



Hereford **BID**
Investing in our City

ANNUAL REPORT
2021-2022



Paul Stevens
Chair

CHAIR & CEO REPORT 2021 - 2023

Welcome to our annual report covering the years 2021 and 2022. Within these pages, you will discover a multitude of projects and support initiatives that we have undertaken in the aftermath of the COVID-19 pandemic. Some of these endeavours were entirely novel, deemed essential to bolstering trade, while others were reinforced to ensure that Hereford was as prepared and inviting as possible for the return of customers. This includes initiatives like the revitalisation of gardens near the Police station and the installation of planters outside the Herdsman pub or the introduction of a new pavement cleaning machine that can be requested by members.


In April 2021, as restrictions were gradually coming to an end, a sense of uncertainty and apprehension lingered among much of the population, particularly regarding visits to places where crowds might gather. Our strategy and ethos were straightforward: not only did we need to share the many success stories from BID members who were open for business, but also to convey that a visit to Hereford was a safe one where businesses were diligently implementing safe distancing policies and stringent hygiene practices. Our signature marketing campaign, "Welcome Back," aimed to reinforce this message and our ambitious line of events such as Ferrous International Blacksmithing Festival drove home Hereford was back!

A recurring sentiment that echoed throughout the community was the need for a tidier appearance in Hereford. In response, we concentrated on addressing grot spots, introduced a multitude of flowers near the Herdsman, a prominent location for passing traffic, and added further greenery near the Police Station. We invested in a cutting-edge pavement cleaning machine to combat recurring issues like gull detritus and oil stains. Additionally, we intensified our lobbying efforts with local stakeholders, passionately representing the views of our members, particularly when businesses were often grappling with the challenges of footfall such as the Broad Street parking proposals to remove most spaces.

In the wake of the COVID-19 pandemic, the world underwent significant changes, prompting us to accelerate the launch of a project we had been considering for the future: the Hereford Gift Card. This service immediately allowed us to retain local spending, a stark contrast to the previous practice of gifting multi-branded cards that could be used anywhere in the UK. Approximately £5 billion is spent annually and we are delighted to have introduced Hereford's very own version, which can be utilised in over 130 BID member establishments, ranging from prominent chains like Marks and Spencer to independent retailers such as the Children's Bookshelf. Inside this report, you will read about the exciting sales figures achieved by the card so far with a promising future ahead.

We would like to take this opportunity to extend our gratitude to our dedicated board of directors, composed of individuals who generously contribute their time and expertise without any compensation whatsoever. They are all local people, most are levy paying members, and all welcome new board members to come forward to help Hereford BID deliver the very best service and value possible to our important businesses.

For more information on the Hereford Business Improvement and its projects, please visit www.herefordbid.co.uk



Mike Truelove
CEO

YEARS 2 & 3 FACTS AND FIGURES



6000 hours of street enhancement activities inc. Vacuuming, weed killing, gum removal



15,000 consumers actively subscribe to our Hereford City Life emails with updates on visiting shopping in Hereford



171 BID members using our DISC Security App to keep their staff, stock and customers safe



Hosted and Chaired **14** 'Team Hereford' meetings



Removal of over **11,500** pieces of gum



Planted over **15** new trees and **400** flowers in Blue School and Bath Street



400 incidents reported on the DISC security app system from businesses



Delivered **130,000** Christmas in Hereford leaflets to Hereford and surrounding counties



Sent over **200,000** consumer emails promoting your Offers & news



Compiled **102** weekly footfall reports inc. local and national data



Installed **150** potted Christmas trees across the city centre



50,000 extra visitors came to Hereford to our Blacksmithing Festival, 'Ferrous 22'



14 seasonal campaigns prepared and executed including Christmas, Love Hereford, Easter, Applefest, Ferrous and Halloween



15 Representations made to Herefordshire Council and West Mercia Police from Eign Gate anti social behaviour to the removal of Broad Street parking



