



**VOTE
YES
FOR
HBID**

**HEREFORD BUSINESS
IMPROVEMENT DISTRICT
BUSINESS PLAN 2025 - 2030**

Hereford **BID**
Investing in our City

DELIVERING



HEREFORD
City Life

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A WORD FROM OUR BOARD

Thank you for supporting Hereford BID over the past 10 years. We hope you continue to do so when our business community needs inward investment the most. Without doubt Hereford is facing turbulent economic times and there has never been a more compelling reason to vote for leadership, representation and a plan to help us prosper. What is the alternative; no plan and the hope things will improve soon? That is not good enough for our businesses, or Hereford. You deserve better. No one else does or plans to do the things we do to help you.

During the last decade your support and trust have been both humbling and inspirational as we work together to make Hereford city centre the most prosperous and successful it can possibly be. It is a true partnership. Through it all runs our guiding principle that we are here to serve you, using your money to help attract more visitors and make Hereford an attractive and pleasant pull for tourists and locals alike. Hereford BID always has and always will be about you.

The cost-of-living crisis has significantly knocked Hereford's economy off course and towns and cities that have a strategic plan to manage this change will be amongst the first to see real tangible recovery. Within this business plan you will see many schemes to improve Hereford's offer including an aggressive strategy to develop and coordinate tourism. Approximately 1/3 of visitors to the city are tourists but there is huge potential in making Hereford far easier to discover and explore for even more visitors. Hereford is a unique and special place, and we are fiercely

proud of that fact. It is time to really start to sell our city to the world.. To that end we will work closely with organisations such as Visit Herefordshire, Herefordshire Destination BID and Eat Sleep Live to coordinate a united response and maximise Hereford's potential.

Tourism presents a major opportunity to do better, but day to day, Hereford BID has also been working hard on your behalf with initiatives that include groundbreaking festivals such as Ferrous and Applefest, coordinated marketing campaigns like 'Christmas in Hereford' or 'Summer Dinos', not forgetting schemes to get people directly in your shop such as the Hereford Gift Card or our popular family trails. We know safety and security is also important to you and our coordination of security services to the day and night-time economies forms a critical piece in fighting crime.

Our vision for the next five years is an ambitious one that responds to the needs of our members and one that translates into practical action and delivery. You will see both evolved and new schemes in response to your feedback. However, without your support at the upcoming ballot, this will not be possible. This is why the board asks you to back Hereford BID for a third term and **vote YES**, providing the mandate to continue to serve you and deliver our collective vision for a better city in which you prosper.



The Hereford BID Board



“ Our vision for the next five years is an ambitious one that responds to the needs of our members and one that translates into practical action and delivery. You will see both refreshed and new schemes in response to your feedback. ”

OUR MISSION

To enhance, develop and promote our truly distinctive city of Hereford for the benefit of our members.

Our mission is more than words. It describes the actions we deem essential and practice every day when we seek to promote our city, our businesses and attractions in the most professional and engaging way possible. It is who we are at the BID and describes aptly our intentions in everything we do - to benefit and support levy paying members in a fantastic and uniquely special destination.



ABOUT HEREFORD BID

Hereford BID was formed back in 2015 to reinvigorate the city centre, support local businesses and help Hereford regain its standing as a top destination for shoppers and tourists. The opening of the Old Market Shopping Centre in 2014, along with the varied retail offerings and historic attractions, presented the foundations of a great destination but Hereford needed clear direction and management to take it to the next level.

In 2020 we won a second term, developing and delivering festivals and schemes that helped our members' bottom line. Alongside this we broadened our marketing reach, creating the consumer city brand known as 'Hereford City Life' giving us a clear identity in which to promote and engage shoppers who might come and spend money. From here we gained a strong following of over 16,000 signed up readers for Hereford news and offers alongside 8,500 followers on Facebook. In a third term we would take city marketing to the next level by targeting tourists and creating a joined-up approach with other attractions in the county, ensuring Hereford is always considered as the 'must see destination' for any regional visit.

WHAT IS A BID?

Hereford BID is a business led initiative supported by government legislation which gives businesses the power 'to raise funds locally to be spent locally' on improving a defined commercial area. A BID is created when the majority of business ratepayers within that area vote to invest collectively in local improvements.

There are approximately 340 BIDs across the UK. BIDs are independent from local authorities and other statutory agencies and deliver projects over and above the baseline service provided by them.

“

Since its inception, Hereford BID has helped reinforce Hereford's identity as a place worth visiting... they have done a great job in celebrating all that is good about the city whilst behind public scenes, working tirelessly hard to improve the location and support local businesses. I have no hesitation in backing these people who have become a dependable and determined force for meaningful support and positive improvements - it makes such a difference.

”



Emma Thomas,
Watkins Thomas, King Street



HEREFORD BID IN NUMBERS

£130,000+

unlocked through
grant applications

2,600

hanging
baskets
installed

£112K

spent with
Hereford Gift Card



**80,000
visitors**

Attracted to
our International
Ferrous Festivals



1000+

crimes reported
on the DISC
security app



14,000

hours spent
removing weeds
and graffiti



16,000

consumers
subscribed to
Hereford City Life



1.5K

Bags of litter
collected

700,000+

consumer emails
sent promoting your
Offers & news



FIVE YEARS OF ACHIEVEMENTS 2020-2025

Since its inception in 2015, Hereford BID has established itself as a force for action, responding to changing priorities with conviction, leadership, and authority.

When we started our current term in 2020, no one could have predicted the turbulent years that followed the pandemic. The BID's response was adaptive and decisive with several new projects created to bring back shoppers following the lockdowns. We also brought in over £130k in additional festival support enabling us to put on one of the biggest Christmas programmes ever seen in addition to a successful 3rd International Ferrous Blacksmithing festival.

“Whenever there is an issue such as shop theft or promoting our store, I know I can just pick up the phone and talk to the BID who will help to the best of their ability ...it is reassuring to know they are there.”



