

July Newsletter

Hereford **BID** Investing in our City

DELIVERING



HEREFORD
City Life

Chief Executive Update

Dear BID Member,

Inside today's Hereford BID newsletter, you will see numerous initiatives designed to support your business with extra custom. From enhancing your frontage with beautiful baskets, gift cards designed to be spent only in BID members shops or lively and engaging network events that provide you with key information, or even motivation, in an area you have asked for help with. We are always here, listening, doing, working, exclusively for you.

To help us, and you, even further, we encourage you to contact us to arrange a visit where we can provide you with further details and opportunities. Let us show you what exactly the Hereford BID can do for you.

Mike Truelove, Chief Executive

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



City Life Presents



In May, Hereford BID introduced an exciting new performance initiative, City Life Presents, which will bring live music, theatre, crafts and more to the city centre every month.

The BID team will be working with local performers and organisations to ensure a great variety of acts to enhance the city centre experience.

Details of upcoming performances can be found on the Hereford City Life website.

Easter Fun in Hereford



To celebrate Easter and encourage visitors into the city centre during the Easter Holidays, we created an exciting family-friendly trail on LoyalFree and hosted two workshops in High Town.

The 'Bunny's Eggcellent Adventure' trail took visitors around the city to find giant Easter eggs and scan the QR code at each location. When all codes were scanned, participants were able to collect an Easter Egg prize.

On Easter Saturday, working with Make-it Happen Creative Dreams and Löv Leaf, we ran two workshops; one for children and one for adults to enjoy. These proved popular, with many time slots booked up in advance.



Platinum Jubilee Activities



For the Queen's Platinum Jubilee, we launched a fun new trail and a Best Dressed Window Competition to showcase businesses during this period.

The 'Crown Around Town Trail' saw over 170 visitors use the LoyalFree

app to start the trail and explore Hereford to find crowns hidden in the windows of local businesses.

Our 'Best Dressed Window' Competition, provided great online visibility and engagement for the 18 businesses that took part. The main post reached over 21,000 people and more than 960 votes were cast as customers showed their support for businesses. Our winner was The Children's Bookshelf.



Hanging Baskets Delivered

At the beginning of May, the BID team installed over 400 stunning hanging baskets and planters to instantly add colour and vibrancy to the city centre, making it look its best for the summer months.

We were so pleased to see so many members take up this offer and are happy to confirm that we will provide this popular deal to our members again for 2023.



HSBC Customer? Here's how to pay your BID levy...

Hereford BID have been made aware of an issue that BID members who bank with HSBC are experiencing when using telephone banking or BACS to pay their BID levy.

We contacted Herefordshire Council, who collect our levy per government legislation, and they confirmed that due to a technical issue, their payment system cannot not accept HSBC payments when made via telephone banking or BACS methods. They have provided details of an alternative online method, which is detailed below.

Step 1: Visit Herefordshire Council's payment page

herefordshire.gov.uk/business-1/pay-business-rates



Step 2: Click the 'Pay Your Bill Online' button

Pay online

The easiest way to pay your business rates is by monthly payments by [direct debit](#) or you can make an immediate payment online. You can pay online using a debit or credit card. You will need your eight digit reference number. This is found in the top right corner of your bill.



Step 3: Choose 'BID Rates' from the items list

Please select a service you wish to pay for from the following list:

- Items
- Council Tax
- Parking Penalty Charge Notice (Parking Fine)
- Sales Invoice
- Business Rates
- Benefit Overpayments
- Home/Day Care
- BID Rates**
- Registrars - Certificates and Ceremonies
- School/College Transport
- Licensing

Step 4: Fill out the form and payment information

Information can be found on your BID Levy bill/letter

Paying Bills Online

Information And Payment Help

Payment For: BID Rates

Please enter your 8 digit account reference number
Account Reference Number *

This is the name shown on your bill
Name *

Please enter your house name or number and street name
First line of address *

Please enter your postcode
Postcode *

Summer Plans & Promotions



Summer is on its way and we are busy making plans to encourage visitors into the city during the holidays. We are working on a brand new LoyalFree trail and more live performances to encourage visitors, both locally and national to visit our fantastic city.

