

**HEMEL
HEMPSTEAD
BID**



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BUSINESS PLAN

2023 - 2028

www.hemel Hempsteadbid.com

BACKGROUND TO BIDS

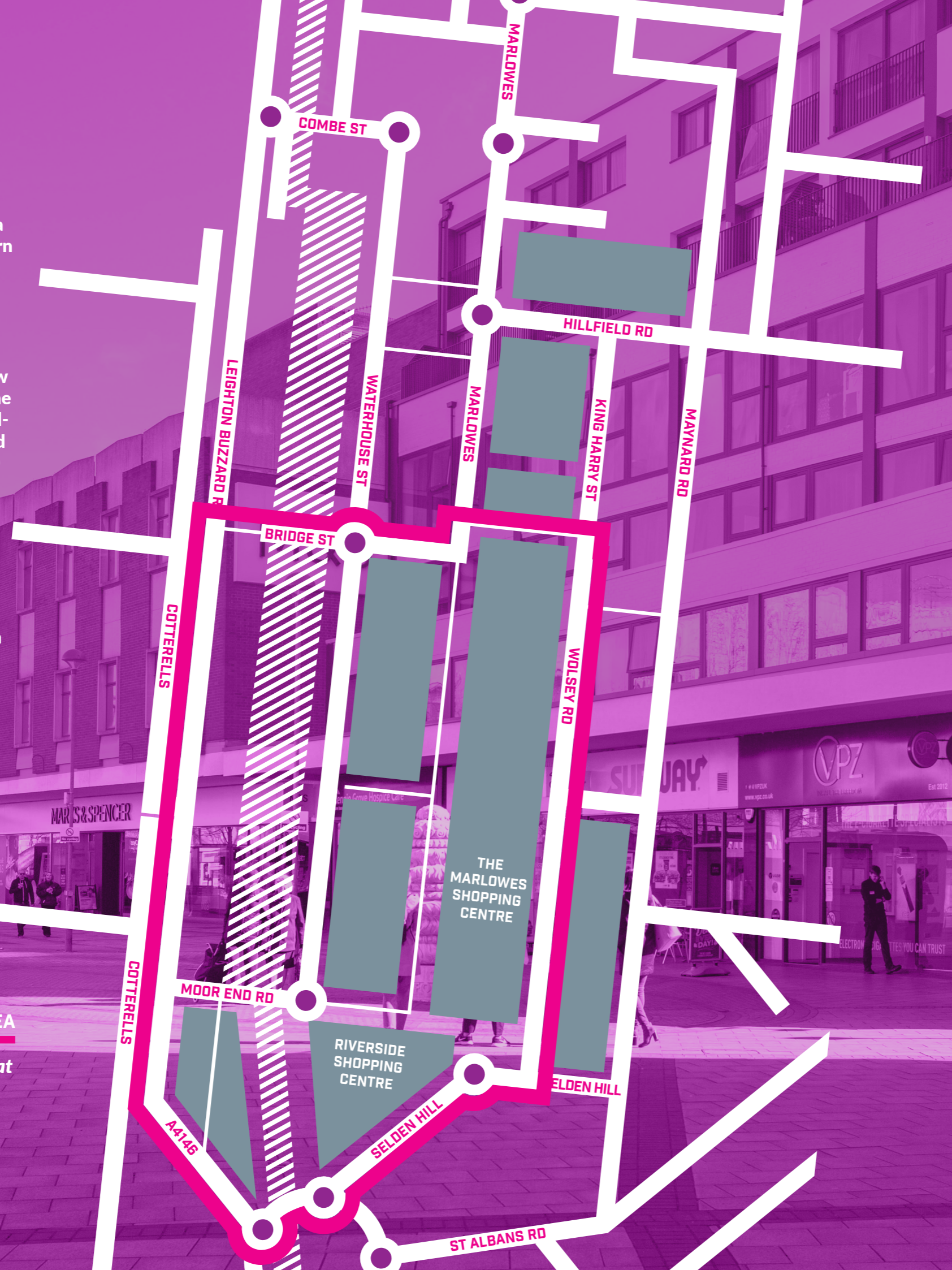
A BID is a business-led and business-funded body formed to improve a defined commercial area. BIDs charge a levy to local businesses in return for providing services over and above the usual council provision.