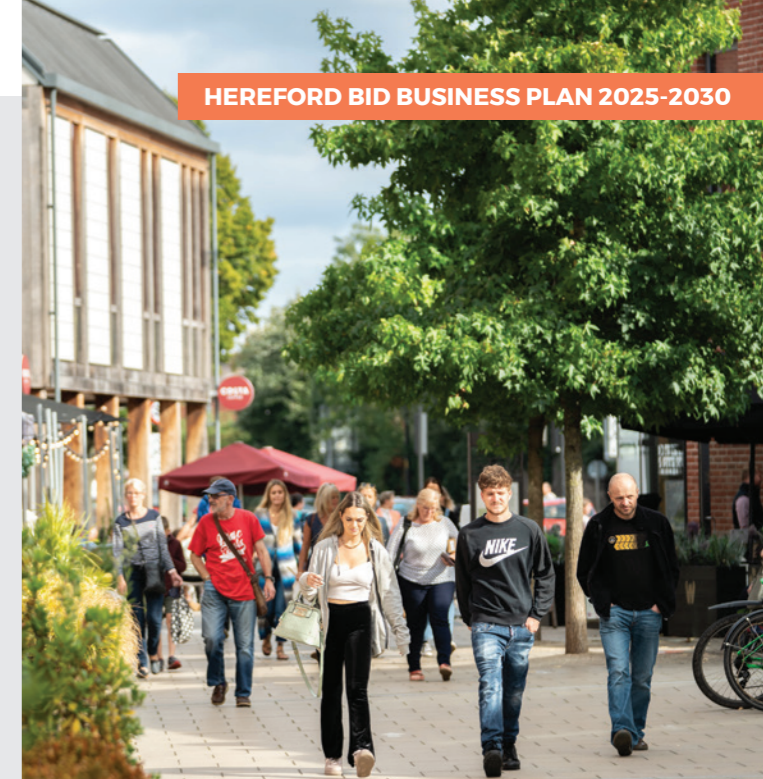
Nick Smith, Home and Country Store, Widemarsh Street

HIGH PROFILE HEREFORD

You told us you wanted more visitors to Hereford and to stay longer.

WE DELIVERED...

- 1. Hereford Gift Card** encouraged visits to the public's favourite shops, pubs, restaurants and cafes from customers who have money to spend - at the time of printing this stood at £112K.
- 2. Christmas, Ferrous and Applefest Festivals*** - attracted in the region of 300,000 people across the BID term to experience our programme of events and extensive entertainment with many staying overnight adding significantly to total spend made *Applefest is a partnered event with Hereford City Council.
- 3. LoyalFree APP** - Featuring offers from our BID members that also rewarded loyalty such as a free coffee with 7 purchases. The app has over 4000 users.
- 4. Trails** - we've put on over 50 family trails involving stamping and ticking off visits to be rewarded with a prize at the last stop. 10,000 people took part over the last 5 years whilst also being exposed to your business and its offerings.
- 5. Promoting Hospitality** - We hired a professional film maker to create an enticing promotion of Hereford's restaurants, pubs and clubs in the city. We also ran our 5th Hereford Bull Trail again with 1000 participants taking part over the last 5 years.
- 6. City Life Presents** - over 50 live performances of rock, pop and string groups helping make Hereford buzz with atmosphere from May to September each year.
- 7. City Maps** - 15,000 specially commissioned and created tourist maps distributed to help our visitors discover and explore the city. Our businesses love to have them for those wishing to pick one up.
- 8. Love Hereford Day** - an annual 'Love Hereford event' to celebrate Valentine's Day and bring in shoppers with the enticement of a Council negotiated free parking pass as well as live music and entertainment.
- 9. Seasonal Events** - From dino days with roaming stegosauruses to spooky Halloween gardens and ghostly scarecrows, we offered fun packed days out in Hereford.
- 10. Marketing Services** - We employed a full-time marketing specialist to promote and support members by creating engaging content that is used on our consumer branded website and our other channels including Hereford City Life. Over 300 of our members have used us to date.



THE HEREFORD EXPERIENCE

You told us you wanted a safe, clean and welcoming city.



WE DELIVERED....

- 1. Over 200 businesses used our DISC app** to report crime, identify individuals from our database and plug into security warnings and trends in the city. Over 1000 crimes were reported through the app helping Police and BID businesses understand the threat to their establishment.
- 2. Team Hereford** - Chaired and led by the BID, we have hosted over 40 meetings in this term, welcoming businesses, Police, CCTV, Vennture and others where crime and current threats are discussed for the benefit of businesses and stakeholders.
- 3. Hanging baskets** installed across the city with 2 free per business; during the 5 years we have installed over 2,600 baskets on members shop frontages adding stunning colour and blossom that shows you care.
- 4. City-wide Planting** - We invested in cedarwood planters along Blueschool Street and planted extensively with an abundance of colourful flowers as well as the beds already there. We also deep cleaned the area taking away almost 20 bags of garden waste!
- 5. Deep Clean Pavement Buster** - We invested in a powerful pavement cleaning machine to tidy up the seasonally unsightly mess caused by gulls as well as remove engrained staining. We also provided a reactive service for members requesting that their commercial yards be cleaned.
- 6. Christmas Trees & Decorations** - over 700 trees have been installed in key locations at Christmas to brighten up the city and make it enticing for shoppers.
- 7. Chewing Gum and Graffiti Removal** - Our handy team have routinely swept the area to ensure gum and Graffiti is removed as soon as it's discovered, making Hereford ready to open and do business.



BUSINESS VOICE

You told us you wanted to know about opportunities and news *plus* what else is going on behind the scenes in Hereford.

WE DELIVERED....

- 1. A New BID Website** providing clear and effective updates on BID activity helping you stay connected with opportunities and news.
- 2. Weekly Footfall Reports** - for day and evening/night-time economies, our reports are detailed and accurate using readings from mobile phones in the area that show seasonal trends and activities during major events.
- 3. Digital & Printed newsletters** - ensuring you never miss an opportunity to get involved with our campaigns, take advantage of grant offers or projects that we launched such as the Hereford Gift Card.
- 4. Lobbying & Support** - We represented you on at least 20 occasions to city stakeholders such as West Mercia Police, Herefordshire Council and others on issues from the redesign of Broad Street, anti-social behaviour in Eign Gate or proposed parking meters in Commercial Road.
- 5. Networking & Training** - we ran free training courses and network seminars for businesses covering performance management tips for staff, managing anxiety at work and other managerial workshops.



SHAPING THE NEXT FIVE YEARS

In setting out our business plan for a new five-year term, we've conducted extensive consultation with levy payers to understand which projects and services mean the most to them and what will be important in the future.

Since 2015 when Hereford BID was established, we have built excellent relationships with businesses and stakeholders. It has been one of the most important aspects of getting things done. Constantly listening to traders at the sharp end means we understand what they value most from us at an operational and strategic level.

