



HEMEL HEMPSTEAD BUSINESS PLAN COPY V1

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Hemel Hempstead BID
Business Improvement District Plan
2023-2028
www.hemelhempsteadbid.com

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An introduction from the BID Chair

It gives me enormous pleasure to Chair the Hemel Hempstead Business Improvement District (BID). As we approach the end of our first five-year term, I am proud to look back at the various projects and services that have made a difference to our businesses and many visitors.

We have consulted with the Hemel business community to shape this business plan for the next five-year term. Thank you to those of you who have helped inform our plans which will provide businesses with crucial support. The BID will generate almost £1million in investment over its term, with success measured against KPIs.

However, without your support at the upcoming ballot, this will not be possible. This is why I ask you to back the Hemel BID for another five years by voting yes again. Providing the mandate for the BID to deliver the range of projects detailed within this business plan as identified by businesses.

Humphrey Mwanza
BID Chair and Marlowes Shopping Centre Manager

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BID Zone map (to be added)

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Background to BIDs and successes of the BID

A Business Improvement District (BID) is a business-led and business-funded body formed to improve a defined commercial area. BIDs charge a levy to local businesses in return for providing services over and above the usual council provision.

The BID focuses on a defined commercial area. There are now over 330 BIDs in the UK and the BID concept has become a well-established model for town and city centre regeneration. A BID can only be formed following consultation and a ballot in which businesses vote on a proposal or business plan for the area.

BIDs must go through a renewal ballot process to secure another term of up to five years.

Selling the Hemel Experience

Development of LoyalFree app, promoting town centre businesses discounts and offers. Utilising app's trial feature, very successful trials include The Big Hoot Hemel, Dino Trial, Coffee Trial and Elf on the shelf resulting in 45,739 trail interactions

Stats

125 Hemel Hempstead Businesses promoted

2514 users engaged

53,000 interactions with Hemel Town Centre

The BID has delivered a programme of successful events to drive footfall to our town, promote businesses and engage with the local community. These include Street Festivals,



Summer Programme, Markets, Seasonal Events such as the popular Christmas Light Events all of which saw an increase in visitor to the town centre.

Summer programme Quote: 'Amazing programme of events for summer, we should be so proud our town offered this free for all our children, thank you Hemel BID'

In partnership with Dacorum Borough Council and The Marlowe's Shopping Centre opened the free Ping Pong Parlour which has been very successful

Dedicated customer facing website which works alongside the growing social media platforms. With over 8000 page views on our website and an engaging Instagram page that reaches a wide audience with over 1500 followers.

Caring for our Town

The BID funded additional cleaning of public spaces within the town such as the outdoor Play Area and funded additional street cleaning operations strip of stone paving on both sides of the street, directly outside shops and businesses in the Town Centre

Worked in partnership with DBC to ensure the Town Centre has additional cleaning at targeted times when it is most needed, such as key shopping times and event weekends.

A strategic partner and influencer of town centre developments working with DBC and other stakeholder groups across the borough.

Worked with local artist to paint a number of benches in the town centre to provide vibrancy for visitors and the local community visiting the town centre.

'Great work, the benches have made the town centre brighter, thank you for giving Hemel some colour'

Creating a safe, welcoming environment

Provided town centre Ambassador who engages with businesses, are the eyes and ears of the town and report cleansing or maintenance concerns.

Part-funded a dedicated Town Centre PCSO who provides a friendly, informative presence to the town centre. Building working relationships with business owners, managers and staff across the town centre to bridge the gap between businesses and the police. The PCSO presence has been welcomed by businesses and visitors who feel the town is safer when they are visible.

Run the Hemel Shop Safe Scheme which works in partnership with the police and CCTV to provide instant communication between shops and CCTV control room. The BID offered half price subscription to all BID businesses and a free one-month trial.

Beat surgeries with local officer, providing essential crime prevention information and discussing any issues you may want to share with the police about crime or anti-social behaviour.

'We have had great success with the beat surgeries by being visible in the town centre on a regular basis we feel the community are able to talk to us and we can tackle any concerns they have which in turn supports the businesses which reduction of crime, ASB and theft'

Stats

25 business signed up the shop safe scheme

Ambassador solved over 50 issues for business since start of 2021



BID has had over 800 interactions with BID Business

1036 engagements between business and PCSO since 2020

Sharing Information

COVID-19 Support

The pandemic was a challenging time for many of the Hemel businesses, throughout the lockdown measures the BID worked to ensure that when we were able to go back to the new normal that the town centre was safe and businesses could feel confident welcoming visitors back in.

In partnership with the Marlowes, Riverside shopping Centre, Dacorum Borough Council and Saunders market we launched the 'Hemel Together' Campaign. Hand sanitiser stations were installed in the Marlowes Shopping Centre and Riverside Shopping Centre. In addition, lamp post signage, followed by floor signage installed across the town centre and implemented a one-way pedestrian system through the town to 'keep right'.