5,000 deal views of offers on LoyalFree with 1,000 converted to redemptions



25,000 Consumer Reach on Facebook for Hereford's Best Xmas Shop Window



Removed **110** bags of street litter



2659 inquiries answered to Hereford City Life on shop openings, event promotions & sign posting for city information



7,000 individuals physically took part in our many city trails



126 BID members attended our Network/ Workshop events



33,000 Reach on Facebook for Eden Coffee Shop opening



60 performances from Live Performing Bands



400 visitors took part in the Hereford Bull Trail



2,000 additional shoppers brought in for Love Hereford Day



£79,633 additional funding won through grant applications



HIGH PROFILE HEREFORD: PROMOTION AND EVENTS

Getting people to Hereford to shop and stay is the name of the game. Working closely with our businesses and city stakeholders, we have determinedly created a vibrant, interesting and experiential destination – presenting to visitors a unified city and sharing the compelling stories of all there is to discover through the power of marketing.

Hereford

City Life Country Living

HEREFORD GIFT CARD

In September 2021, in response to the challenges faced by businesses in the aftermath of COVID lockdowns, we introduced the Hereford Gift Card. The primary objective was to encourage the circulation of money within our local community and curtail the outflow of cash to external sources, including online purchases and national store cards.

Upon its launch, over 100 businesses signed up to take the card. These ranged from local independents like Pritchards and Green Dragon to well-known national brands such as M&S, Primark, and Odeon. Fast forward to today, and the Hereford Gift Card program has grown to include over 130 participating shops, collectively generating sales exceeding £37,000. With an estimated increase of 65% in average purchases, this translates to a substantial spending of £61,000 with HBID members that might have otherwise been lost.

One of the notable advantages of the card for businesses is that whilst it is used throughout the year, peak sales generally occur during Christmas resulting in high redemptions in January and February. This makes this program a valuable means of boosting revenue during the quieter months for businesses.



CHRISTMAS EVENTS & MARKETING

In the past two years, we have significantly intensified our efforts to promote the holiday season in Hereford, extending our outreach to neighbouring counties and highlighting the enchanting stories that define our charismatic cathedral city during the festive period. Our marketing initiatives encompassed a broad spectrum of activities, including the display of more than 50 citywide posters promoting late-night shopping, a targeted social media campaign that engaged over 100,000 followers, distribution of 200 posters to remind customers that local shops were open for Christmas, and our annual Best Dressed Shop Window competition, which consistently garnered over 1,100 votes each year.

The Christmas celebrations in 2021 and 2022 marked our most ambitious and successful endeavours to date. We introduced world-class walk-around performers, circulated a county-wide 'Christmas in Hereford' destination leaflet to over 130,000 households within and beyond the county, featured fringe attractions such as street music, in addition to our awe-inspiring centre stage performances. Notable elements included a highly successful Nutcracker trail, the customary Best Dressed Shop Competition, the installation of 150 Christmas Trees strategically placed throughout the city, and an unprecedented record-breaking number of visitors in December 2021, totalling 450,000.

Creating the right ambiance in Hereford was of paramount importance, and the Hereford BID dedicated substantial time to fashioning a Christmas city that exuded an enjoyable atmosphere. This was achieved through captivating elements such as our walking Christmas Trees, enchanting roaming polar bear, and the presence of a roving street magician, among other popular features.



LOYALFREE – NOW WITH LOYALBASE

Today, over 3,200 users regularly use LoyalFree to collect loyalty stamps for various items such as Coffee or access offers like free desserts or £5 discounts for haircuts. The deals and opportunities for consumers actively encourage spend by scanning a unique QR code which then allows you to track engagement and success. To date there have been 5,000 deal views of which 1,012 have been converted to redemptions across 60 different businesses in the BID.