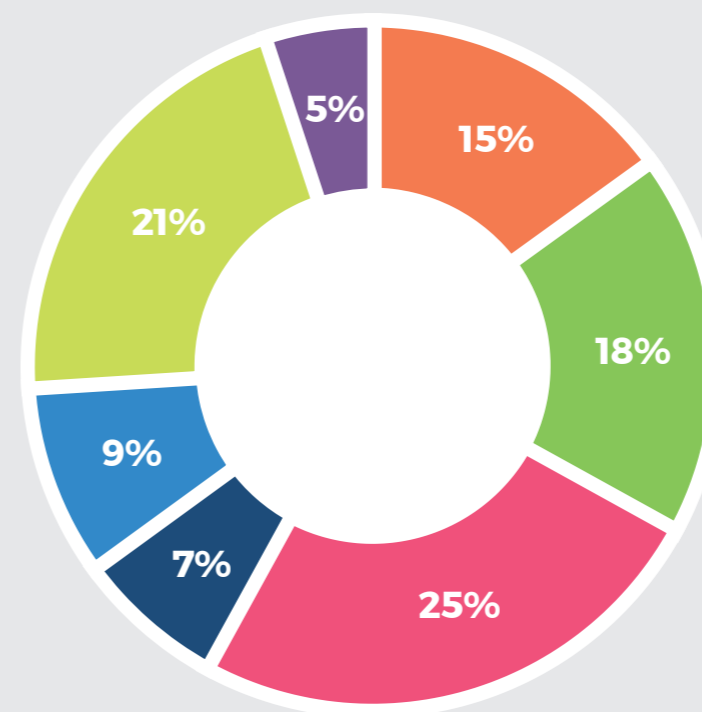
We are committed to delivering a Business plan that responds to the current needs of our levy payers. Hearing your feedback through conversations and surveys has allowed us to formulate a clear 5-year plan that meets members' needs.



HOW WE'VE LISTENED

- In February 2024 we launched our **consultation survey** to gain a deep understanding of levy payers' experiences and perceptions. Invitations to take part were sent to all businesses by email as well as being promoted on all Hereford BID channels such as Facebook, LinkedIn, physical and digital newsletters.
- We've had **one-to-one meetings and conversations** with many businesses by approaching them directly with a copy of the survey.
- We've **consulted with local stakeholders, partners and organisations** through various groups the BID works with.
- In June 2024 we held 2 open sessions at the Cosy Club for members to attend and share views.

Throughout the consultation process, levy payers ranked the following projects and services as important to highly important:



YOUR KEY PRIORITIES

Our research and engagement with Hereford businesses has identified the following areas that matter the most:

- **Businesses greatly value our work to address safety and security in the area** and wish to remain informed and supported in tackling anti-social behaviour and shop theft.
- Having a **dedicated handy team to keep Hereford clean and well maintained** is critical in welcoming and attracting visitors.
- Putting on **events and festivals is a top priority for businesses** that will attract and retain footfall and help put Hereford on the map.
- **Marketing Hereford as a regional destination** is a key aim to ensure the city's future vitality.
- **Businesses rated Hereford BID's marketing and promotional work as an important service.**
- **Hanging baskets and trees to enhance Hereford is highly valued amongst businesses.**
- Almost all businesses **rated our maps as a valuable resource** for visitors.
- Businesses are keen to **continue having a business voice through the BID's lobbying and representation** to inform 3rd parties.



A VIBRANT BUSTLING CITY CENTRE - YOUR PRIORITIES FOR 2025 - 2030

With its quintessentially English charm, iconic cathedral and world famous medieval Mappa Mundi and Chained Library, streets full of half-timbered houses, delightful eateries with locally sourced cuisine, and a wealth of independent and national brands that are cherished, Hereford is a destination like no other. It has and continues to constantly evolve. And we must evolve with it.

Hereford BID's main purpose is to ensure the needs of our levy-paying businesses are met and that Hereford remains a desirable and competitive location where our members can thrive. The reasons for setting up and doing business vary, but all are united in that we want a location that is desirable and attractive, safe and secure; a place where doing business is supported and as easy to conduct as possible.

Hereford is characterised by an exciting and diverse mix of sectors. These include retail, hospitality, creative and digital, culture and the arts, experiential attractions, education,

services, health, and an office-based business community. We have a growing residential population and an emerging and vibrant student community. All want to be here and need Hereford to be the very best it can be.

With more mixed-use developments planned, investments in the wider city for new homes and an exciting £18.4 million 'world-class' museum and visitor events space that complements our cultural offering, Hereford is an exciting place to work, live, visit and study. However, with significant cuts in local funding, we also have many challenges too. Hereford faces significant competition from other regional locations who all recognise the economic value of investing and managing a successful city.

Based on your feedback, we have developed a third-term business plan that continues to deliver the services you have told us matter, whilst building and strengthening our work to meet the demands of the ever-changing business environment. Our visitors and businesses rightly demand quality and value like never before and we are proud to present a plan that offers just that.

UNIFIED BY OUR CONTINUED COMMITMENT TO ENHANCE AND DEVELOP HEREFORD FOR THE BENEFIT OF OUR MEMBERS, THE BID'S PROPOSALS FOR 2025-2030 ARE GROUPED UNDER THREE STRATEGIC THEMES:

- **DESTINATION HEREFORD
- VIBRANT & PROSPEROUS**
- **THE VISITOR EXPERIENCE
- WELCOMING, SAFE & CLEAN**
- **A BUSINESS VOICE
- LOBBYING & SUPPORT**

WHAT THE BID WILL DELIVER 2025 – 2030

DESTINATION HEREFORD - VIBRANT & PROSPEROUS



Destination Hereford is about making our city a vibrant place to visit and do business. Our primary purpose is to support our levy payers, helping them prosper and succeed as well as attracting people to stay, shop and play and ultimately spend their money locally to support our economy.

A vibrant city is not just about attracting visitors or schemes to support levy payers. It is also about creating a location that is desirable for employees to work in too, helping business to recruit and retain staff. In an era where office-based staff can often work anywhere, being able to attract staff to a desirable location full of shops and local services helps everyone, including property owners.

DESTINATION MARKETING

Over the last 5 years Hereford BID has developed a distinct and powerful consumer brand for the city known as Hereford City Life. The brand's positioning and tone is one of positivity and lifestyle, aiming to inspire and celebrate all that is good about the city. Our goal of course is to share our levy payers' offers and services, city attractions and events, where to eat and drink and hidden gems to discover - all in the name of showcasing Hereford as a regional destination of choice.

Consumers can access Hereford City Life across multiple channels including web, social media and Instagram. For news and events our website leads the way. Working in the background, our marketing team constantly create & gather content, keeping the site fresh and appealing, including numerous seasonal campaigns as well as national opportunities for levy payers to take advantage of and gain new custom.

