



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.



FEBRUARY 2022 NEWSLETTER

WHAT'S GOING ON



UPDATE FROM SIMON

The town centre continues to have a higher level of police presence and ShopSafe Radios are being used well, so we have managed to apprehend shoplifters and troublemakers. Now more than ever, as Covid restrictions are lifted altogether, we need to be prepared.

I cannot emphasise enough how important these radios are to staff safety and shrinkage through stock loss. Not only does their use provide a deterrent to those attempting to steal, but when people are deterred there is an opportunity to warn other stores of their movements as Dacorum Borough Council Cameras and The Marlowes and Riverside Security can follow potential offenders and warn you of their whereabouts.

The radios are not just for use when you have an issue but also a point of information from others. Please introduce the use of the units into daily routines, so that they are properly charged and available on the shop floor for a member of staff or manager to look after. The volume needs to be high enough for you to be able to hear, preferably on your person and not left on a desk. Prompt action can make a big difference. Please also provide the training so that any member of staff can use the radio should they need to.

If you require further advice or are interested in joining ShopSafe, then I am more than happy to help.

simon.jackman@herts.police.uk

THE BIG HOOT HEMEL & FEBRUARY HALF TERM

On the 10th February, The Big Hoot Hemel Trail was launched in partnership with Dacorum Borough Council and what a hoot we have had! So far, we have had over 4,000 people check in at the owl sculptures using the LoyalFree app and over 1,000 trail maps have been distributed.

The Big Hoot Hemel has been funded through the Welcome Back Fund, which is a European Regional Development Fund and aims to encourage people to visit Hemel Hempstead town centre to discover all it has to offer.

Through February half term we also welcomed Berkshire Birds of Prey, who provided visitors to the town centre with information about these fantastic animals and allowed our brave visitors to have close encounters and hold the birds themselves. Thanks to Phoenix Entertainment for also popping by the town centre and providing us with some fantastic entertainment.



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

[HEMEL_HEMPSTEAD_BID](https://www.instagram.com/HEMEL_HEMPSTEAD_BID)

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



CHRIS PIKE INTRO - SOCIAL MEDIA

Hello everyone, my name is Chris, director of HeyBurt, a social media consultancy based right here in Hemel. We've recently taken on the exciting task of managing the BID's social media presence across Instagram, Facebook and Twitter.

The main aim of the BID socials is to get Hemel town centre and the businesses inside of the BID area in front of more people, more often. To get those ever so necessary digital touchpoints that put you and your business in the front of people's minds and inspire them to come into the town and ultimately, buy from you.

Over the next few weeks and months, we'll be connecting with you both digitally and in person to talk about ways in which we can help achieve this together. The first and most important thing we can **ALL** do is tag each other in posts and interact with one another, as often as we can (and where it seems appropriate of course).

There are many reasons to do this, none more important than – we are a community, and we should support one another, but also. Tagging and engaging with each other's posts send signals to the platform algorithms that our accounts are active, this helps our posts to reach more people naturally which will put your business in front of more local people than ever before!

chris@heyburt.co.uk
07531108157



CONTACT US

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



VEGAN MARKET

We have joined forces with the Vegan Market Co and are excited to bring the first Vegan Market to Hemel Hempstead on **Sunday 24th April 2022**.

The event will bring together a huge variety of vegan street food vendors, artisan bakers, craft brewers, ethical jewellers, sustainable chandlers, local artists, zero-waste champions, environmental charities and loads more.

After gathering feedback from many of you, we are sure this is the perfect event to help drive additional footfall into the town centre on a Sunday, and we hope to introduce this as a regular feature in the town centre calendar.

PLEASE GET IN TOUCH IF YOU WOULD LIKE TO GET INVOLVED

DATES FOR YOUR DIARY

- 10TH FEB - 19TH APR** The Big Hoot Hemel
- 2ND MAR** Beat Surgery
- 4TH-18TH APR** Easter Holidays
- 6TH APR** Beat Surgery
- 10TH APR** Berkshire Birds of Prey
- 4TH MAY** Beat Surgery
- 30TH MAY - 3RD JUN** Half Term
- 2ND-5TH JUN** Queen's Platinum Jubilee Celebrations
- 5TH JUNE** Marlowe's Street Party (Details TBC)



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