LoyalFree also promotes fun trails in Hereford of which 7,000 people completed in 2021 & 2022 whilst visiting member businesses (e.g., Halloween Scarecrow Trail). This not only encourages visitors to go to shops they might not otherwise have seen, but also to discover and explore the city in a fun way.

We have great plans ahead with LoyalFree including a new name: Hereford City Life - making the app feel even more local and relevant to consumers seeking deals and promotions.



TRAILS

Hereford consumers love trails and we have put on over 43 of them in Hereford resulting in 45,000 views and attracting circa 7,000 individuals to visit and explore!

To keep our trails interesting and fun we created various walks based on popular interests such as the Dog Friendly Tour, Hereford History and Art route, or even a Date Night list of venues to enjoy with a partner! Alongside this are our event trails such as the one we did at Easter ('Bunny's Excellent Adventure') where families followed a route to discover hidden Easter eggs, scanned various virtual reality posters, and collected a gift at the end. Such visits result in additional spend with businesses who take part and benefit from the exposure new customers bring. On this occasion the Easter Trail saw over 200 people take part with an average typical daily spend of £30 per person on the day of participation.

CELEBRATING HEREFORD'S HOSPITALITY SCENE

We invested in a professionally made promotional film celebrating the rich and vibrant hospitality sector – from cafes to night clubs our film was short, snappy and effective and seen across social media and our website over 4,600 times.

HEREFORD BULL TRAIL 2+3

Our regionally famous Hereford Bull Trail has grown during 2021/22 with an average of 200 participants per year visiting 20 hospitality venues to 'drink the drink, stamp the card, Get the T-shirt'!

Visitors came far and wide when claiming their branded T-shirts, often originating from outside of the county, where on many an occasion someone would share the joy and fun they had whilst visiting Hereford's various venues. It is quite common to see mothers and daughters, fathers and sons, or groups of friends taking the challenge and visiting places they might never have been in otherwise – and of course they then may become regular patrons.



CITY LIFE PRESENTS

37 separate live performances from rock, pop and string groups helped create a vibrant and energized atmosphere for our visitors as we delivered an ambitious schedule of entertainment across the city centre whilst visitors shopped and spent money.

Running annually from May through the end of September under our consumer brand, Hereford City Life, we made significant investments in live music to not only support but also solidify the city's reputation as a cultural destination. This initiative was designed to foster a vibrant atmosphere that entices people to return for more.

CITY MAPS

Throughout 2021 and 2022, we distributed more than 12,000 custom-designed maps to assist tourists in navigating the city and to offer details about our local attractions. During our initial year of production, 120 shops and establishments sought our maps for their premises, in addition to tourist information centres, Hereford Cathedral, and well-regarded hotels like Castle House and Green Dragon.



SEASONAL EVENTS AND PROMOTIONS

From our newly created 'Love Hereford Day' at Valentines to traditional seasonal events such as Easter Egg fun, Summertime Dinosaurs and Halloween Scarecrows, the Hereford BID continued to invest in campaigns and events that brought extra footfall and support members.

LOVE HEREFORD DAY (2022)

We created an event that brought in an additional 2,000 visitors during what is normally a slow period of trade by successfully obtaining free parking from Herefordshire Council along with the attraction of live music, welcoming flowers handed to shoppers as they arrived, fun photobooth for families to pose, and offers and give-aways from 30 businesses who signed up for a targeted promotional campaign. To add to the fun, we ran one of our biggest give-aways to date with a huge well stocked hamper full of gorgeous gifts donated by BID members which had a social media reach of 30,000+ people and 1,000+ entries.



FERROUS 2022

An additional 50,000 visitors attended our international Blacksmithing Festival In March 2022 where we brought back the event to Hereford for a 3rd term in partnership with Hereford College of Arts.

Ferrous 22 gave the public a chance to try their hand at live forging over 3 days, see 15 worldwide dazzling exhibitions from across the globe, meet makers of displayed work and discuss commissions, and listen to a range of inspiring talks and demonstrations. The event was boosted by a funding application from Hereford BID of £50,000 from the Government's Covid recovery fund intended for regional events to rejuvenate local economies.



