

April 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,

We are thrilled to see so much business activity as many of you reopen following the lockdown.

As ever, your Hereford Business Improvement District is here and raring to go in the delivery of projects that will benefit you and recognise the urgent need to draw in customers so that you may try to regain some lost income following a disastrous period of trade.

Whilst we launch new projects, I want to remind you that we continue to provide a Business Voice for our members, lobbying the council on your behalf for resolution of key issues, such as increased car parking fees and road closures.

Mike Truelove, Chief Executive



► Floral City Hanging Basket Offer

After an underwhelming year, it is important that the city centre looks its best as we welcome visitors back to Hereford. So, to help, Hereford BID are offering two free hanging baskets for each member business.

This all-inclusive offer covers:

- installation (including brackets if required)
- maintenance (dead heading, replacing dead plants and watering up to 5 times per week)
- removal of baskets at the end of the season

If preferred, the option to request supply-only is also available.

We have included a Floral City brochure and order form with this newsletter, so if you would like to take us up on this offer, please complete the form and email to:

info@herefordbid.co.uk



Marketing Webinar Available to Watch

To help support our members during lockdown, we teamed up with local marketing experts Minx Media Ltd and Rather Inventive to provide a free marketing webinar.

Our experts covered topics that included how to re-engage your customers and best-practice tips for utilising your marketing channels. You can find a recording of the webinar available to watch on our website.



Hereford BID Podcast

Hereford BID have launched Hereford City's first business podcast. In conversation with local business owners, we discuss the challenges and successes of running a business in Hereford. To listen search for 'The Hereford Business Improvement District Podcast' on your podcast platform.

Join the LoyalFree App



As businesses begin to reopen, we wanted to remind our members of the benefits of joining Hereford's own loyalty app, LoyalFree.

With LoyalFree you can showcase your business with exclusive offers, loyalty deals and city trails, and benefit from:

- Advertising of your offers to locals and visitors
- Customer insights through a live dashboard
- Click throughs to your website, social media, reviews via your business profile
- Featuring in local LoyalFree trails

If you would like to join LoyalFree, email info@herefordbid.co.uk with your offer.

New Hereford BID Board Members Appointed

The Hereford BID are pleased to announce that following the recent nominations for the HBID Board of Directors we have three new members joining the board for 2021.

Due to natural changes within the current HBID board, there were sufficient positions available for all applicants to be successful, negating the requirement for an election to take place. The new members are:



Sarah Caton
Principality Building Society
Sector: National Retail



Lauren Fosterjohn
NMITE
Sector: Property Owner



Sarah Gardner
The Coffee Cart Company Ltd
Sector: Independent Retail

Find the full list of directors and the sectors they represent on our website.

Parking Review: Open Letter

In March, Hereford BID wrote an open letter, on behalf of its members, to the council in response to their car parking report, issued 18th March. We believe there are significant areas of concern that could affect parking in the centre of Hereford which needed to be addressed. We will continue to lobby the council for a resolution on this issue and others that affect our members.

A copy of this letter was sent out to Hereford BID levy payers via email.

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

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