

CONTRIBUTION NOTICE 2021/22



The Hemel Hempstead Business Improvement District (BID) delivered a range of projects in 2020/21 to support businesses, employees & visitors across the following three project areas.

Caring for our town

Creating a safe and welcoming environment

Selling the Hemel experience

Hemel Hempstead BID delivered a range of activities under the key areas to support businesses, employees & visitors.

The BID continues to work alongside Hertfordshire Constabulary to match fund a dedicated PCSO for the Town. Our Hemel BID PCSO, Simon Jackman has been working throughout the pandemic within the BID area to provide extra security, reassurance and a friendly face. Simon been involved in a number of initiatives throughout the last year, including the recent purse dipping awareness campaign and the Security Support Pack for businesses.



**HEMEL
TOGETHER**

- › STAY ALERT
- › STAY SAFE
- › SHOP RESPONSIBLY

Welcome back to Hemel Hempstead



In 2020 the BID worked with Dacorum Borough Council, Saunders Market, Riverside, and The Marlowes to form the 'Hemel Together' campaign. This was developed following the first lockdown to help bring people back to the town centre safely. Work continues on a plan for when restrictions ease further. Projects have included a safety campaign including a video and key messages throughout the town centre to reassure visitors that it is safe to return.

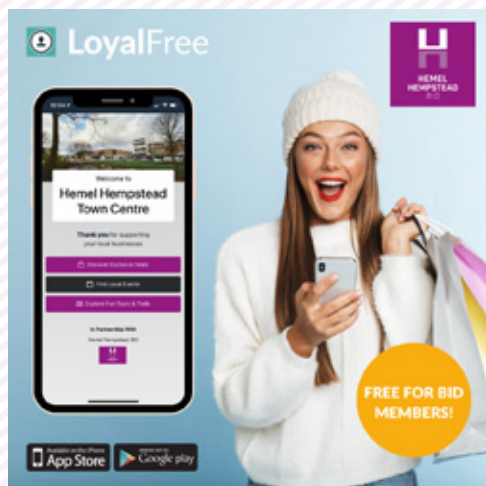
The BID partnered with the award-winning place promotion app LoyalFree to provide free advertising for local businesses and is funded by the BID in partnership with European Union and Dacorum District Council. The benefits of the platform include:

Advertising of offers and events to locals and visitors with the option to run a 'loyalty stamp' scheme where possible.

Customer insights through a live dashboard.

Click throughs to business websites, social media, reviews and more.

Selling products and vouchers online without commission through the LoyalFree Marketplace.



Driving the BID forward based on the core priorities are our three Working Groups:

Hemel Security Group | Hemel Marketing and Events Group | Hemel Advisory Group

If you would like to find out more about these groups or are interested in getting involved, please contact us at hello@hemelhempsteadbid.com.

BUDGET AND EXPENDITURE

The BID invoiced £151,178 in levy in 2020/21. Our expenditure overview is provided below along with our proposed budget for 2021/22.

Income	Year 2020/21*	Year 2021/22**
BID Levy	£151,178	£157,099
Expenditure		
Operational Costs	18%	20%
Selling the Hemel Experience	4%	25%
Caring for our town	8%	20%
Creating a safe welcoming environment	70%	35%

* Accounts are not yet closed

** The 2021/22 figures are based on provisional budgets and may be subject to change.

Surplus or contingency will be carried forward to meet the requirements of programme delivery.

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