

# January Newsletter

## Hereford **BID** Investing in our City

DELIVERING



HEREFORD  
City Life

Discover the latest news and updates from Hereford Business Improvement District.

### Chief Executive Update

Dear BID Member,

December saw the highest footfall ever recorded in the city since monitoring began in 2016 (450k). Despite this, Christmas was a tale of mixed successes; some businesses reported a buoyant buying mood whilst others, such as pubs and clubs, saw Christmas trade disappear before their eyes, leaving them saddled with excess stock. We hope that our live music and entertainers added to the draw of the city and welcome any feedback you might have.

This year we have an exciting programme of events including 'Ferrous 22' - do look out for further details and how you can get involved so your business benefits.

Mike Truelove, Chief Executive



### Christmas in Hereford 2021

In December, as part of our High Profile Hereford work, we delivered 5 days of live music and walkabout performances to complement key shopping dates and encourage visitors into the city to spend money.

In addition, we launched the Golden Gift Card Giveaway, provided Christmas trees to add festive cheer across the city centre, and delivered the 4th annual Best Xmas Window Awards, which saw the highest engagement in the public vote yet, with over 2000 votes placed - providing great visibility for all businesses that took part.

To make sure we make next Christmas even better, we need your feedback - find details on the back page.



Members of the John Cutler Band performing on the main stage in High Town.

The Piano Man, performing outside of The Wellington on Widemarsh Street.



## Updated Police Contacts

Hereford BID has represented business concerns to the County Superintendent Ed Williams and the Regional Police Crime Commissioner, John Campion, on your feedback and our observations of low Police numbers in the city.



The general comment has been that more real time support and visibility is required and that our members feel constantly vulnerable.

The Police have responded well to the issues raised and the city team will be up to full strength by January 2022. In addition, we have received the details of local officers and their mobiles to be issued directly to businesses should they wish to talk directly about incidents or crime they have seen.

If you would like a copy of the new police contacts please email [megan.morris@herefordbid.co.uk](mailto:megan.morris@herefordbid.co.uk)

## Hereford Gift Card Continues to Grow!

We are excited to share that the festive season (October to December) has seen over £5,000 worth of Hereford Gift Cards sold, both online and at the Hereford Tourist Information Centre. This spend, attached to a total of 122 cards, will feed directly back into the local economy.

All registered spending locations have the potential to benefit from this money, so we recommend making sure your customers know that the Gift Card will be accepted by you. Window stickers, strut cards and social media graphics are available on request. If you have not registered yet but would like to, please get in touch with a member of the Hereford BID team.

We will continue to promote the Hereford Gift Card and are confident that it will continue to grow and benefit BID businesses, becoming a well-recognised spending option in the city.



## LoyalFree Competitions

Since we invested in the award winning LoyalFree loyalty app for Hereford back in 2020, engagement from the public has continued to grow and local businesses have reaped the rewards from exclusive loyalty schemes, event showcases and trail features. But there is another fantastic feature we recommend you take advantage of - competitions!

Hosting a competition on the LoyalFree app is free to BID members. Giveaways are displayed boldly on the homepage of the app, making your business visible to all users. The simple "click to enter" means we have seen over 5000 entries for competitions that have been hosted on Hereford City's LoyalFree platform.

To add a competition, digitise your current loyalty



schemes or feature an exclusive offer, get in touch at [info@herefordbid.co.uk](mailto:info@herefordbid.co.uk) and we will be happy to get you displayed on the app.

## Grant for Hospitality & Leisure Sectors

Before Christmas, following an announcement from the Chancellor, we contacted Herefordshire Council for local-level clarification about aid available for the Hospitality and Leisure sectors.

While exact details of the grant have yet to be released by central government, Hereford BID have been told that based on previous timescales, funds will likely be provided for distribution in early January.

We will share more information with you as soon as we have it - **make sure you are signed up to the BID email list and following Hereford BID on Facebook or LinkedIn to receive BID updates.**



## Join the Hereford BID Board of Directors

Hereford BID is getting ready for the election of its board members and welcomes levy payers who would like to get involved.

The board is made up of volunteers representing the breadth of businesses in the BID area. Our board members play an essential role within the BID, helping direct the team in the delivery of the business plan and ensuring all members receive value for money.

Your experience and knowledge of Hereford is essential to us - for an informal chat or to register your interest please contact Mike Truelove, Chief Executive, via email [mike.truelove@herefordbid.co.uk](mailto:mike.truelove@herefordbid.co.uk)

## Valentine's Day 2022

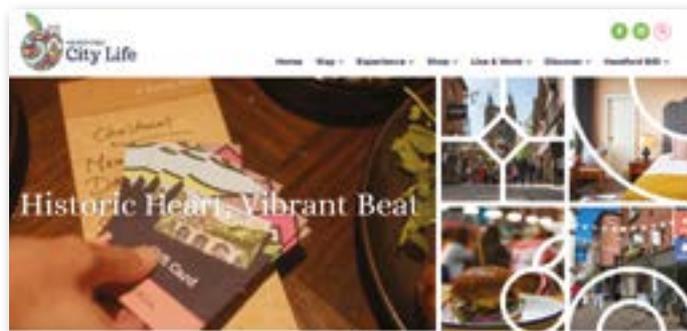


We're working on some great plans to complement the **free parking offer** we have requested, courtesy of Herefordshire County Council.

