



CONTRIBUTION NOTICE



Following the successful ballot in 2018 Hemel Hempstead has put into place a Business Improvement District (BID) focused on three key areas:

- Caring for Our Town**
- Creating a Safe Welcoming Environment**
- Selling the Hemel Experience**

To achieve these goals the BID has implemented a number of initiatives and key working groups there are:

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

The groups are tasked with driving the BID in a direction which benefits the whole



Naomi became the new BID Manager for Hemel in March 2019. Bringing a skillset of project management, event management and relationship building, Naomi hit the ground running to expand upon the work completed by her predecessor and has created a full schedule for 2020.

The BID has also worked with Hertfordshire Police to match fund a dedicated PCSO for the town. David joined the team in December and is focused on providing a visible presence in the town to provide an extra level of security, and a friendly face for queries and assistance.

Sarah joined the BID in June as the BID Ambassador and is a trained emergency first aider and emergency mental health first aider. Sarah is responsible for engaging with our levy payers and the local community, and also provides social media coverage for the town and assists with strategies.



This year is Hertfordshire Year of Culture and so there will be a range of exciting projects and events happening throughout the year to celebrate everything that Hemel Hempstead has to offer. Events will include a Chilli Festival, Fashion Show and Christmas Event. We will also support other parties with events in town.



A new BID website is in development, in addition to providing information about the BID it will also be the town's key online presence. The website will be a 'one stop shop' for information on events, accessibility, shopping and parking in the town. This is our opportunity to sell Hemel as an exciting place to be.

The BID also works to ensure the cleanliness of the town, by providing cleaning over and above Dacorum Borough Council's cleaning regime, which has included graffiti removal and chewing gum removal.

BUDGET AND EXPENDITURE IN YEARS 1 & 2

Income	Year 2019/20*	Year 2020/21**
BID Levy	£146,218	£151,720
Expenditure		
Operational Costs	18%	16%
Selling the Hemel Experience	44%	17%
Caring for our town	16%	12%
Creating a safe welcoming environment	22%	55%

* Accounts are not yet closed

** The 2020/21 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

W: www.hemelhempsteadbid.com
 E: bidmanager@hemelhempsteadbid.com
 M: 07519 070 840