APPLEFEST

Under the leadership of Hereford City Council, we played a pivotal role as a major sponsor for the 2022 and 2023 city centre festivals. These events served as a vibrant celebration of the county's strong and enduring ties to the cider and perry industry, featuring all-day live music performances on a professional stage and well-equipped CAMRA tents for the public to savour and relish. In both 2022 and 2023, thousands of enthusiastic attendees flocked to Hereford, and we anticipate this event's continued growth in the years ahead.

THE HEREFORD EXPERIENCE WELCOMING SAFE AND CLEAN

From visitors to investors, we want them to love Hereford as we do! Making the city a safe and attractive place is an essential element of any destination. Although our team is small, there are attainable wins to be had – from making Hereford safer through good information on our top criminals, to being on top of graffiti and gum as soon as we can, all these things have a huge influence on our perceptions of the locality.



DISC SECURITY APP

We provided a dedicated security system to the day and night economies to help them manage and monitor criminal activity.

During 2021 and 2022, DISC recorded 400 reported incidents of crime, originating from around 170 businesses utilising our smartphone app. Central to DISC is the principle of sharing incidents and intelligence amongst the business community, as well as key stakeholders such as the Police, Vennture, HAND, CCTV and Retail Radio Group.

All DISC members routinely received immediate alerts concerning shoplifters or notifications about individuals engaged in anti-social behaviour. Users also could look up information on known offenders to stay updated on an individual's status.

To provide further support to our members, Hereford BID employed a part-time staff member responsible for coordinating activities, including regular communication with businesses and the Police to remain connected to issues and facilitate solutions. We also want to thank CCTV and HAND for their extensive support to DISC and the night-time economy – a key partner of the Hereford BID that continues to keep Hereford safe behind the scenes.



TEAM HEREFORD

Led and chaired by Hereford BID, we hosted a monthly gathering for local businesses, with attendees including CCTV, the Police, Vennture (Street Pastors), HAND, Parking Officers, Churches, Hereford Cathedral, and more. Our collective mission, shared with our valued partners, is straightforward: we aim to unite the city in open discussions on prevailing and emerging security or operational issues that demand attention, such as addressing challenges like aggressive begging, street drinking, or anti-social behaviour.

Throughout 2021 and 2022, Team Hereford has continued to evolve and fulfil its role in serving the city. Our conversations typically revolve around the top five offenders or traveling gangs known to be approaching our area. These meetings also provide a platform for general updates on the city's foot traffic and upcoming events that are expected to draw shoppers. Significantly, we extend invitations to all BID members and actively encourage their participation, allowing businesses to benefit from the valuable intelligence shared.