Over the next five years we will continue to deliver year-round marketing campaigns to promote businesses and the area as a must-visit destination, for tourists and local audiences alike. We will also deliver a new digital strategy to attract regional visitors.



HEREFORD IS QUINTESSENTIALLY ENGLISH, A COMPACT CATHEDRAL CITY FULL OF HALF-TIMBERED HOUSES, DELIGHTFUL EATERIES AND A WEALTH OF INDEPENDENT AND NATIONAL BRANDS - ITS CHARM AND STORY MUST BE TOLD TO A WIDER AUDIENCE

HEREFORD GIFT CARD

Loved by shops and recipients alike, the perfect gift is accepted in over 130 locations including eateries, health and beauty, leisure and attractions, hotels, services, shopping and more! We will continue to invest and grow our popular flagship project that locks in money exclusively with BID members.

Since 2021, £112K has been spent with our businesses* and year on year sales have consistently risen. In our third term we would develop sales with corporate buyers who tend to buy in bulk as a tax-free way of saying thank you - ideal for rewarding employee performance or a Christmas gift.

**£70k spend + £42k uplift with additional purchases*



TOURISM MARKETING

Tourism in Hereford and the wider county is an untapped opportunity. We want to change that by making Hereford discoverable. A day tourist visit brings in roughly £28 whereas a 2-day stay is £120 - money that will find its way into the local economy.

We will collaborate with external partners including Visit Herefordshire, Eat Sleep Live and the County BID at a strategic level to coordinate campaigns that promote the region and specifically Hereford.



MEDIEVAL FESTIVAL BIENNIAL

We will create a special festival that takes the public back to the Middle Ages. Imagine being able to experience the sights, sounds, skills, food, and drink you might have seen in Hereford during those times! This is our new biennial Medieval Festival.

Following on from the success of Ferrous it is time to evolve the offer and develop an event that has broad appeal. Critically, we will focus on providing an experience for visitors that allows the public to immerse themselves in a world long gone, evolving to eventually become a mainstream regional attraction for the county.

EXCITING SEASONAL EVENTS

Creating the right ambience for visitors to the city is important when selling Hereford. We want to make everyone's visit as special and memorable as possible so that Hereford is the first choice for a visit.

We will continue to invest in events including our summer music programme known as 'Hereford City Life Presents' as well as our other seasonal attractions including Easter, Summer, Halloween and extensive Christmas campaigns. We will also continue to develop our partnership with Hereford City Council in bringing you Applefest, a celebration of our cider heritage.

CITY MAPS

It's fantastic to hear that the city maps are so popular among businesses and visitors alike! These maps play a vital role in helping people navigate Hereford with ease, while also promoting the Hereford City Life brand. The inclusion of tourist assets on the back of the map makes it an invaluable guide for visitors, enhancing their experience and encouraging exploration of the city centre.

By providing such a comprehensive and user-friendly resource, Hereford BID not only facilitates navigation but also contributes to promoting local attractions and businesses, ultimately enriching the overall visitor experience. These maps serve as wonderful companions for anyone exploring Hereford, further solidifying the city's reputation as a welcoming and vibrant destination.



MARKETING SERVICES

Using the Hereford City Life brand, Hereford BID team will continue to provide marketing support to our members, telling the stories of local businesses and their unique offers & services, and combining these with seasonal opportunities and campaigns such as Mothering Sunday or Teacher's 'Thank You's'. We will also promote businesses to each other, helping to connect B2B services with new clients.



80,000

**Additional Visitors
Attracted to Ferrous
Festivals**

16,000

**Subscribers to
Hereford City Life
Emails**

£112,000

**Spent with the
Hereford Gift Card**

WHAT THE BID WILL DELIVER 2025 – 2030

THE VISITOR EXPERIENCE – WELCOMING, SAFE & CLEAN



The feedback from BID levy payers underscores the importance of Hereford being safe and welcoming. It's clear that all the effort to attract people to the city would be in vain if they left with a poor impression of safety or cleanliness rather than one of delight.

In the current post-COVID climate, with stretched police resources and a rise in criminal activity, being proactive and taking action is more critical than ever. We recognise the necessity of ensuring both staff and customers feel safe while also safeguarding your business margins. Any threats to this delicate balance are an unacceptable business risk that must be addressed promptly and effectively.

Hereford BID is committed to implementing proactive measures to enhance safety and security in the city centre. By collaborating with law enforcement, implementing innovative security solutions, and fostering a supportive environment for businesses, we aim to create a safe and welcoming atmosphere that encourages economic activity and prosperity for all.

DEDICATED HANDY TEAM

The BID Handy Team, comprised of two part-time operatives working four days a week, plays a crucial role in maintaining a pleasant and welcoming city centre. Their daily tasks range from removing graffiti, clearing litter, leaves and weeds to jet washing pavements and even painting neglected BT phone boxes. Their work is varied but always essential in making Hereford look its best.

During the summer months, the team focuses on maintaining hanging baskets and responding to any emergency clean-up needs that may arise. This vital work contributes significantly to the overall appeal of the city centre and ensures that it remains an attractive destination for residents and visitors alike.

None of this work would be possible without BID funding. With your support for a third term, we are committed to continuing to invest in this essential service, ensuring levy payer's streets remain clean, inviting, and well-maintained for all who visit and work here.

PROACTIVELY FIGHTING CRIME

Business feedback on staff safety, anti-social behavior (ASB), and store theft was resounding, affirming the importance of our dedicated DISC Security App and Crime Co-ordinator for the safe operation of businesses.

Since its launch in 2017, the DISC app has been instrumental in facilitating over 1,000 reports of crime in the city centre. We have closely collaborated with Police Officers to target key perpetrators and devise strategies to mitigate incidents. These efforts have included spearheading a collaborative approach to tackling ASB in Eign Gate, implementing the issuance of Community Protection Notices (CPNs) and Criminal Behaviour Orders (CBOs) as deterrents, and hosting monthly Team Hereford meetings for businesses and partners to address concerns and coordinate responses.



A WELL-PRESENTED SAFE AND SECURE ENVIRONMENT IS CRITICAL TO THE ECONOMIC SUCCESS, VISITOR EXPERIENCE AND CONTINUED APPEAL OF THE AREA.

Looking ahead to 2025, we are committed to enhancing our security services by introducing a shop/premises daytime banning scheme. This new component will enable businesses to unify with a zero-tolerance response to criminals, further strengthening our collective efforts to ensure the safety and security of Hereford's businesses, community, and customers.