STATS AND PICS INCLUDING COVID SUPPORT

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Research

Following consultation with businesses you would like the BID to continue to deliver the following initiatives;

- *Crime and anti-social behaviour initiatives
- *Management of the Shop Safe Security Scheme
- *Provision of Police presence
- *Events calendar
- *Social media campaigns
- *Dedicated consumer website
- *Street Ambassador
- *Vacant unit projects
- *Festive lighting
- *Seasonal promotion campaigns
- *Customer Loyalty scheme
- *Enhanced cleaning

In addition to these projects, it is clear that businesses have a desire for the BID to work to strong sustainability principles.

The BID will continue to work under three project themes. Focusing on **place marketing**, **presentation and perception** of Hemel and **safety**.

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EXPERIENCE – Place Marketing

Social Media

The BID will promote Hemel through a range of social media channels growing engagement and building a Hemel Community through social media platforms

All BID business will be able to supply content and messages, which the BID will amplify via these channels to ensure we reach our target demographic.



Website

The BID will develop a new consumer-facing website, which will work alongside the social media channels. It will provide a strong platform for promoting what Hemel and local businesses have to offer, from markets and events to news and special offers.

Events

The BID will provide a series of events to encourage families to come and spend more time in the town. These will be focused around seasonal and school holiday campaigns.

Promotion

The BID will deliver targeted marketing campaigns using social media, local press and online channels for key events to drive footfall into the town and promoting Hemel Town Centre as a destination.

Loyalty

The BID will provide a platform for businesses to share offers and trails to encourage people to use the entirety of the trading area.

Festive lighting

The BID will continue to fund the festive lighting for Christmas as well as fund installations across the BID area to draw in visitors over the Christmas period. As well as improving the appearance and vibrancy of the town.

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CARING – Presentation and perception

Monitoring

Improving the presentation of the town's public spaces is a major part of creating a brilliant experience for residents, visitors and local workers. The BID will monitor and report any issues to the appropriate stakeholders.

Cleaning

The BID will fund additional cleaning of public spaces within the town, enhancing not replacing the work already carried out by the local authority. This will ensure that the town looks its very best, particularly at key times of the year.

Street cleaning

Working in partnership with the local authority, the BID will ensure that businesses across the town are satisfied with the current street cleaning schedule. Our aim will be to ensure that cleaning is targeted at times when it is most needed, such as key shopping weekends.

Vacant Units

The BID will work with landlords and agents to ensure that vacant premises or derelict plots of land are maintained and presented in a smart and tidy appearance and do not detract from appeal of the immediate environment.

Partnerships

The BID will seek new partnership opportunities with local organisations and stakeholders recognising the benefits in wider collaboration with Hemel's community. This includes continuing to build our partnership with Dacorum Borough Council. Engaging with Dacorum on the new emerging and ambitious town strategy, representing and being a voice for the town centre businesses.

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SAFETY – Friendly and welcoming

Street Ambassador



Our Street Ambassador will welcome visitors, providing information about what events are taking place and answering any questions they may have. The Ambassador will also liaise with businesses to ensure that any concerns can be resolved as quickly as possible, with a focus on the reduction of anti-social behaviour and cleaning issues.

Sharing information

The BID will continue to manage the Shop Safe Scheme. Giving businesses intelligence sharing opportunities. Including utilising Shop Safe's information sharing system to allow businesses to report and share information. Support businesses by providing training and guidance on reporting crime and anti-social behaviour.

Crime and anti-social behaviour initiatives

Work with the Hertfordshire Constabulary, the Local Authority and other stakeholders to develop initiatives throughout the year.

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Levy rules

1. The levy rate to be paid by each property or hereditament is to be calculated at 1.5% of its rateable value as at the 'chargeable day' (notionally 1st February each year).
2. Only properties or hereditaments with a rateable value of £10,000 or more will be liable for the levy.
3. The number of properties or hereditaments liable for the levy is estimated at 180.
4. The levy rate will be increased by the fixed rate of inflation of 2% per annum.
5. The levy will be charged annually in full for each chargeable period to be February to January each year, first payable in February 2023, and then annually each February (until 30 January 2027). No refunds will be available on the levy charged. The levy must be paid in one payment.
6. The owners of untenanted properties or hereditaments will be liable for payment of the levy.
7. Occupiers within managed shopping centres that are subject to a service charge for management and marketing services will pay 75% of the levy that would otherwise apply.
 8. If, during the term, the rateable value assigned to a property or hereditament falls below £10,000 for whatever reason (either through physical change, change of use, or revaluation) the property or hereditament will be exempt from the next chargeable period.
 9. No account will be taken of any revaluation scheduled during the BID's term, unless a property is shown in that list for the first time, in which event the rateable value shown in that list will be used.



10. If, during the term, a property or hereditament with a rateable value which had previously been below the £10,000 threshold is assigned a new rateable value which is above £10,000, the property will not be liable for the levy unless the increase results from a change of use or physical change, as previously described.