PLANTING

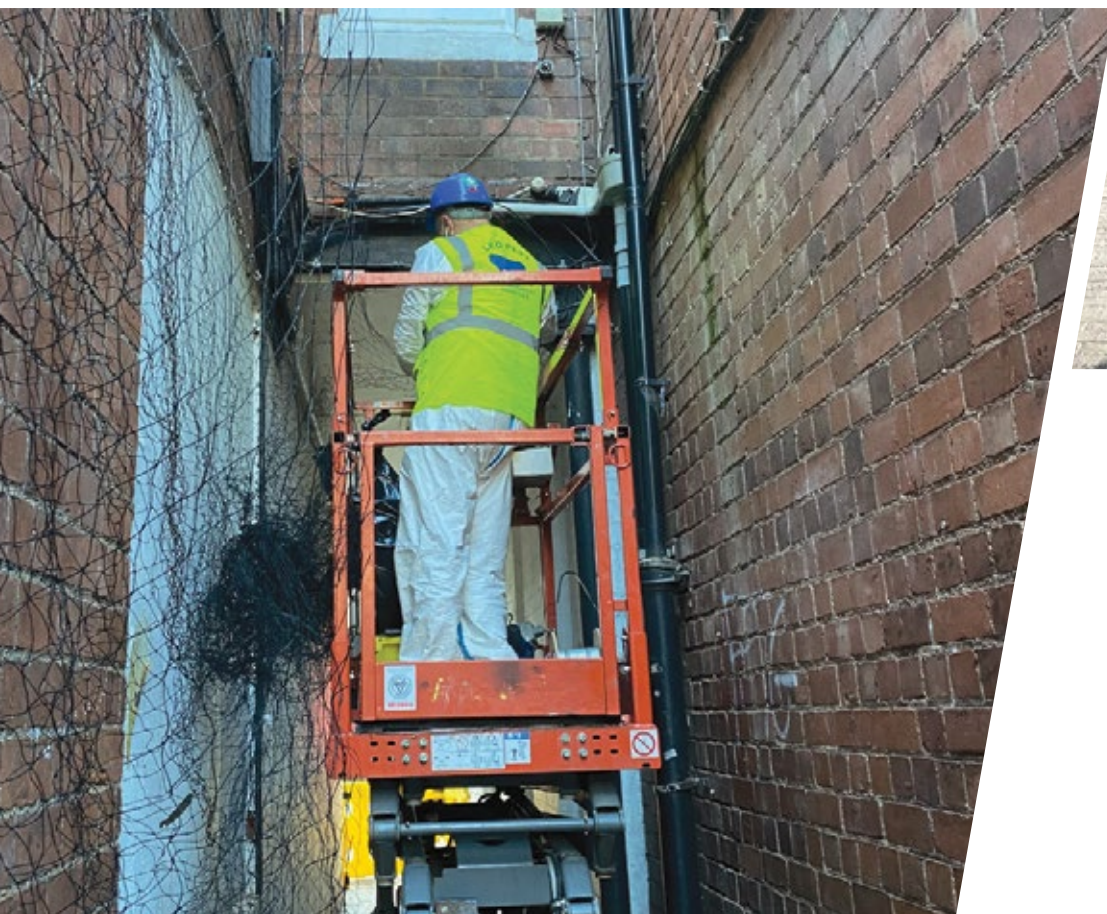
Throughout 2021 and 2022, we installed 4 substantial cedarwood planters in the vicinity of the Herdsman pub on Blueschool Street. These were planted with colourful crabapple trees and exquisite flowers, adding a beautiful and eye-catching aesthetic to this busy road. Additionally, we extended our efforts to the garden beds behind, where we planted well over 200 plants, transforming the entire area.

We remained dedicated to maintaining and enhancing the gardens around the Old City Wall, located near the Police station where we replaced damaged trees and flowers. As a result, this garden has blossomed into a remarkable urban oasis, particularly in the spring when the blooms of over 30 crabapple trees, accompanied by vibrant spring flowers, create a captivating and inviting welcome to the city.

TACKLING GROT SPOTS

During 2021 and 2022 we cleaned over 78 incidents of graffiti, removed 4,800 pieces of chewing gum, took away 110 bags of litter and sucked up 225 bags of weeds/street detritus collected by our Glutton outdoor vacuum machine.

As part of our commitment to keeping the BID area clean, we also sought areas that needed additional work such as Brewers Passage which leads from Commercial Street to Maylord. Here the area was constantly blighted by gull muck and broken guttering. We installed professional netting to prevent birds from nesting and fixed the leaking gutters/ spoke to landlords to ask them to make repairs. Following the work, the passageway was much cleaner, drier and pleasant for our shoppers to walk through.



PAVEMENT DEEP CLEANS

Our handy team deep cleaned the pavements of over 27 streets in 2021 and 2022 using our specialised and powerful deep pavement cleaner. This thorough cleaning process removes unsightly markings including sunbaked bird droppings, ingrained oils and stubborn dirt, and is particularly effective in high-traffic areas which can be detrimental if not clean and welcoming.

