

# January Newsletter

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

DELIVERING



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

### Chief Executive Update

Dear BID Member,

As February beckons and Christmas seems a distant memory, the BID team are busy reviewing our recent campaigns and planning how we will deliver tailored support to you in the year ahead. Frankly, everyone knows this will be a tough year and we are keen to play our role in supporting you.

Throughout the year we will update members on the great and meaningful opportunities ahead – meaningful because we will adapt to your needs and deliver support in real time. When businesses need to raise their profile, push an offer, or have their voice represented, Hereford BID is here to do this and more. Eign Gate is a great example; anti-social behaviour had become a daily occurrence last year. By leading and representing on meetings with key stakeholders, the area is now patrolled much more frequently, with known offenders heavily targeted. We exist only to help you.

**Mike Truelove, Chief Executive**

### Xmas Round-up

Our recent Christmas campaign was all about championing and sharing the exciting festive experiences Hereford had to offer. Combined with our own line-up of events, we meticulously shared the story of Christmas entertainment and atmosphere – knowing that consumers are prioritising experiences with friends and family during a visit.

To ensure the 'Hereford Offer' reached everyone, we invested in a regional leaflet filled with information, key dates and activities. We highlighted cinema and theatre offerings, promoted free parking on late-night-shopping days, advertised the Hereford Gift Card, and featured the Nutcracker Trail map inside.

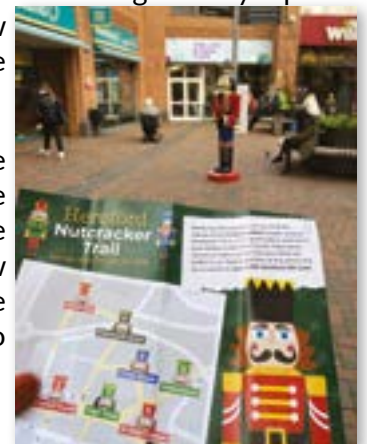
To boost the festive atmosphere in the city centre, the BID team installed over 120 Christmas trees, presented three Christmas concerts in High Town and Old Market and hosted fabulous street performers. The wandering 'Elvish Pressies' in their tiny electric toy cars, the 7ft 'Corvus Angels', and the two cheery



Elves with their Good-o-meter delighted the public and helped make the city centre feel welcoming and festive.

High on the list of attractions for families was our Nutcracker Trail. The trail saw hundreds of families visit the city to track down 12 giant nutcrackers and receive a prize. An additional giveaway upon completion of the trail saw an estimated 1200 people take part.

Many businesses were also championed online as the public voted in the Best Xmas Shop Window Awards and recognised the effort of local businesses to make the city look its best.



## Love Hereford 2023

On 11th February, Hereford BID are delivering another exciting schedule of activities under the city's consumer brand, Hereford City Life.

This Valentine's-themed event is designed to bring visitors into the city centre to boost footfall and encourage spending during a traditionally slower time of year for businesses.



The main event will be located at Old Market, with a mocktail workshop, live music, children's entertainment and a free photobooth for visitors. In addition, the Hereford BID team are creating promotional content to help highlight the offerings of local businesses across the city centre, from gift guides to Valentine's Day meals out.



Hereford BID have also worked with Herefordshire Council, Maylord Orchards and Old Market to ensure that the free parking offer from last year will be available to visitors from midday.

Learn more at [www.herefordbid.co.uk](http://www.herefordbid.co.uk)

## Business Clean Up 2023

On January 17th, the Hereford BID team worked with local businesses and community groups for their first Business Clean Up of 2023.

The focus was the neglected area near Greyfriars Bridge; this key gateway to the city centre was in need of some TLC, so the clean up team worked to remove weeds, litter and debris from the pavements, improving the appearance of this high traffic area.

The next clean up will be on Wednesday 26th April; any businesses that are interested in volunteering their time are invited to confirm attendance by emailing: [info@herefordbid.co.uk](mailto:info@herefordbid.co.uk)



## Hereford Bull Trail Locations

Could your venue be part of this year's trail?

The Hereford Bull Trail returns this spring for its fourth year and we are on the lookout for BID member pubs and bars to take part!

With space for up to 20 locations, taking part in this trail provides a great opportunity to increase visibility of your business through promotion on and offline via the Hereford City Life brand.

To be approved as a location, businesses will need to agree to display any POS materials we provide and allow our team to capture content (photos/videos) at the location to promote the trail.

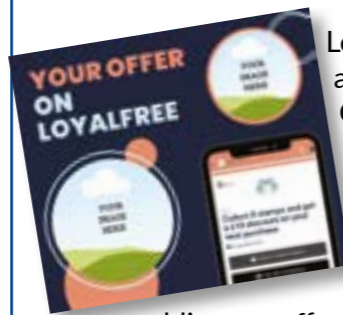
To get involved or to find out more, please email [megan.morris@herefordbid.co.uk](mailto:megan.morris@herefordbid.co.uk)



## Unlock Potential with LoyalFree

The start of the new year is a great time to try new things, why not see what the LoyalFree app can do for your business in 2023?