Dino Trail

Using the LoyalFree app, we are creating a new dinosaur-themed, family-friendly trail in the city centre, designed to encourage visitors and provide a fun, free activity for children to enjoy.

Blogs & Online Campaigns

This summer, our main campaign is "Holiday in Hereford". We'll be targeting local 'staycationers' and tourists from further afield, showcasing all there is in the city for visitors in the summer months.

Live Performances

City Life Presents will continue throughout summer with live music and performances from local acts.

If you would like to take part in a trail or have your own exciting summer plans to promote, we want to hear from you. Please email:

rhiannon.burns@herefordbid.co.uk

New Hereford Gift Card Video

As part of our promotions for the Hereford Gift Card we commissioned a fun new video to showcase the card and the variety of businesses it can be spent with, from hospitality to services.

This video is available to watch and share on our Facebook pages or on YouTube.

Not registered to accept the Gift Card yet? Contact us via info@herefordbid.co.uk



Ferrous Festival Round-Up



At the end of March, Hereford Business Improvement District, working in partnership with Hereford College of Arts, delivered an exceptional 10 day festival that brought visitors and a sense of excitement to the city centre.

The opening weekend's Live Forging event sold out weeks in advance and the festival saw over 148,000 visitors in the city over the 10-days of the event, confirming the value such events bring to our city.

You can read our full round-up of Ferrous Festival by visiting herefordbid.co.uk/news



Hereford BID Networking Events

In May, we launched Business Networking Events to connect businesses and share useful information and advice, all accompanied by delicious hot and cold complementary breakfasts.

For our initial session in May, we were joined by guest speaker, Garry Jones, who delivered an informative session on the topic coping with anxiety in business. Our session on 28th June featured presentations from Bill Jackson, in his role as ambassador for NMITE, and Natalie Mohan, founder of Pocket Rocket Consultancy.

Following positive feedback for these sessions from delegates, we are pleased to announce that our next networking event will be on **September 13th 2022**.



Hospitality - get involved with Three Choirs Festival

Hereford Cathedral Chief Operating Officer is encouraging the city's hospitality businesses to get involved and welcome visitors to the festival.

“ Dear all,

As you may already be aware, the Three Choirs Festival will be held in Hereford again this year, from Saturday 23 July to Saturday 30 July inclusive. Performances will take place in a number of locations around the city and county, although the main concerts will take place in and around Hereford Cathedral – please see the programme on 3choirs.org/hereford-2022/programme for full details. Please note that the Festival is organised by the Three Choirs Festival organisation, not by Hereford Cathedral itself.

This year the Three Choirs Festival will have a bar in a marquee on the Cathedral Close, and the Cathedral Café will be in operation as usual, but the Cathedral has resisted calls for street food and other vendors to be on the Close (as they are in Gloucester and Worcester) for a number of reasons. One of those is because Hereford already enjoys a wide range of quality food and drink outlets within a few minutes' walk of the Cathedral, and we hope that concertgoers will patronise your establishments as well, for the benefit of all and the reputation of Hereford as a place to eat!

Hereford BID will be publicising the Festival week on its website, so do let them know if you are planning anything special for the Festival week.”

- Chris Milton

*Chief Operating Officer & Chapter Clerk,
Hereford Cathedral*

FREE LoyalFree Webinars for Businesses

Want to discover more about Hereford's fantastic loyalty app? Sign up for one of LoyalFree's FREE webinars.

In these 40-minute Zoom sessions, you'll learn more about promoting your business on the app, how it can benefit you, and how to sign up. There's also time for you to ask your own questions too.

Sessions are held monthly and vary timings to try to suit busy businesses.

Find upcoming dates and booking links by visiting herefordbid.co.uk/news



Reminder: Christmas Diary Dates 2022

We are pleased to share with businesses the key dates for your Christmas diary.

Late Night Shopping / Free Parking Wednesdays
7th, 14th & 21st December

HBID Christmas Entertainment
7th, 14th, 17th, 18th December

Our entertainment will build on the successful 2021 campaign, with bands, street performers and more.

Share your story on Hereford 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.

Email: info@herefordbid.co.uk

STAY CONNECTED!

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

www.herefordbid.co.uk



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