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 ballot process to secure another term of up to five years.

HEMEL HEMPSTEAD BID AREA

List of street names available at hemelhempsteadbid.com



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



Hemel BID is focused on delivering projects and services that matter most to your business. The BID is business led and that's why feedback and suggestions are so important in providing valuable insight. 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	 Calendar of events	 Social media campaigns	 Dedicated consumer website	 Street Ambassador
 Vacant unit projects	 Festive lighting	 Seasonal promotion campaigns	 Customer Loyalty schemes	 Enhanced cleaning	 Campaigns to target families

WE HAVE BEEN REALLY IMPRESSED WITH THE WORK HEMEL BID DOES AND IT'S MAKING A BIG DIFFERENCE TO THE TOWN CENTRE AND THE COMMUNITY'S PERCEPTIONS OF THE TOWN AS WELL"

- ANNA SCHOFIELD, DACORUM CREATIVE ARTS HUB

Businesses also have a strong desire for the BID to provide a voice and work in collaboration with the Local Authority and other key stakeholders.

In addition to these projects, 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.

CARING FOR OUR TOWN

Improving the presentation and perception of the town centre's public spaces to help to create a brilliant experience for residents, visitors and workers.

- The BID has funded a vast range of enhanced cleaning programmes throughout the current term. Enhancing, not replacing the work already provided by the Council.
- The BID has worked with partners to deliver projects in the town centre that provide vibrancy for visitors and the local community.
- The BID's Street Ambassador has assisted the police and businesses in relation to issues such as graffiti, street repairs and litter.



- The BID has funded and worked with partners on the 'Tap and Give' scheme, enabling shoppers to support local homelessness charities.
- The BID has become a key strategic partner and influencer of town centre developments, working with influential stakeholder groups across the borough and ensuring that town centre businesses have a collective voice.

WHAT COMES NEXT?



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, report and follow up 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 trading periods.



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.



Partnership Working

The BID will seek new partnership opportunities with local organisations and stakeholders, recognising the benefits of wider collaboration within the community. This includes continuing to build our partnership with Dacorum Borough Council which will include engaging with the new, emerging and ambitious town strategy, representing and being a voice for the town centre businesses.

SELLING THE HEMEL EXPERIENCE

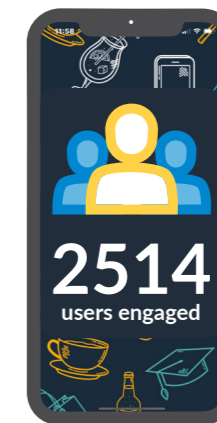
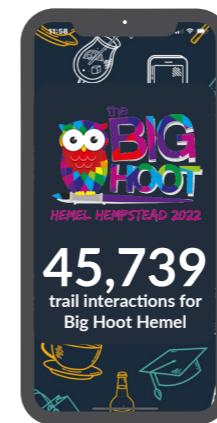
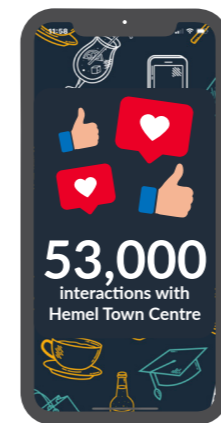
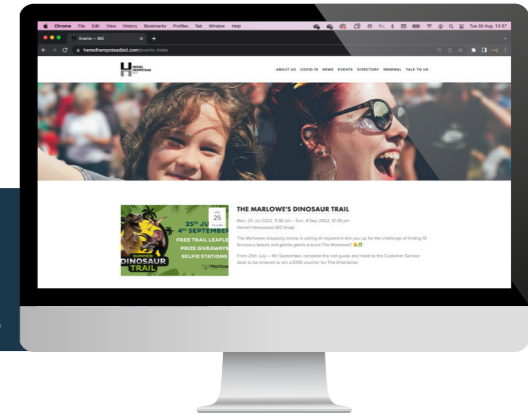
Creating a calendar of exciting events and campaigns to raise the town's family-friendly profile to a wider audience and attract more visitors, encouraging longer stays and sharing great experiences.