In addition to our proactive cleaning efforts, our team also provided a responsive service, readily addressing cleaning requests from BID members for their premises.



HANGING BASKETS

In 2021 and 2022 we annually installed more than 500 high-quality hanging baskets and street planters, bursting with rich and vibrant colours from our award-winning supplier, that enhanced the visual charm of Hereford's centre. This marked the highest number of baskets ever hung in a single year.

To maximise the visual impact of these flowers and support members, we extended our offer from 2020 of two complimentary baskets per business complete with comprehensive watering and maintenance services throughout the 25-week season.

BUSINESS VOICE

Providing business information on what is happening in the City is a crucial aspect of supporting trade. We consider ourselves your eyes and ears, commenting and influencing to ensure things happen in favour of businesses, and speaking up when this is not the case.



"The Hereford BID has constantly been there to us – we urge any BID member to take advantage and reap the benefits as we have"

Children's Bookshelf
Annette and Duncan Cooper
Owners

FOOTFALL REPORTS

We provided members with consistent and reliable weekly footfall data presenting a clear picture of the number of visitors to Hereford. Our information encompassed specific street-level detail, essential in a post-covid environment. This allowed businesses to benchmark performances and plan for staffing using data and trends from past years.

Moreover, this footfall data played a pivotal role in guiding Hereford BID's strategic marketing decisions, facilitating the planning of events and the development of marketing seasonal campaigns at opportune times. For instance, the "Love Hereford" Valentine's event was conceived to attract foot traffic during periods of lower trade – a time when businesses needed it most.



NEW BID WEBSITE

Since 2016, our Hereford City Life website has served as a central platform for promoting both the city and our member businesses. In 2021, we made a significant investment in a new website, complete with a re-branding effort that aligned with the evolving expectations of the internet's public use. This revamp was designed to provide a more dynamic, faster, and engaging experience, incorporating features such as video content related to our gift card, blog posts about the best coffee spots, and downloadable resources like our trails and maps.

In its current iteration, the website also serves as a shared space for Hereford BID's project information. This design ensures a clear association between the two brands, enabling BID members and the public to conveniently access information about our work and ongoing initiatives, should they wish to do so.



PRINTED NEWSLETTERS

Every month, we dispatched two online newsletters to our members, providing them with essential information about opportunities, grants, and project updates that could prove advantageous. These newsletters were also designed to keep our members well-informed about matters impacting them within the city.

In addition to our monthly online communications, we sent out a quarterly physical newsletter. This approach ensured that all members were kept up to date with relevant updates and developments and did not miss any opportunities that could help with trade.

LOBBYING

We consistently advocated for the interests of BID members in various instances, engaging with external stakeholders such as Herefordshire Council and West Mercia Police. These interactions leveraged the trusted relationships we had cultivated with our partners over many years, allowing us to communicate with the right individuals at the appropriate level and effectively convey your concerns to those who needed to hear them.

Notable instances of our representation efforts included addressing proposals related to car parking in Commercial Road and Late-Night Levy plans from central government. In both cases, we provided informed arguments against these proposals, and as of now, no further progress has been made in these areas.

In 2022, we also stepped in to represent the concerns of numerous businesses in Broad and King Street who were troubled by plans to introduce new greenery that involved the removal of parking bays, which they felt would negatively impact thousands of shoppers and the shops themselves. We took proactive steps, writing to politicians, informing newspapers, attending street meetings, and meeting with the previous administration of the Council. As a result of our feedback, they pledged to revisit the issue and reintroduce improved car parking spaces.

Another example of our advocacy in action pertained to Eign Gate in 2022. Here, the area was grappling with escalating anti-social behaviour, marked by daily street drinking, shoplifting, offensive language, open drug use, and generally unacceptable conduct, often involving a minority of known offenders. We organised three street meetings that brought together partners like the Council and Police to hear directly from businesses about the adverse impact of these behaviours. Through a combination of BID support, information on ways to report individuals such as the DISC app, and increased police patrols, we successfully addressed and resolved the issue.