Free to use and exclusively available to BID members, LoyalFree provides the opportunity to attract customers through discounts or encourage repeat business through digital stamp cards with rewards. Businesses can also take part in interactive or list trails that help visitors discover what you do.



LoyalFree offers are regularly advertised via the Hereford City Life social media and in consumer emails, which reach over 13,000 subscribers.

For more information about adding an offer to the LoyalFree app, email [info@herefordbid.co.uk](mailto:info@herefordbid.co.uk)

## Hereford Floral City



Forget the frost and look toward a bright spring and summer in Hereford!

For a third year we are pleased to be able to offer all BID members TWO FREE hanging baskets to brighten up store fronts

and the city centre. These baskets will be installed in May and maintained throughout the summer months to ensure each basket looks their best for as long as possible.

Order forms are now available for any businesses that would like to redeem this great offer. A form will be included with this newsletter and a digital copy is available via [herefordbid.co.uk](http://herefordbid.co.uk)

## Hereford Gift Card

An incredible ten thousand pounds of Hereford Gift Cards were sold this Christmas as part of the Hereford BID's drive to keep money locked into the city – and exclusively for the benefit of our members.

To boost awareness of the card, we prominently featured it in our festive leaflet that was delivered to over 155,000 households across Herefordshire, Worcestershire, parts of Wales, and Shropshire. This leaflet celebrated festive attractions and included a bold advert for the Hereford Gift Card on the reverse, with the strapline - 'Gift Giving without the Guesswork', and an easy-to-scan QR code to help encourage readers to learn more.

With such high sales, we encourage registered businesses to take advantage of the point-of-sale resources and promotional opportunities available, to signpost to customers that they can redeem their gift card with you.



Not joined yet? Registration is simple and straightforward, with the BID team able to connect your card reader in person, with no reprogramming of tills required. For more information or to register get in touch with BID team: [info@herefordbid.co.uk](mailto:info@herefordbid.co.uk)

## Content Call Out

**Feature your business on the Hereford City Life blog!** Throughout the year we write blog content designed to encourage shoppers, foodies and visitors to explore the city and try new things. These articles are then featured on our homepage, included in consumer emails, and shared on social media providing a great promotional opportunity for your business.

From gift guides to Top 10 articles, here are some of our upcoming topics for 2023:

- Mother's Day Gift Ideas
- Father's Day Gift Ideas
- Dog Friendly Dining Destinations
- Wedding / Party suppliers in Hereford
- Cocktails in Hereford
- Must Try Menus for Summer / Autumn
- Championing Local Produce

We will share regular content reminders in our monthly BID marketing emails and via the Hereford BID Facebook page, but if you are interested in contributing to any of the above topics or have content ideas you would like to see us write, please email [rhiannon.burns@herefordbid.co.uk](mailto:rhiannon.burns@herefordbid.co.uk)

## Late Night Levy Consultation

Are you an owner or manager working in Hereford's Night-time Economy? The Home Office is currently running a public consultation on a 'Late Night Levy' – this would be a discretionary power enabling licensing authorities to collect a financial contribution from premises that profit from the sale of alcohol and put the proceeds towards policing.

With only 9 LA's implementing the Levy, these reforms may make it more likely that others will follow. Exemptions from the levy are possible (at the discretion of the licensing authority) and reasons include 'where there is already a Business Improvement District'.

Our own view is that costs towards policing are already being paid through your taxes and it would be grossly unfair to burden struggling premises with further fees. If you wish to feed into the consultation, it can be found at:

[www.gov.uk/government/consultations/late-night-levy](http://www.gov.uk/government/consultations/late-night-levy)

## Hereford City Life Listing



As part of membership, BID businesses can be featured on the Hereford City Life website. Listings can be a great source of information about your businesses, especially if you do not have your own website. Share:

- Contact information;
- Opening hours;
- Social media links;
- Images; and more!

The BID team regularly monitor this information to make sure it is current and correct but we are always keen to hear from members with any new images or adjustments. Not sure if you have a listing? Visit [herefordcitylife.co.uk](http://herefordcitylife.co.uk) and search for your business name.

Scan the code to request a listing or update an existing one.



## Stolen Nutcracker Statue Recovered



Reports of a stolen 7ft Christmas Nutcracker was not the usual type of crime West Mercia Police expected to receive. Sadly, for families doing Hereford City Life's Nutcracker Trail, one was stolen outside All Saints Church on Christmas Eve, meaning hundreds of families struggled to complete the popular event.

Mike Truelove, CEO for the Hereford BID and organisation behind Hereford City Life said, "from what we understand, it appears that 2 individuals took the 7ft Nutcracker during the evening of Christmas Eve and loaded it into a mini before driving off". Mike continued, "In the great scheme of things, this was not a serious crime, however, a theft did occur and the Nutcracker damaged, meaning a lot of families enjoying the trail struggled to continue. Thankfully most went on to complete the trail which ended at the Tourist Information Centre in St Owen Street. It meant a lot to us to have the item returned and we are enormously thankful to both Herefordshire Council's CCTV service and West Mercia Police for diligently locating the culprits and returning the stolen statue - we know how busy these services are, doing vital work to protect the Herefordshire public".

## 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](mailto: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.

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