11. Dacorum Borough Council will be responsible for collection of the levy and will charge an annual fee not in excess of £35 per hereditament to do so.

12. Revaluation will be defined as the rateable value within the current ratings list on the day prior to the revaluation.

13. If successful at ballot, the BID will commence 1st February 2023 and will have a five-year term

Accountability

1. The number of Directors (the Board) will not exceed 5. This may include some non-levy payers, although always in a minority. The Board will be subject to annual re-election.
2. The Directors of the BID (the Board) shall continue to be representative of levy-paying businesses. The Board will continue to meet monthly, with responsibility for governance matters such as financial arrangements, contractual obligations, human resources, standards, performance and compliance. The Board of the BID may nominate and appoint Directors.
3. The Board shall appoint a Chair, with the current Chair continuing into the new BID term. The Chair will also Chair the BID Committee and shall always be from the private sector.
4. The BID has an Advisory Group which will continue to advise on operational and service delivery, oversee performance measurement, and more generally act as the primary consultative and advisory body on BID services. It will meet quarterly, prior to Board meetings. Minutes from each BID advisory group meeting will form part of the information provided to the Board ahead of their meetings. In turn, minutes of Board meetings will be circulated to the BID advisory group.
5. Provided that the BID is meeting its overall objectives and subject to full consultation with the BID advisory group, it shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. However, any change to the BID boundary or to the headline levy rate would require an alteration ballot.
6. The BID advisory group will be made up of representatives of levy paying businesses and non-levy payers and will be elected periodically. Additional members may be co-opted, including representatives from partner organisations. The nominated representatives of Dacorum Borough Council will not be subject to re-election processes.
7. Amongst the BID advisory group will be the Directors of the BID Company. Between BID advisory group meetings, they will act as a 'management group' and take specific responsibility for governance matters such as financial arrangements, contractual obligations, human resources, standards and compliance. The Board will be required to report activities and decisions to the advisory group, who act as representatives on behalf of levy payers.
8. Levy paying businesses will be eligible to become members of the BID advisory group and the board as spaces become available.



9. The BID will file annual accounts compiled by independent accountants, audited as necessary, with Companies House. The accounts will be available to all levy payers. An annual report on activities, including finances, will be published. An Annual Meeting for members and levy payers will be held.
10. An Operating Agreement, which includes the Council's Baseline service commitments, has been agreed with Dacorum Borough Council. A copy can be found at: www.hemelhempsteadbid.com
11. Notification of the intention to hold a ballot was sent to the Secretary of State on 8th July 2022.
12. Notice of ballot sent to levy payers on *****.

Budget

Income	Year 1	Year 2	Year 3	Year 4	Year 5	Total
BID Levy	125,504	128,014	130,666	133,279	135,944	653,407
Additional Income	10,000	10,000	10,000	15,000	15,000	
Total income	135,504	138,014	140,666	148,279	150,944	713,407
Expenditure						
Operating cost	£30,854	£31,779	£32,733	£33,714	£34,726	£131,073
Selling Hemel Experience	£33,200	£34,196	£35,222	£36,278	£37,366	£176,262
Caring for our town	£21,060	£21,692	£22,342	£23,012	£23,703	£111,809
Safe, Welcome environment	£35,700	£36,771	£37,874	£39,010	£40,180	£189,535
Total expenditure	£120,814	£124,438	£128,171	£132,014	£135,975	£641,412

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How to vote

The BID is an opportunity to help transform and revitalise Hemel Hempstead over the next five years. The vote will be via a postal ballot which will take place between 28th October and 24th November.

Each ratepayer will be entitled to one vote per hereditament on which a BID levy would be paid. It will be possible to appoint a proxy to vote on your behalf and information on how to do so will be included with the ballot information sent to you.

The ballot will be a confidential postal ballot managed by Dacorum Borough Council. Look out for the ballot papers coming through your door with the Hemel BID Logo on the envelope and make sure you place your vote to be certain that your voice is heard.

Vote YES now to make our town an even better place to live, work, explore and relax.



Testimonials

'The past few years have been challenging and now more than ever we need the work of the BID to make Hemel a better place in which to live and work and for people to come and visit'
Yugen

'The BID has always given us an opportunity to get involved and promote our business, we look forward to working with them in the future'
Pure Gym

'We have been really impressed with the work Hemel BID does and it's making a big difference to the town centre and people perceptions of the town as well'
Dacorum Creative Arts Hub

'The BID's work has been excellent over the last 5 years especially the community engagement and events have been invaluable for our business'
Specsavers

'We have really noticed how much the BID brings people together and we are excited to see what the next 5 years has in store for the town centre'
Holland and Barret

'The BID continues to keep engagement with consumers at a time that the town can't rely on its retail offering alone. The BID keeps the town centre a community place for its visitors, it is an extra layer of glue that is cohesively holding everything together'
Tony and Guy