NETWORKING EVENTS YR 3

We ran 5 network events and workshops across 2021 and 2022 featuring distinguished and nationally acclaimed guest speakers such as Andy Jenkins who shared valuable management techniques for staff motivation, and Gary Jones, a well-known life coach and author who provided insights into managing workplace anxiety.

In these sessions, alongside updates on business and projects from the Hereford BID team, we had the pleasure of hosting more than 126 members. These events served as a valuable platform for knowledge sharing and professional development.



FINANCIAL STATEMENT

Financial governance and transparency is over seen and monitored by the board of directors who routinely review the accounts at each meeting.

Accounts are inspected by Thorne Widgery.

Hereford BID is accountable solely to its levy paying members and is governed by an elected group of voluntary members representing the retail, multi-national, public, property and office sectors.

Meeting up to 6 times a year, our board is here to ensure the business plan you voted us in on is delivered effectively, using their commercial experience to shape and guide the management team.

Hereford BID Limited Detailed Income and Expenditure Account for the Years Ended 31 March 2022 and 31 March 2023

	31.03.23	31.03.23
	£	£
Turnover		
Levy Income	325,616	341,742
Voluntary memberships	1,350	1,663
Chargeable services	1,314	2,170
Events income	1,570	100
Sponsorship and other income	67,000	8,000
	396,850	353,675
Project costs		
P1: High Profile Hereford		
Christmas tress and decs	2,981	5,152
Seasonal Marketing	9,112	9,369
Christmas Marketing/ Events	31,453	38,856
Mailchimp	1,538	2,284
Wi-Fi	8,359	8,359
City Life Website	18,384	300
Maps for Visitors	3,896	
Loyalty App	9,500	9,524
Hospitality Promotional Film	5,013	
Ferrous Festival	66,975	4,996
New Events	12,245	14,297
City Promotional Film	7,773	
Gift Card Project	16,055	9,650
Springboard Footfall Data	750	857
Hereford Applefest		10,084
Bull Trail		2,749
Stage wages and oncosts	58,795	69,505
	252,829	185,982

P2: Hereford Experience		
Handy Person Consumables/ Extras	3,086	3,086
DISC Security App	4,548	2,349
Equipment/ Maintenance Contracts	4,079	3,235
Street Jet Cleaner + Consumables	1,992	283
Gull Bags Project	2,003	
Hanging Basket Project	10,135	13,757
Planting	5,261	1,501
Other One-off Project Costs	3,090	
Staff Wages & Oncosts	32,664	38,614
	66,858	64,285
P3: Business Voice		
Fundraising Fund		1,925
BID Website	267	
Network Events	185	2,409
Newsletters	606	789
Staff Wages & Oncosts	26,131	30,891
	27,189	36,014
Overhead Costs		
Staff Wages & Oncosts (Administration)	13,066	15,446
Training/ Recruitment	3,987	5,902
Insurance	2,868	3,191
Establishment Costs (phone/ broadband/ travel)	4,244	7,632
Print, Post and Stationery	2,380	3,052
Accountancy	8,765	9,447
Bank Charges	103	107
Consultancy	510	1,495
Subscriptions	500	615
Depreciation	6,212	6,742
Levy Collection Fee	14,592	14,115
CRM Software	2,193	1,563
	59,420	69,307
Total project costs	406,296	355,588
GROSS (DEFICIT) SURPLUS	9,446	1,913

SPECIAL NOTE

BID 1 - At the conclusion of BID 1 (31.3.20), an amount of £82,968 was carried forward into BID 2. This was a planned and expected step to ensure the availability of cash flow necessary for the ongoing operation of the company.