- The BID launched the Hemel Town Centre LoyalFree app, supporting businesses by promoting discounts, loyalty schemes, offers and engaging visitors. Utilising the trial feature, the BID has delivered a number of successful trails including The Big Hoot Hemel and Dino Trail.



- The BID launched a customer facing website promoting businesses which works alongside the growing social media platforms.

8,000
page views



- The BID has delivered a programme of successful events to drive footfall, promote businesses and engage with the local community. These have included Street Festivals, Summer Programme, Markets, Seasonal Events such as the popular Christmas Light Events all of which saw an increase in visitors to the town centre.
- The BID joined together with Arriva to offer savings on bus travel with the Employer Travel Club which helps town centre employees spread the cost of travel.



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” - NEAL MAHER, PUREGYM

WHAT COMES NEXT?



Social Media

The BID will promote Hemel through a range of social media channels, growing engagement and building the audience and engagement.



Consumer Website

The BID will enhance the consumer website platform, which will be complimented by the social media platforms. The website will provide a promoted platform to showcase all that 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 and campaigns 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 contribute towards the festive lighting provision across the BID area to draw in visitors over the crucial Christmas period. As well as improving the appearance and vibrancy of the town.



FRIENDLY & WELCOMING

Working to make Hemel a safer place for those who work, visit or live in the town centre. Ensuring that the town is not only friendly and welcoming but also safe and secure.



- The BID has provided a Street Ambassador who engages and supports businesses through a wide range of tasks. This has helped to make the town a safer environment. Regular face-to-face meetings are provided with businesses where any issues can be reported and discussed. The BID works closely with other organisations to tackle anti-social behavior (ASB), crime and theft.
- The BID runs the ShopSafe Scheme which works in partnership with the police and CCTV to provide instant communication between shops and CCTV control room.
- The BID runs monthly beat surgeries with a local officer, providing essential crime prevention information and discussing any issues that visitors or businesses can share about crime and ASB.



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, WHICH IN TURN SUPPORTS THE BUSINESSES AND HELPS REDUCE CRIME, ASB AND THEFT”

- The BID has part-funded a dedicated Town Centre PCSO who provides a friendly, informative presence to the town centre whilst building working relationships with businesses.
- COVID-19 Support - In partnership with the Marlowes, Riverside shopping Centre, Dacorum Borough Council and Saunders Market, the BID launched the 'Hemel Together' campaign. This campaign saw the installation of hand sanitiser stations, lamp post and floor signage, and the implementation of a one-way pedestrian system through the town centre.



WHAT COMES NEXT?



Street Ambassador

The BID's 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 ShopSafe Scheme. Providing businesses with crucial intelligence sharing opportunities. Including utilising the ShopSafe information sharing system. This project will also provide training and guidance on reporting crime and anti-social behaviour.



Crime and Anti-Social Behaviour Initiatives

The BID will work with Hertfordshire Constabulary, the Local Authority and other stakeholders to develop initiatives throughout the year making the town centre a happier and safer place for everyone.



Security Group

The BID will focus on building on its existing security group which works with key stakeholders, the police, levy payers and other partners to prevent crime and disorder.

LEVY RULES:

- The BID levy will apply to all persons or organisations liable to pay the non-domestic rates for eligible hereditaments located within the BID Area.
- 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).
- Only properties or hereditaments with a rateable value of £10,000 or more will be liable for the levy.
- The number of properties or hereditaments liable for the levy is estimated at 183.
- The levy rate will be increased by the fixed rate of inflation of 2% per annum.
- 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 31st January 2027). No refunds will be available on the levy charged. The levy must be paid in one payment.
- The owners of untenanted properties or hereditaments will be liable for payment of the levy. The BID levy will not be affected by the small business rate relief scheme.
- 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.
- 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.
- The BID levy will have to be paid by a new ratepayer occupying an existing or new rateable property within the BID area up from the next chargeable period until the end of the five year term on 31st January 2028, even if they did not vote in the ballot.
- 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.
- 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.
- Revaluation will be defined as the rateable value within the current ratings list on the day prior to the revaluation.
- If successful at ballot, the BID will commence 1st February 2023 and will have a five-year term.

