and anti-social behaviour/ help identify issues and target them with partners such as the Police or local authority



Team Hereford with CCTV

Hereford BID Board Member Dan Guerche representing the Leisure & Hospitality Sector with Inspector Nick Semper (now retired) and Debbie Stringer – CCTV Commissioning Officer

### KEY ACHIEVEMENTS IN YEAR 2

Ongoing purchase and provision of the Facewatch Security app for members enabling them to report crime/ ASB issues or concerns

Establishment of 'Team Hereford' – a security focused group with three layers of membership who meet on a regular basis:

1. Operational Group – chaired by Hereford BID it contains front line staff such as managers/ security teams/ HBID handy staff/ Council employees/ CCTV/ Street Pastors/ HAND/ Police...all reporting any issues they have seen on the ground that week. Any issues that can be resolved using the expertise and resource around the table is done there and then.
2. Tactical Group – leaders and department heads from BBLP/ Police/ HBID/ CCTV/ Council Licensing team/ parking etc. – this group looks at tactics & issues. If the Operational group cannot resolve something the Tactical Group will investigate and try to resolve.
3. Strategic Group – chaired by Hereford BID with senior politicians/ Council Officers/ Executive officers and/ or leaders/ Police/ Vennture – looking at city trends and issues in a strategic capacity to effect change and improvements where necessary



Facewatch Training

Debbie Stringer leads on the training for Team Hereford Members in partnership with the Hereford BID



Members of Team Hereford, December 2016

## Getting Here, Getting About

### 5 Year Business Plan Objectives:

We want our visitors/ shoppers to find Hereford as easy and convenient as possible to navigate – a pleasant visit equates to repeat custom!

Our Objectives for Getting Here, Getting About are:

- A City which is easier to park in by improving the signage to car parks
- A City which is easy to navigate around for both pedestrians and motorists
- Clear information on parking by promoting the available options
- A City that values its pedestrians by giving them priority at key



## Your Bottom Line

### 5 Year Business Plan Objectives:

Ultimately your business is about making money - our 5-year plan sets out objectives from helping members control costs to informing you with data and news that will add benefit to your bottom line.

Our Objectives for Your Bottom Line are:

- Explore ways to help business save on costs
- Inform you on how well the city is performing such as footfall data
- Support business with tailored training courses based on your feedback
- Improve communications between businesses and the public sector



### KEY ACHIEVEMENTS IN YEAR 2

A Full audit was conducted across the BID area to identify current signage and potential for improvements. A stakeholder group including BID members, Herefordshire Council, Hereford City Council and Balfour Beatty was set up to develop the necessary plans, specifications and design for the project to be implemented in the 2017-2018 financial year. Students from Hereford College of Arts Design and Graphics BA course were invited to create some concept designs.

A City Parking leaflet has been drafted in readiness for final details of new ways to park such as contactless payments.

Actively participated and represented businesses in the City Centre Improvements Group, working on the High Town redevelopment – considering the layout, street furniture and practical implementation of the scheme.

### KEY ACHIEVEMENTS IN YEAR 2

Provided a series of training events for business – 150 people attended everything from First Aid, Customer Services, Digital marketing skills to Merchandising and Maximising Shop Frontages.

Provided regular news updates on issues ranging from marketing opportunities to BID organised events.

Weekly footfall data for individual streets and BID areas, outlining trends.

A quarterly Street Champions Meeting – allowing members to tell Hereford BID their concerns and feedback and be updated on our progress.