1000+
incidents raised
on DISC App

14,000
hours spent
removing Gum,
graffiti and weeds

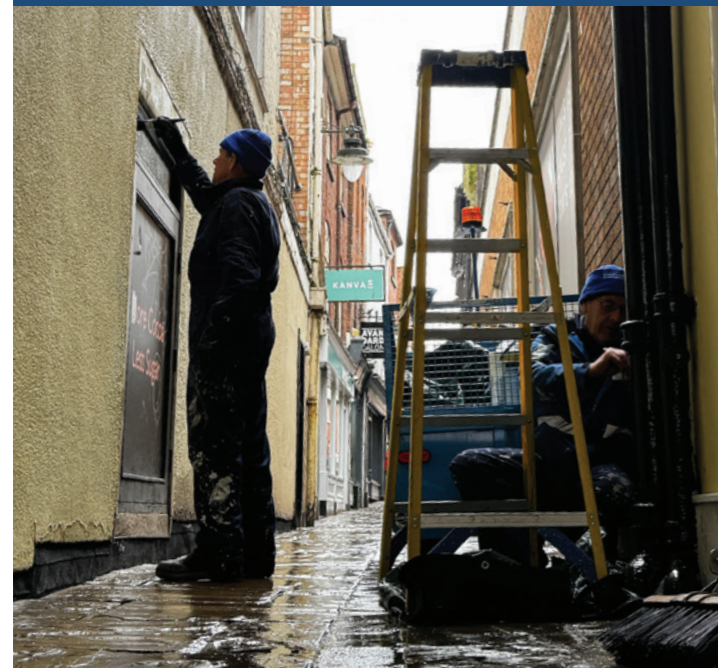
THE VISITOR EXPERIENCE - WELCOMING, SAFE & CLEAN



“ Hereford BID have been invaluable in helping keep our street tidy. They even contacted BT to get the right paint and transform our dilapidated iconic Red phone box which otherwise would never have happened. Keeping on top of graffiti and grime helps encourage others to take pride in Hereford - we're so grateful there is someone to help us. ”



Peter Newman, Arena Lettings, King Street



“ The Hereford BID are an essential service to our business - they respond quickly and effectively when we need them, provide intelligence on criminals, marketing support for our campaigns and truly care that the city looks its best. They absolutely have our vote. ”



Emily Waldron, Robin Elt Shoes, Widemarsh Street

ENHANCING EIGN GATE

As a major pedestrian gateway to the city, Eign Gate sees thousands of people walking through each year as they head towards their destinations. We recognise the importance of making this area welcoming and vibrant. In our third term, we plan to enhance the area with consideration given to better signage or festoon lighting that creates a sense of arrival. These enhancements will celebrate the street's rich mix of businesses and students, highlighting its diversity and making it a more attractive and engaging area for everyone who passes through.

HANGING BASKETS & PLANTERS

Almost all businesses we spoke to emphasised the importance of beautiful flower baskets and planters in enhancing the city's aesthetic appeal. These elements not only instill a sense of pride among residents but also make a bold statement to visitors, showing that Hereford is a city that cares. Recognising their value, we are committed to offering flower baskets and planters at a greatly discounted price in our third term. This initiative will help Hereford continue to look vibrant and welcoming during the summer months, contributing to a positive atmosphere that benefits both businesses and the community.

ANNUAL SECURITY CONFERENCE

Keeping the city safe requires the combined efforts of hundreds of individuals and organisations, including the Police, Hereford BID, CCTV, Vennture (Street Pastors), local employees, and many others. These groups often come together to share intelligence but lack the opportunity to strategically meet and discuss broader issues.

In 2026, we aim to introduce an annual stakeholder conference to address this gap. This event will provide a platform for key stakeholders to strategically examine the challenges Hereford faces, share knowledge, and celebrate the contributions of those dedicated to keeping our city safe. By fostering collaboration and open dialogue, we can enhance our collective efforts to create a safer, more secure community.



WHAT THE BID WILL DELIVER 2025 – 2030

A BUSINESS VOICE – LOBBYING & SUPPORT

Businesses today face an ever-changing and complex array of challenges, often operating under immense pressure and limited time. The past few years, marked by economic instability and successive crises, have only intensified these difficulties. Hereford BID understands these challenges and recognises the necessity for businesses to have a reliable partner to keep them informed and empowered. In today's landscape, knowledge is power, and making informed, evidence-based business decisions is crucial.

If you vote yes for a third term, Hereford BID will continue to amplify the voice of local businesses, ensuring your concerns are heard at all levels. We will leverage our extensive data and insights to lobby and represent your interests, advocating for effective changes that benefit the local business community. With our commitment to providing timely information and robust support, we will remain your trusted partner in navigating the complexities of the business environment.



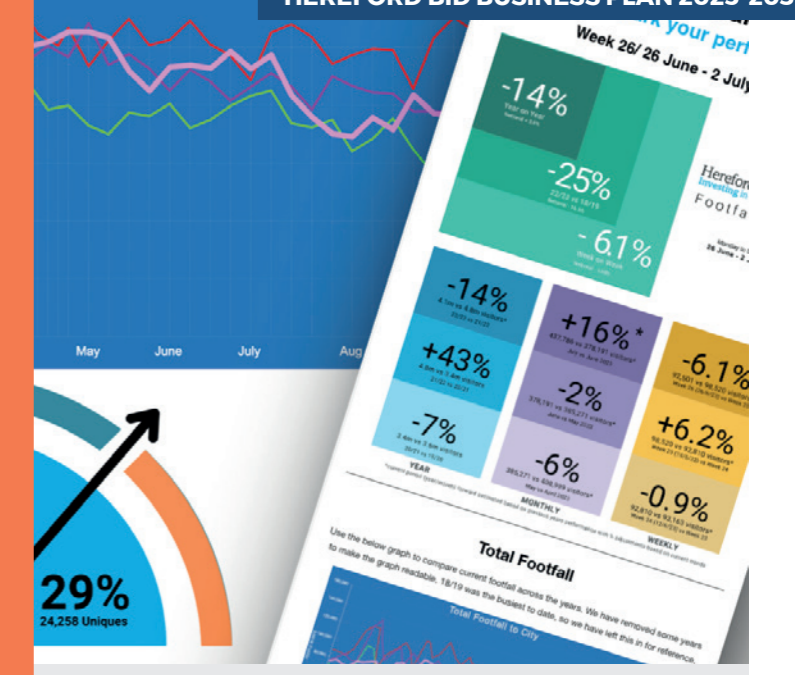
ADVOCACY AND REPRESENTATION

Representing a diverse range of businesses from independents to large multinationals, Hereford BID serves as a powerful, collective voice advocating for the local business community. Over the past decade, we have developed strong partnerships with key stakeholders, including Hereford City Council, Herefordshire Council, the Police, Vennture, CCTV, and BBLP. Through these collaborations, we have effectively negotiated, persuaded, represented, and informed on various issues impacting our members.