ACCOUNTABILITY:

- 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.
- The Directors of the BID (the Board) shall continue to be representative of levy-paying businesses. The Board will continue to meet bi-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.
- The Board shall appoint a Chair, with the current Chair continuing into the new BID term.
- The BID will have an Advisory Group which will 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.
- 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.
- The Board will monitor performance against agreed annual objectives and targets and report to levy payers at least once a year. Regular updates and newsletters will keep businesses informed of progress and opportunities. A financial statement will be distributed to businesses along with the BID levy invoice annually.
- 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.
- 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.
- Levy paying businesses will be eligible to become members of the BID Advisory Group and the board as spaces become available.
- 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 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
- Notification of the intention to hold a ballot was sent to the Secretary of State on 8th July 2022.
- Notice of ballot sent to levy payers on 12th October 2022.

BALLOT:

- Dacorum Borough Council will send a ballot paper, to those responsible for eligible proprietries or hereditament entitled to vote for the BID prior to the 28th October 2022.
- Each property or hereditament subject to the BID will be entitled to one vote in respect of this BID proposal in a 28-day postal ballot which will commence on Friday 28th October 2022 and close at 5pm on Thursday 24th November 2022. Ballot papers received after 5pm on that day will not be counted.
- The result of the ballot will be announced as soon as practically possible after the close of ballot.
- In order for the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria which are: (a) of those ballots returned by the close, those voting in favour of the proposal must exceed those voting against it, and (b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour, must exceed the total of those voting against.
- If successful at ballot, the new BID will commence delivery of services on 1 February 2023 and will continue for a period of 5 years to end 31 January 2028.

BUDGET:

Proposed 5-year budget.

INCOME	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
BID LEVY	£125,504	£128,014	£130,574	£133,185	£135,848	£653,125
ADDITIONAL INCOME	£10,000	£10,000	£10,000	£15,000	£15,000	£60,000
TOTAL INCOME	£135,504	£138,014	£140,574	£148,185	£150,848	£713,125
EXPENDITURE						
OPERATING COST	£30,854	£31,779	£32,733	£33,714	£34,726	£163,806
EXPERIENCE	£33,200	£34,196	£35,221	£36,277	£37,365	£176,259
CARING	£21,060	£21,691	£22,342	£23,012	£23,703	£111,808
SAFETY	£35,700	£36,771	£37,874	£39,010	£40,180	£189,535
TOTAL EXPENDITURE	£120,814	£124,437	£128,170	£132,013	£135,974	£641,408

Contingency has been factored in across the BID's project areas.

“THE BIDS WORK HAS BEEN EXCELLENT OVER THE LAST 5 YEARS ESPECIALLY THE COMMUNITY ENGAGEMENT AND EVENTS HAVE BEEN INVALUABLE FOR OUR BUSINESS” - PRITI AMRANIA, SPECSAVERS

HOW TO VOTE

1. You will receive a ballot paper for each property that you are eligible to vote for, by post.
2. If you do not, or if you require a replacement ballot paper, please email Electoral Services Team at er@dacorum.gov.uk
3. Please check that each ballot paper has its own return envelope and that the ballot is returned in the correct envelope.
4. Complete the ballot paper putting a cross (X) beside your choice.
5. Write your name in **BLOCK** capitals, your position in the business and your signature.
6. Each ballot paper must be returned in its own separate envelope.
7. Return your completed ballot paper(s) by post or drop into the designated ballot box which can be found in reception at **The Forum, Marlowes, Hemel Hempstead, HP1 1DN.**

VOTE YES NOW TO MAKE OUR TOWN AN EVEN BETTER PLACE TO LIVE, WORK, EXPLORE AND RELAX.



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For any queries/questions or for more information, please contact us on:
hello@hemelhempsteadbid.com

