

BID NEWSLETTER Q1 2020



**HEMEL
HEMPSTEAD**
BUSINESS IMPROVEMENT DISTRICT
(BID)

ENERGIE FITNESS TURNS 2



Energie Fitness Hemel Hempstead has become a community where everyone is invited to work on improving themselves. To allow that, we provide the support and encouragement with a fun atmosphere so you can achieve your fitness goals no matter how big or small they are.

If classes aren't your thing, we have a broad range of equipment from cardio, resistance and weights and will provide you with a free training plan to help you get started, we will also give you a walk through to ensure you understand and know how to follow the programme.

We offer special deals for students, seniors, NHS employees and local businesses.
Contact us directly for more details.

SANTA DASH 2019

Last year the BID supported The Hospice of St Francis for their Santa Dash event. Nearly 300 participants ran, cycled, walked and scootered the route to raise money for the local charity.



WELCOME FROM THE BID MANAGER



Naomi Watkins
BID Manager

It has been a very busy few months here at the BID. Coordinating Christmas was an enjoyable and a very time consuming project. The work of Dacorum Borough Council, The Marlowes Shopping Centre, Riverside Shopping Centre and Saunders Market in ensuring a joint partnership was an excellent achievement. This is something that the BID will aim to improve upon year on year. Moving the event day to the Saturday was received well and a few special additions meant a bigger town event.

Watch this space for Christmas 2020, which is promising to be even bigger and better – and is already in the works!

2020 is Hertfordshire Year of Culture, and so this year the BID will be upping its game and bringing some exciting events and projects that are completely new for Hemel Hempstead. The Spring / Summer events calendar is expected to start in May and continue through to September.

CHRISTMAS FESTIVAL IN HEMEL

The Hemel Hempstead Christmas Festival saw hundreds of local families attend the revamped festive event. Various free family activities wowed Hemel Hempstead's crowds throughout the day, seeing children jump inside a giant Snow Globe, take a festive trip on the Christmas land-train, ski downhill on the Snow Slope, enjoy wall climbing, toboggan slide and much, much more!



A 'TINY BIT MORE ME TIME'



Tinies Crèche, which opened in October 2019 at The Marlowes Shopping Centre, is a big hit with Hemel Hempstead parents according to figures and feedback.

Tinies Daycare offers shoppers two hours of free childcare with any spend over £1 at the centre for children 2–10 years of age, and now PureGym members are able to take advantage of the Tinies facility, receiving two hours of free childcare whilst they work out.

Since opening at The Marlowes, close to 1,000 parents have signed-up with Tinies. The crèche is open 9am–5.30pm Monday to Saturday and 11–5pm on Sundays, with late hours on a Thursday when the crèche is open until 7pm. For safety reasons, children aged 2–3 are able to use the crèche from 9am–3pm Monday to Friday during term time only.

INTRODUCTION TO THE NEW BID PCSO

The newest member of the BID team joined us in January this year. David Morton started in January, taking up the new post of Town PCSO. This is a role jointly funded by the BID and Hertfordshire Police to ensure a consistent police presence in Hemel Town Centre.

“I am very excited to get stuck into my new role as the BID PCSO working alongside the Marlowes Shopping Centre, Riverside Shopping Centre and all the businesses in the area.

It will be interesting to see what challenges the town centre of Hemel Hempstead will bring and I look forward to meeting and engaging with everyone along my travels! If you see me out and about please come and say hi, I'm always happy to chat.”



Humphrey Mwanza
General Manager
The Marlowes Shopping Centre

MEET OUR NEW DIRECTOR

Having recently been appointed General Manager of The Marlowes Shopping Centre, it is a fantastic opportunity to become part of the Hemel BID. I attended my first meeting and joined as a Director on 25th of October, 2019. I join at such an exciting time both for the shopping centre, Hemel BID and the local community.

I'm also looking forward to seeing through the major investment in improving guest experience, and playing a central role in the centre's continued repositioning at the heart of Hemel Hempstead, which I'm delighted to call my new home.

With over 19 years retail management experience, I have worked with several retailers and BIDs and it is my aim to continue to assist the Hemel BID to further grow and achieve its mission.



NEW MANAGEMENT AT ANYTIME FITNESS

Not only are we a facility to help members inside the club, we are highly community driven too. We're supporting our local independent shops by adding a member benefits relationship with them, creating more value to our member's memberships.

Come and join us for our Free Protein Tuesdays, Free Coffee Wednesdays and Fruit Thursdays.

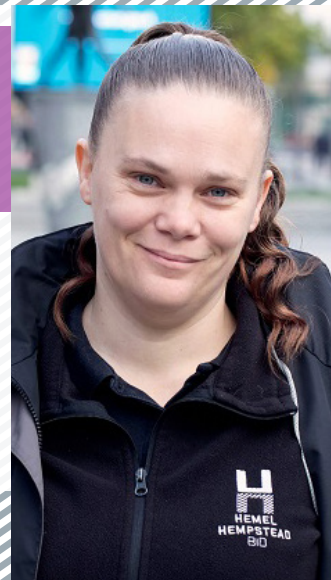
The door is always open. – Richard Williams

AMBASSADOR'S UPDATE

After becoming the BID Ambassador in June, Sarah has been making her way around to the businesses within the BID zone meeting members of staff. Sarah has been a visible presence within the town and she completed an Emergency First Aid course, as well as becoming a Mental Health First Aid Champion.

"Since joining the BID I have really enjoyed going around and meeting the shop managers and members of staff.

I love working and living in Hemel; the town has everything you could need and has a warm, welcoming feeling."



NEW WEBSITE COMING SOON

The Hemel Hempstead BID website will be launching very soon to provide an online presence for advertising what's on in Hemel and all the information about getting here, parking and much more. It will also provide insight into who the BID are and what we are achieving.

HEMEL HEMPSTEAD YARN BOMB

Calling all knitters, crocheters, fibre artists and crafters! Would you like to get involved in a town yarn bomb this coming May? Contact the BID Manager for more details. (See below to get in touch)

UPCOMING EVENTS

This year is Hertfordshire Year of Culture, and so the BID has developed a schedule of events with more details of future events to come.

Hemel Hempstead in Bloom: May – September

Hemel Hempstead Chilli Festival: 6th June

International Busking Day: 18th July

Hemel Hempstead Volunteering Fair: Summer TBA

Hemel Hempstead Fashion Show: September TBA



WWW.HEMELHEMPSTEADBID.COM
FACEBOOK: HEMELHEMPSTEADBID
INSTAGRAM: HEMEL_HEMPSTEAD_BID
TWITTER: HEMELBID

QUESTIONNAIRE

We would greatly appreciate if you could please answer a few questions regarding the BID.

Sarah will collect these from you over the next couple of weeks.

If you have any questions, would like to hear more or are keen to get involved, please contact:
Naomi Watkins
bidmanager@hemelhempsteadbid.com
07519070840

Have you heard about the BID previously?

<input type="checkbox"/>	<input type="checkbox"/>
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Have you seen any events or initiatives by the BID?

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Were you aware that the Christmas Festival was a collaborative event organised under the BID?

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Please write any further comments below: