

2020/2021 NEWSLETTER



Hemel Hempstead Business Improvement District (Hemel BID) is a business-led and business-funded organisation. Comprising of 188 businesses within a set area that is bordered by Riverside Shopping Centre, The Marlowes Shopping Centre, Bridge Street and Waterhouse Street.

The Hemel BID Business Plan (2018–2023) highlights four core priorities:

Visitor Experience | Accessibility | Cleanliness | Place Marketing

Already the BID has helped to deliver a number of projects and although 2020 took an unexpected turn the BID has continued work in the background. This includes working with Dacorum Borough Council, The Marlowes Shopping Centre, Riverside Shopping Centre and Saunders Market to deliver the 'Hemel Together' campaign which has helped to promote a safe return to the town, as well as provide signage which identifies a one-way system through the town.



The new BID Manager, Gail Buckland, has now joined us. Gail has a background in retail, crime reduction, customer services and experience roles.

I am really looking forward to working with the businesses in Hemel Hempstead. With a tough year behind us, I can't wait to see what we can deliver for the businesses and community of Hemel Hempstead town centre in 2021. I will be making my way around all of the businesses over the coming weeks to say hello and really look forward to meeting you.

Many of you will already have met PCSO Simon Jackman whilst he has been out and about in Hemel Town Centre. Simon joined the BID to fulfil a part-funded role between the BID and Hertfordshire constabulary to ensure a consistent policing presence in Hemel Town Centre. Simon aims to provide a friendly, informative presence to the town centre.

By building working relationships with business owners, managers and staff across the town centre Simon will bridge the gap between businesses and the police. To contact Simon please email simon.jackman@herts.pnn.police.uk



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