During the pandemic, we advocated for businesses requiring additional pavement space to facilitate outdoor trading. In 2022, we successfully launched a campaign against a proposed scheme for Broad Street that would have eliminated most parking spaces. In 2023, we united partners to address the significant rise in anti-social crime in Eign Gate, resulting in a conclusive resolution. The robust networks we have established enable us to continue representing, lobbying, and championing your interests. Your support for a third term will empower us to maintain and enhance this advocacy.

NETWORKING EVENTS

A common area of feedback from levy payers was how much they enjoyed and valued the opportunity to connect and collaborate with like-minded businesses. Networking & training events provide a valuable platform for sharing insights, exchanging ideas, and fostering partnerships that can provide great opportunities for collaboration where businesses can thrive together.



DATA AND INSIGHTS

In today's competitive landscape, data-driven decision-making is essential across various sectors, from retail to hospitality, and for stakeholders such as property owners and investors. Our organisation has been at the forefront of providing critical data insights for over eight years, empowering levy payers with detailed weekly reports that encompass key metrics such as footfall, dwell time, and predictive trends. These reports enable businesses to benchmark in-store performance and gain a comprehensive understanding of Hereford's economic landscape.

Beyond data services, we also offer valuable information on numerous projects and opportunities that levy payers can leverage to enhance their trade. Our updates include crucial news and alerts on issues that impact businesses, such as proposed parking fee changes on Commercial Street. Additionally, we actively seek and incorporate feedback from the community on various initiatives, including the successful delivery of events like our International Ferrous Festival, ensuring that our efforts align with the needs and priorities of local businesses.

FINANCES

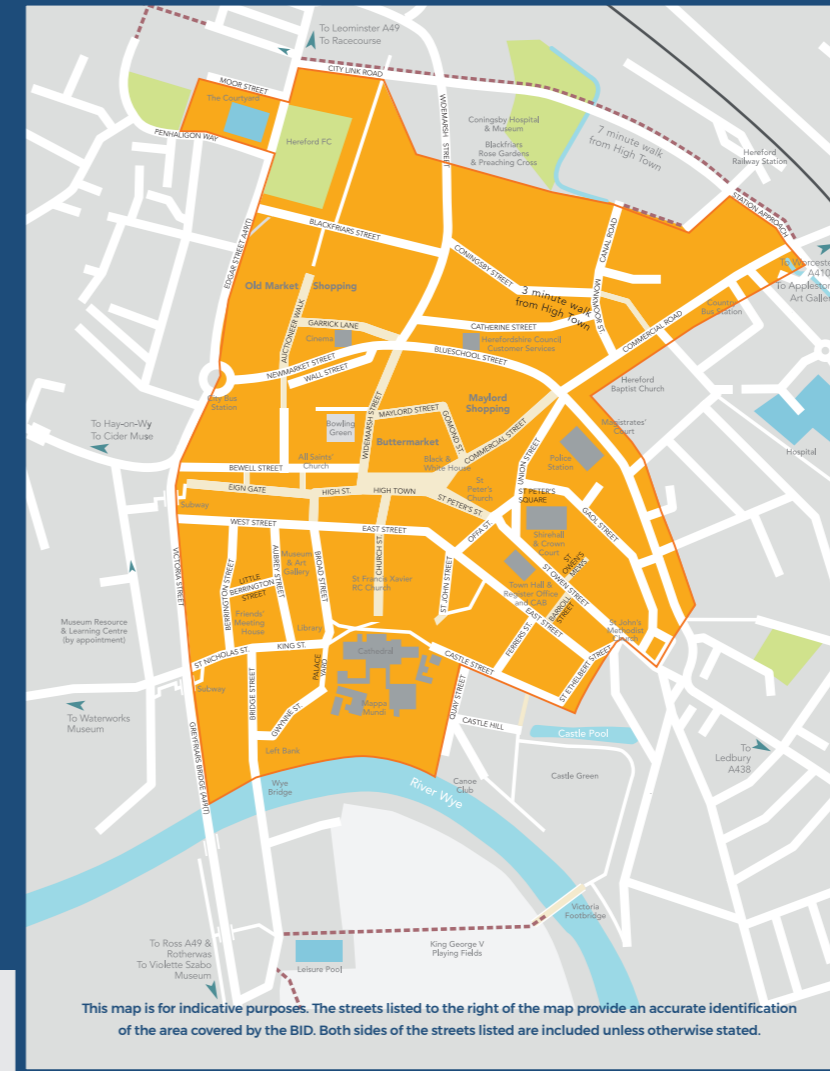
Outlined below is our five-year financial forecast

INCOME	2025-26	2026-27	2027-28	2028-29	2029-30	TOTAL
BID Levy	340,000	346,800	353,736	360,811	368,027	1,769,374
Additional Income	8,000	8,000	7,000	6,000	6,000	35,000
Grants & Sponsorship	20,000	20,000	20,000	20,000	20,000	100,000
Voluntary membership	1,500	1,500	1,500	1,500	1,500	7,500
Total Income	369,500	376,300	382,236	388,311	395,527	1,911,874

EXPENDITURE	2025-26	2026-27	2027-28	2028-29	2029-30	TOTAL
Business Voice	23,957	24,370	24,790	25,220	25,657	123,994
Destination Hereford	146,170	163,939	152,438	168,169	154,731	785,447
Visitor Experience	84,204	85,310	101,438	87,589	89,762	448,303
Management & Administration	78,250	80,414	80,291	83,782	84,486	407,223
Levy Collection	15,000	15,100	15,200	15,300	15,400	76,000
Contingency	21,919	7,167	8,079	8,251	25,491	70,907
Total Expenditure	369,500	376,300	382,236	388,311	395,527	1,911,874

NOTES

1. A prudent approach has been adopted to provide the indicative budget for the BID term
2. A levy collection rate of 90% has been assumed as per the national average
3. Calculations in the above table are rounded to the nearest £



