

BUSINESSES VOTE IN FAVOUR FOR A BID IN HEMEL HEMPSTEAD

Businesses in Hemel Hempstead town centre have voted in favour of establishing a Business Improvement Districts (BID).

84% of businesses in Hemel Hempstead voted in favour by number, with 86% in favour by RV, representing an overall turnout of 37%.

The BID, developed by Central Management Solutions, was jointly funded by Dacorum Borough Council and Capital & Regional, and demonstrates a unique working relationship between public and private owners.

Commenting on the result, BID Steering Group Chair and Marlowes Shopping Centre Manager, Vince Williams said:

"This is a fantastic result for local businesses and the town. It gives us the opportunity to bring businesses together to shape our future over the next 5 years, by putting the building blocks in place to create a vibrant town centre that will attract more visitors, who are staying longer and spending more money with local businesses."

Almost £1million of levy investment will be put back into Hemel Hempstead over the next five years, complementing the regeneration work already planned by Dacorum Borough Council and Capital & Regional, owners of the Marlowes Shopping Centre.

The core BID priorities will focus on:

- Improving visitor experience and the working environment
- Accessibility
- Cleanliness. waste remove and recycling
- Place marketing

The BID was developed using CMS' [i5 stages of BID development](#). Associate Director of CMS, Lee Walker, said:

"It is excellent that businesses have voted in favour of the plans put forward by the Hemel Hempstead BID. The BID steering group have provided clear direction and show a determination to see more investment in Hemel. The BID can now deliver for the next five years against a strong business plan which will help to compliment the other fantastic developments works that are taking place in the town."