



Got an offer or an event you want to share? Make sure you tag us on social media so that we can share your posts on all of our platforms.



JANUARY 2022 NEWSLETTER

WHAT'S GOING ON



HERE'S AN UPDATE FROM OUR PCSO, SIMON

We have started the new year with some optimism following what has been such a challenging time. I am all too aware that businesses are still reeling from the consequences of lockdown and public insecurity of shopping in the town centre. Having had some milder days, this spared some of the homeless people a freezing night. Please be assured that there is a continued effort to support all of those who have chosen to or fallen on living this lifestyle. We know all of them by name and their backgrounds and every one of them is offered support. Please do report any issues.

We are proud of the introduction of tap and give points to encourage giving to local charities that are part of the support network for those living on the streets which include the Police, the BID, Hightown Housing Association, DENS and Dacorum Borough Council. Tap and give points are situated opposite Poundland and in the next two weeks, one in the Metro Bank.

December was a good month for arresting shoplifters which helped in reducing the number of incidents. This has been enabled by a larger contingent of officers in the town, which is also reflected in resources in Dacorum. We are now at levels not seen for a number of years, and we are still recruiting. In recent days we have had to work harder as resources have been stretched by people being off due to self-isolation. We envisage that this situation will improve over the next few weeks as staff return to work. Please be assured that contingency plans are in place to ensure that we meet the needs and safety of the community.

Please feel free to email me simon.jackman@herts.police.uk at any time.

BEAT SURGERIES

You may have seen Simon Jackman, our part funded PCSO holding our brand-new neighbourhood beat surgery in The Marlowes, Hemel Hempstead earlier this month!

From now on, in partnership with Hemel Hempstead BID, your Safer Neighbourhood Team will be out on the first Wednesday of each month, at the local market between 11am and 3pm, to meet and engage with the community to discuss any issues they may want to share.

This gives you and the community a chance to get crime prevention advice, as well as an opportunity to raise and discuss issues about crime or anti-social behaviour with your local officers – in person on a regular basis!

By hearing about the concerns of businesses and residents regarding crime and anti-social behaviour, we can act specifically and tackle those issues more directly to make the town centre safer.

We can't wait to see you there!

WHERE?

Hemel Hempstead market,
The Marlowes

WHEN?

The first Wednesday of each month

WHAT TIME?

11am-3pm



FOLLOW US ON SOCIAL MEDIA: [@HEMELBID](https://www.facebook.com/HemelHempsteadBID)

[HEMEL_HEMPSTEAD_BID](https://www.facebook.com/HemelHempsteadBID)

[HEMEL HEMPSTEAD BID](https://www.facebook.com/HemelHempsteadBID)

OMICRON HOSPITALITY & LEISURE GRANTS (OHLG)

The Government has announced grants to help businesses in the hospitality and leisure sectors as it recognises that the rise of the Omicron variant means some businesses are likely to struggle. The grants can only be paid to the person or business that is liable for business rates on the property on 30 December 2021.

The OHLG scheme will support businesses that offer in-person services, where the main service and activity takes place in a fixed rate-paying premises in the hospitality, leisure and accommodation sectors.

Even if your business has previously received a COVID-19 business grant, the Government has said that you will need to make a new application to receive payment under the OHLG scheme.

SECURE YOUR FREE SUPPORT WITH SAVETHEHIGHSTREET.ORG

The SaveTheHighStreet.org team have been visiting Dacorum to offer more businesses the chance to join their free support programme, funded by Dacorum Borough Council.

Over the past year, the programme has offered a truly unique and comprehensive package of personalised business support to a wide range of local businesses in Dacorum.

On the programme, you'll get:

- 24/7 access to ideas and business support in Jo, a digital assistant for the high street
- 1-to-1 support with an expert Success Manager to help you achieve your goals
- A recommended Action Plan (based on those goals)
- Exclusive supplier deals to help you implement your plan
- Recordings and invitations to exclusive online events for extra support

You can find out more about what's on offer – and how to sign up for it – by visiting savethehighstreet.org/dacorum

Don't miss out on this opportunity to grow your business. Spaces are limited, so act fast to avoid disappointment!

SAVE THE
HIGH STREET

jo

FOLLOW US ON SOCIAL MEDIA:

 @HEMELBID

 HEMEL_HEMPSTEAD_BID

 HEMEL HEMPSTEAD BID



CONTACT US

If we can help with anything at all, please do get in touch with Heather or Gail at hello@hemelhempsteadbid.com



LoyalFree

Don't forget to take advantage of the LoyalFree app. This service is free for you and has zero admin!

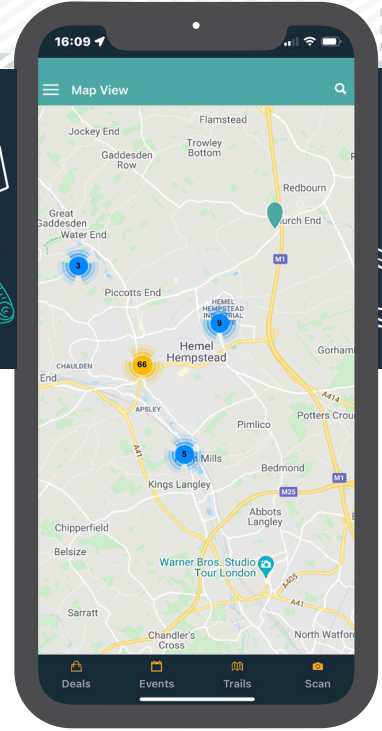
The LoyalFree app is used to find exclusive deals, digital loyalty schemes, exciting events and interactive trails locally, straight from your smartphone.

By promoting your business on the LoyalFree app, you will benefit from:

- Increased brand awareness to hundred of local app users
- Advertising of offers with an option to run a digital loyalty scheme (no more paper cards)!
- Customer insights through a live dashboard
- Click throughs to your website, social media, reviews and more

Simply let us know your offer by emailing hello@hemelhempsteadbid.com. You can have various types of exclusive offers or loyalty schemes, and any terms and conditions to suit your needs. Plus, you can have up to two offers at a time!

Shortly after you sign up you will receive some marketing materials to display in store and staff training on how the app works. Your offers will also be promoted through local social media and local campaigns including at events and through billboards, press and competitions.



THE BIG HOOT HEMEL HEMPSTEAD 2022 10TH FEB - 19TH APRIL

Bought to you by Wild in Art in partnership with Dacorum Borough Council and Hemel Hempstead BID, this owlstanding free public art event is a fun, family-friendly trail of discovery for everyone to enjoy whilst exploring our great town. There are 12 sculptures to visit and each one has been individually designed by an artist and has a unique story to discover.

The trail can be followed by visitors using the LoyalFree app or by downloading a trail map.

Check out our website for more information.



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