

June Newsletter

Hereford **BID** Investing in our City

delivering **Hereford**
City Life Country Living

Stay up to date with news and updates from Hereford Business Improvement District.



Dear BID Member,

At times like these it is hard to get the tone right. On the one hand we are full of excitement at the great projects coming your way, including Ferrous 2022, our new deep clean pavement machine and the Hereford Gift Card. However, there are many of our hospitality businesses that are still unable to fully open, or even open at all, which is a cause for concern, especially as many have been busy investing in staff, facilities, and marketing for what we all had hoped would be the end of restrictions.

In August, we plan to launch a month long campaign for the hospitality sector, but for now, the BID and all fellow businesses are rooting for you and cannot wait to see you fully open with the rest of the city.

Mike Truelove, Chief Executive

Ferrous Festival '22: Save the Date

The Hereford BID team are excited to announce that the Ferrous Festival of Artist Blacksmithing will be returning for 2022.

In partnership with Hereford College of Arts, the festival will run from **25th - 27th March 2022**, with a live forging event and an array of supporting workshops and exhibitions designed to drive footfall into the city.



Plans are underway for this fantastic festival and we look forward to being able to share more details with you soon.



@ferrousfestival

Coming soon - Hereford Gift Card

We are delighted to inform you that we are launching a 'Hereford Gift Card' for the city that will help encourage customers to spend their money with your business!

The card can only be spent at approved locations (BID members) and so we strongly encourage you to get in touch and register your business. More information can be found on our website, including all relevant links for registering.

Registration is very simple and being a registered location for the Gift Card will cost you nothing other than the levy you already pay to us. Every penny the customer spends on the card will be loaded on the card too - there are no hidden fees!

For more information, please visit:

www.herefordbid.co.uk/news/hereford-gift-card

Join the Hereford Bull Trail



**HEREFORD
BULL TRAIL**

This year, Hereford BID will be bringing back the successful Hereford Bull Trail as part of a wider campaign to support hospitality businesses.

As with the 2019 trail, the public can visit the venues on the trail list to enjoy a drink, whether soft, hot or alcoholic, and collect a stamp on purchase of their beverage. When they have visited all locations, they can collect a special Hereford Bull Trail t-shirt.

The initial deadline for taking part has passed but if you would like to be included as a venue on the trail, please get in touch – info@herefordbid.co.uk

For more information, visit our website.

H2030 Business Survey

The Herefordshire 2030 Project (H2030), a nationally-unique, multidiscipline and non-politically aligned initiative, has been designed to analyse what has happened in Herefordshire across three streams: Economy, Environment and Equity

As part of the project, they have created an online Business Survey which they hope will provide useful insights into the prospects of Herefordshire's business community. H2040 are looking for the input of Hereford businesses to help them get the broadest possible cross-section of data.

If you would like to take part, you can find a link to the survey on our website's news feed.

Handy Team at Work

Work continues in Bath Street as the Hereford BID Handy Team begin the next phase of improvements at the once neglected space near the police station. An array of plants have been added, alongside the crab apple trees planted last September, and the team are tidying up the slabs ready for new benches.

The Handy Team will also be out and about with our new Deep Clean Machine, providing an extra level of cleaning to Hereford pavements.



Floral City Hanging Baskets

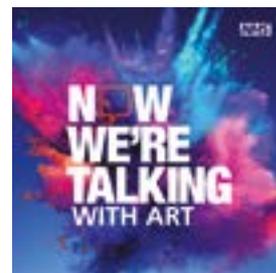
Last month, we installed 350 hanging baskets and box planters across the city centre.

We were thrilled that so many BID members took up our Floral City offer, as it really helps make Hereford look a bright and welcoming place to spend time.



NHS Trust: Hereford Art Trail

The NHS trust are seeking window spaces in Hereford to be used as part of their summer campaign, Now We're Talking with Art, which aims to spread positivity, highlight mental health support and encourage people to get out, exercise and support local businesses too.



The trail, which will run throughout September, is a great opportunity to highlight your business.

If you are willing to provide window space for the art installations to be displayed, please contact katherine.wood4@nhs.net by 02/07/21

Bin Storage Solution

Are you looking for an area to store your commercial rubbish?

A privately owned space may soon be available in the Commercial Street / Maylord Shopping Centre area for use by businesses.



If interested, please contact Ian on 07769 900733.

Keep an eye out for further updates on our website and social media channels!

www.herefordbid.co.uk



@HerefordBID



/herefordbid

www.herefordcitylife.co.uk



@herefordcitylife



@hereford_city_life