BID 2 - At the close of year 1 (31.3.21), there was a surplus of £211,595 carried forward, comprising the surplus from BID 1 and grant awards totalling £30,000. The breakdown of these grants is as follows: a. Contributions from the County Council towards our LoyalFree App (£10,000) b. Furlough support for our staff (£8,000) c. Government grant for BID support (£12,000).

The surplus from year 1 was subsequently carried forward into year 2 (ending 31.3.22), where additional grants totalling £70,500 were secured. These grants included: a. Event income (£1,570) b. Covid Event Support Grant (£60,000) c. Other sponsorship (£8,000).

With the exception of funds set aside for cash flow purposes, the majority of the surplus derived from grants and support will be utilised to fulfil all the projects promised throughout the duration of the BID term, extending until 2025. This commitment holds true despite a projected 20% decline in levy income in 2023 and beyond, attributed to diminishing rateable values.

YEAR 3 PRIORITIES AND PLANS

As we enter our 3rd year we will check and review outputs, making sure we are on track to deliver the improvements promised and reinforce those projects where more focus is required such as criminal hot spots.



HIGH PROFILE HEREFORD

- Expand upon the success of the Hereford Gift Card, placing a strong focus on maximising sales opportunities during important events throughout the year, such as Father's and Mother's Days, Teacher Gifts at the start of summer, and the festive Christmas season.
- Build upon the celebrated Christmas 2021 campaign by making substantial investments once more in the festival. Our aim is to stage a spectacular event with captivating walkabout performances and live music that truly evoke a sense of enchantment and happiness. Additionally, we will pursue financial support from local partners, including Hereford City Council, to expand our investment in this event.
- We will expand the uptake of LoyalFree, introducing more opportunities for businesses to use the app and attract new customers such as 'LoyalBase' – the facility to directly contact users who have viewed your offer but didn't act
- More interactive fun trails will be brought in that encourage the public to interact with businesses in exchange for a small gift using engaging technologies such as virtual reality and QR codes



HEREFORD EXPERIENCE

- Expand on the program of street pavement cleaning including the targeting of key locations and times known to be worse for Hereford e.g. May/June, from nesting gulls and rubbish bags that are ripped open causing residential waste to leak on and into the porous pavements
- Support the waste management team by informing residents who do not secure their waste that they risk being fined/ gull proof bags will be provided free of charge
- Offer all BID members 2 free hanging baskets in 2023

BUSINESS VOICE

- We will continue to push for a Herefordshire Council led plan on the city centre including strategic decisions on the quality and future of the market, High Town's commercial use and attractiveness for events and tourism, and a vision for the BID area in terms of continued access for traffic, street furniture, better planting schemes, and so on. We will also seek to bring in other important stakeholders such as Hereford City Council in developing a 10- and 20-year vision.



MEMBERS OF THE BID BOARD 2022/23

Paul Stevens – Chair 2022/2023
Hereford City Council
representing Retail and Office

Moira Davidson - Vice-Chair 2022
Fox and Mabel
representing Retail

Colin Bell Vice - Chair 2023
Fox and Mabel
representing Retail

Mark Richards-Buadromo 2022/2023
Old Market
Representing Property Owners

Sarah Caton 2022/2023
Principality Building Society
representing Multi-Nationals

Neil Clarke 2022/2023
Tanners Wines
representing Retail

Dan Guerche 2022/2023
Harrison Group
representing Hospitality & Leisure

Mark Stevenson 2022
Work Here
representing Office Sector

Ben Turner 2022/2023
Hereford Music Shop
representing Retail

Gemma Davies 2022/2023
Herefordshire Council
representing Public Sector

Chris Milton 2022/2023
Hereford Cathedral
representing Property Owners

Lauren Fosterjohn 2022/2023
NMITE
representing Office Sector

Sarah Bennett 2022/2023
Coffee Corner
representing Retail

HEREFORD BID DELIVERY TEAM

Mike Truelove
Chief Executive Officer

Rhiannon Burns
Marketing Manager

Hereford **BID**
Investing in our City