LIST OF STREETS

- | | | | |
|----------------------------|--|---------------------------------|---|
| Aubrey Street | Cathedral Close | Gomond Street | St Owen Street
(odd nos. 1-65
and even nos. 2-46) |
| Auctioneer Walk | Catherine Street | Gwynne Street | St Peters Square |
| Barroll Street | Church Street | High Street | St Peters Street |
| Bath Street | Commercial Road | High Town | St. Peters Close |
| Berrington Street | Commercial Square | King Street | Station Approach |
| Bewell Street | Commercial Street | Little Berrington Street | The Atrium |
| Blackfriars Street | Coningsby Street | Mansion House Walk | Trinity Square |
| Blueschool Street | East Street | Maylord Street | Union Passage |
| Brewers Passage | Edgar Street
(Courtyard Theatre &
Football Ground only) | Newmarket Street | Union Street |
| Bridge Street | Eign Gate | Offa Street | Wall Street |
| Broad Street | Ferrers Street | Palace Yard | West Street |
| Canal Road | Gaol Street | St Ethelbert Street | Widemarsh Street
(odd nos. 1-99
and even nos. 2-106) |
| Castle Street | Garrick Lane | St John Street | |
| Cathedral Cloisters | | St Nicholas Street | |

OUR BOUNDARY

The defined BID area as specified here includes all roads, streets, and private developments, either in whole or in part, within the set boundary, even if they are not yet listed or are created after the ballot has taken place.

GOVERNANCE

HEREFORD BUSINESS IMPROVEMENT DISTRICT

A Business Improvement District (BID) is a not-for-profit organisation, led and funded by businesses to improve a defined commercial area. BIDs are formed when businesses in the defined area vote on a business plan which is tailored to respond to the needs of the businesses following consultation.

Governed by legislation, BIDs operate over a fixed term to a maximum of five years and must then go through a ballot process to secure another BID term of up to five years if a future BID is desired. A BID is funded through a levy which is calculated as a percentage of a business rateable value and is mandatory for all eligible businesses following a successful ballot.

Management and governance of Hereford BID will be open, transparent and accountable to levy payers using a board of volunteers. The make-up of the board will aim to reflect the sectoral mix of member businesses and seeks to have 8 – 15 directors.

Hereford BID was first given a positive mandate by a ballot in 2015 and secured support for a second term in 2020 with 81% in favour. We are seeking a third term for our work to continue to 2030.

THE BID BOARD

Members of Hereford BID's board are drawn from businesses within the BID to represent the interests of around 500 levy payers. This may include some non-levy payers, although always in a minority. The Board will meet at least 4 times per year.

Paul Stevens (Chair)

Hereford City Council | Representing retail & office sectors

Colin Bell (Vice-Chair)

Previously Maylord Shopping Centre Manager | Representing retail sector

Dan Guerche

Steve Harrison Group (includes Wellington Pub, Kerry, Commercial, Venue Nightclub) | Representing hospitality sector

Sarah Caton

Principality | Representing office & professional sector

Lauren Fosterjohn

NMITE | Representing office sector

Neil Clarke

Tanners Wines | Representing retail sector

Ben Turner

Hereford Music Shop | Representing retail sector

Jackie Partridge

Make it Happen | Representing retail sector

Chris Milton

Hereford Cathedral | Representing tourism sector

Sarah Bennett

Coffee Corner | Representing retail sector

Mark Richards-Buadromo

Old Market Shopping Centre | Representing property owners

Local Authority Observers

Councillor Graham Biggs

Herefordshire County Council

BID LEVY RULES

The BID levy rate will be charged annually at 1.99% of the rateable value (RV) as at 1st April 2025 based on the 2023 national non-domestic rates list (NNDR).

The exception to the above will be any change of use or physical change to a property including new construction, merger, subdivision, extensions, and refurbishment where the hereditament has no entry in the 2023 list and therefore will be charged at the rate prevailing on the date they enter the list.

The BID levy is payable annually in advance of 1st April each year.

The levy is collectable on a 'chargeable day' basis: the person liable to pay the BID levy is the liable party for the non-domestic rates for the hereditament on the 1st April each year. There are no refunds for current or previous years.

The BID levy may increase by an annual inflation factor that reflects an increase of no more than the Consumer Price Index (CPI) as of September in the preceding financial year, to be agreed by the BID Board of Directors on an annual basis.

All properties or hereditaments with a rateable value of £9,000 or more will be liable for payment of the levy.

The following types of business are exempt from paying the BID levy:

- Hereditaments used solely for industrial, manufacturing and workshop purposes
- Private car parking spaces rented by the month or longer
- ATMs, communications masts and advertising hoardings
- Hereditaments with an RV of less than £9,000

In the case of vacant premises, the registered business ratepayer, who may be the property owner, will be liable to pay the levy with no void period.

The BID Board of Directors are responsible for writing off any debts.

Herefordshire Council, or their appointed agent, is the authorised body able to collect the BID levy on behalf of the BID company, the fees for which, the BID company will be liable for.

The BID Board may vary the projects, their costs and timescales provided they remain in line with overall BID objectives.

The BID boundary cannot be altered without an alteration ballot.

VAT will not be charged on the BID levy.

The BID term will run for five years from 1st April 2025 to 31st March 2030.

Those not meeting the above criteria for inclusion in the BID may apply to become voluntary members. Voluntary members are not entitled to vote. Voluntary members pay an annual subscription equivalent to the levy rate or £195 + vat, whichever is greater.

YOUR VOTE - THE TIMELINE

Between 3rd and 31st October 2024, you will be given the opportunity to vote to continue Hereford BID for another five-year term.

The ballot will be run on behalf of Herefordshire Council which are legally required to manage the Hereford BID ballot. Each rateable business property, known as a hereditament, is entitled to one vote. Businesses occupying more than one hereditament will get a vote sent to them for each property they occupy.

For the ballot to be successful, it must meet two criteria:

- a majority by number of those voting and
- a majority in rateable value of those voting.

SEPTEMBER 2024

Notice of ballot will be issued 19th September 2024. This provides a final opportunity to ensure the ballot paper is being directed to the correct recipient.

Final Business Plan published and circulated to all named voters of levy paying businesses.

OCTOBER 2024

Postal ballot papers dispatched to businesses 3rd October 2024.