The free parking will apply from 12noon on Saturday 12th February at all council car parks and on-street parking (excluding Friar Street car park), as well as the Old Market and Maylord Shopping Centre.

If you would like to be involved in any Valentine's Day activities or would like us to promote your own plans, please get in touch.

## Exciting New Website Launched to Showcase Businesses



To make the offerings of our BID members more visible and improve how we promote you online, last year Hereford BID invested in a new website.

This website combines our Hereford BID and City Life brands, with emphasis on encouraging visitors into the city and showcasing our members in a clear and concise way.

Key features:

- **Page portals:** regularly updated blocks on key pages that offer more opportunity to promote events, articles and business listings.
- **LoyalFree features:** find all active LoyalFree offers advertised under our 'Discover' tab and connected to business listings.
- **BID area:** new BID pages contained within the City Life site with updated information about your services, projects and latest news, plus all reports and newsletters to download.
- **Improved listings:** advanced filtering, new categories and keywords to make searching easier and highlight key features, such as Gift Card spending locations, independent businesses, and LoyalFree offers.
- **Experience led content:** tourist information, engaging content and a new 'Suitcase' itinerary function to help encourage tourists and locals alike into the city to experience all that is on offer.

We hope you enjoy discovering all the elements of our new website, including your own business profiles. If you would like to share any blogs or events to feature, get in touch.

**Visit:**

[www.herefordcitylife.co.uk](http://www.herefordcitylife.co.uk)

## Share Your View - Christmas 2021 Campaign



Hereford BID is run for the benefit of its members, so we rely on your feedback to help us move forward and continue to deliver the projects you want to see.

Whatever your thoughts, good or bad, we would love to hear your opinion of Christmas 2021 campaign - as well as any suggestions you might have to make the next one ever better.

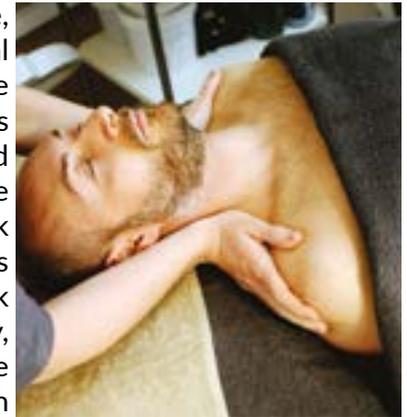
Did you like the decorated Christmas Trees in Church Street or the covered stage and bands in High Town? Did you see the walkabout performers - maybe even the polar bear or Giant robots? Do you think the 16ft lighted tree in King Street does a good job? Was the Golden Ticket Giveaway something that caught your interest?

Our survey will only take a minute and can be found on our new website at [bit.ly/BIDXmas21Survey](https://bit.ly/BIDXmas21Survey)

Thank you,  
The BID Team

## Wellbeing & Mental Health Support - Exclusive Offer for BID Businesses

Wellbeing, self-care, or positive mental health - whatever the label, busy business owners, managers and staff often lack the vital time to step back and put themselves first; in the dark months of January, combined with the effects of Covid on



trade, it has never been more important to look after ourselves. The Hereford BID might be able to help a little here with an exclusive offer just for you!

Throughout January to the end of March, we are offering each of our member businesses the chance to benefit from a Wellbeing Session, including massage therapy, counselling, or training. Sessions are paid for by Hereford BID, with the exception of the Mental Health First Aid course which we will heavily subsidise.

Whether you choose aromatherapy or Life Coaching, we hope that you will find the perfect option to benefit you. Whatever you decide, we encourage you to take time for yourself and focus on your own mental wellbeing.

Please visit our website for full details of the sessions available and how to take advantage of our offer.

[bit.ly/WellnessServicesOffer](https://bit.ly/WellnessServicesOffer)

## Share your story on City Life!

Do you have a story, offer or event that you would like to promote? If so, Hereford City Life is here for you!

Our consumer brand showcases all our businesses to help them reach new customers. We can share your ready-made blogs and upcoming events, or work with you to create fun marketing content to reach your target audience. Even if you just want to shout about what you do, we can help.

[www.herefordcitylife.co.uk](https://www.herefordcitylife.co.uk)



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@hereford\_city\_life

## Find us online

For weekly and monthly updates, make sure you're following Hereford BID and are subscribed to our email newsletter.

[www.herefordbid.co.uk](https://www.herefordbid.co.uk)



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