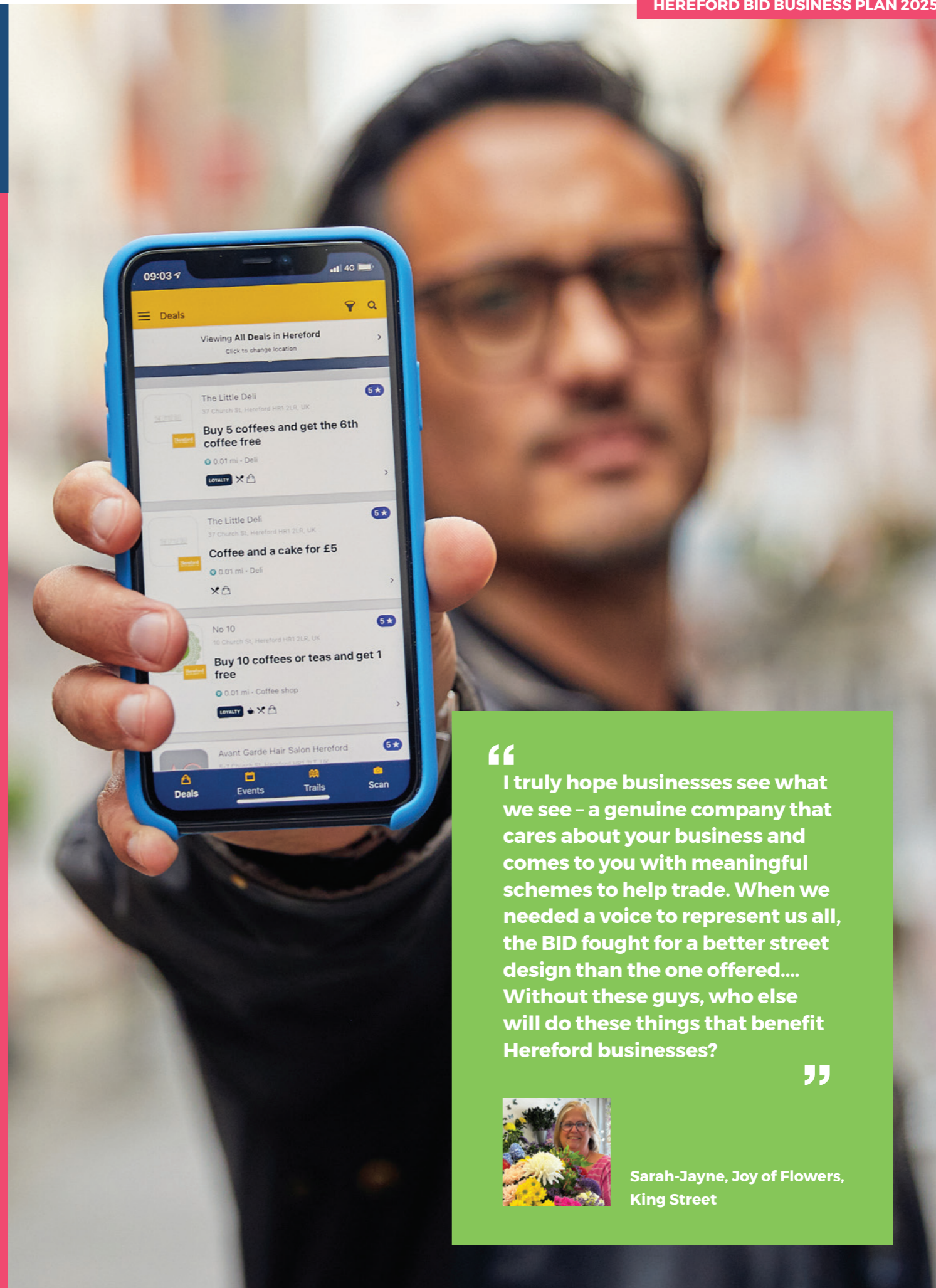
The postal ballot will run from 3rd-31st October 2024. Ballot papers must be received no later than 5pm on Thursday 31st October 2024. Papers received after this time can not be counted.

NOVEMBER 2024

Friday 1st November results announced.

If the ballot is successful, Hereford BID will continue to operate for a third term from 1st April 2025 to 31st March 2030.

In the event that the ballot is unsuccessful, all projects and services funded by the BID will cease as of 31st March 2025.



“ I truly hope businesses see what we see - a genuine company that cares about your business and comes to you with meaningful schemes to help trade. When we needed a voice to represent us all, the BID fought for a better street design than the one offered.... Without these guys, who else will do these things that benefit Hereford businesses? ”



Sarah-Jayne, Joy of Flowers, King Street

VOTE YES

for a continued investment in our DISC app, Team Hereford group, new daytime banning scheme and proactive criminal interventions.



LOTS TO GAIN WITH HEREFORD BID LOTS TO LOSE WITHOUT IT

To retain the services of Hereford BID to provide safety & security services, live music and festivals, cleaning, marketing, business support services, planting and tourism development, Hereford Gift Card, Hanging Baskets, business representation and much more for the next five years..... VOTE YES when returning your ballot paper(s).

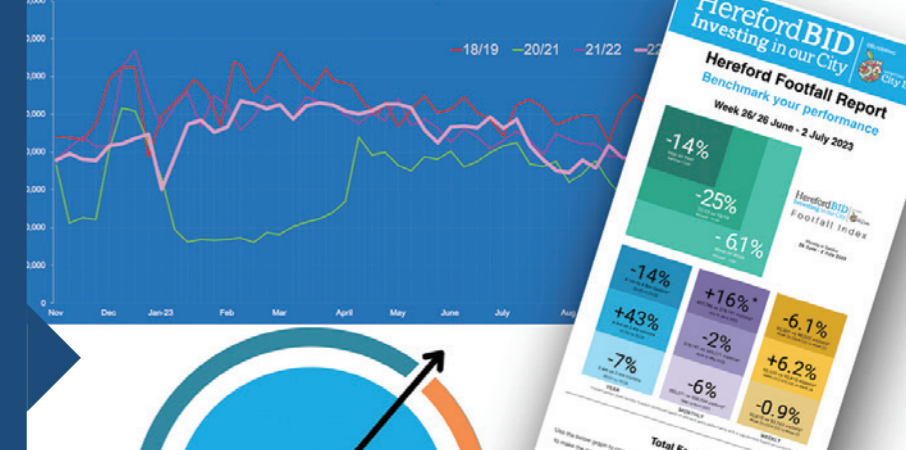
VOTE YES

for a welcoming clean and pleasant Hereford with seasonal flowers and baskets, graffiti & chewing gum removal, and deep pavement cleans.



VOTE YES

for a dedicated and comprehensive destination marketing strategy that will unify county stakeholders to bring in extra visitors.



VOTE YES

for a dedicated festivals and events programme bringing in over 30 different shows.



VOTE YES

for schemes and initiatives that bring in footfall including Hereford Gift Card, town trails and seasonal campaigns.



**VOTE
YES
FOR
HBID**

Hereford **BID**
Investing in our City

DELIVERING



HEREFORD
City Life

Hereford BID Limited
c/o Town Hall
St Owen Street
Hereford
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