

March Newsletter

Hereford **BID** Investing in our City

DELIVERING



HEREFORD
City Life

Chief Executive Update

Dear BID Member,

As Spring approaches, our team is busy finalising plans to deliver a jam-packed period of opportunities for you and your business. From getting Hereford ready with stunning displays of floral colour, to inspirational breakfast network sessions from acclaimed motivational speakers; the Hereford BID continues to listen and respond to your needs.

Do look out for our signature event, the international Ferrous Festival of Artist Blacksmithing, starting 25th March. As well as a dazzling display of exhibitions from across the globe, more importantly, we are bringing in additional footfall from both the UK and worldwide, helping put you and the city on the map.

Mike Truelove, Chief Executive

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



#LoveHereford Campaign Success

For February, we launched our #LoveHereford campaign, which promoted BID businesses and encouraged visitors into the city during the slower winter months with a fun event and free parking.

Our event, tied with Valentine's weekend, offered live music in High Town, free flowers handed out to shoppers and visitors in the city, plus a photobooth at the Old Market. The online promotion for the campaign featured over 30 businesses across our consumer brand, Hereford City Life, in social media posts, blog articles and LoyalFree trails.

#LoveHereford Giveaway

As part of our campaign, we also ran an incredible giveaway on Facebook and Instagram. The prize, a well stocked hamper, was generously provided by an array of BID members, who were listed and tagged during the giveaway promotion and have our warmest thanks for their contribution.

The giveaway posts themselves reached over 30,000 people and had a hugely positive response from the public, with over 1,000 entries on Facebook alone. Participating businesses have since reported that they saw an influx of followers during the giveaway.

If you would like to run your own giveaway, our members are able to use LoyalFree to host competitions. If you would like to use this platform, please get in touch with the BID team - info@herefordbid.co.uk



Ferrous Festival 2022



At the end of March, Hereford City Centre will come alive with the sound of ringing forges as Ferrous Festival returns for its third year.

Produced in partnership with Hereford College of Arts, this unique festival will feature exhibitions and events that will appeal to visitors of all ages, including the popular live forging event in High Town, an exhibition celebrating work by LGBTQ+ makers, displays of work by local and national makers; and an exhibition based on this year's festival theme - #getoutgetinspired.

In previous years, the festival has drawn huge interest from local and national visitors, and we strongly predict to see corresponding growth in footfall again this year. Events and exhibitions will be spread across the city, filling many empty shop units, to encourage visitors to explore and discover the range of incredible local businesses that are available in our city.

If you would like to display an A4 or A3 Ferrous Festival poster in your shop window, please email info@herefordbid.co.uk

Learn more about Ferrous Festival at www.ferrousfestival.co.uk

You're Invited!

Join the BID team to celebrate the launch of Ferrous Festival 22, with an evening reception at the old Laura Ashley shop (7 Commercial Street) on **Friday 25th March, 5-6:30pm**

You will have VIP access to selected exhibitions and meet some of the great artists and exhibitors from the festival.

RSVP to mike.truelove@herefordbid.co.uk

Two Free Hanging Baskets Offer Returns for 2022



Following the success of last year's Two Free Hanging Baskets offer, Hereford BID are pleased to announce that they will once again be offering this exclusive service to BID members.

Our Floral City campaign gives businesses the opportunity to brighten up their frontages and brings a Floral Wow-Factor to Hereford's streets during summer months.

If your business would like to take up this offer for 2022, the order form can be found on the BID website bit.ly/BIDHangingBaskets22

Order forms should be emailed to info@herefordbid.co.uk by 18/04/22

Hereford Experience - Improvements to Brewer's Passage

As part of our work to improve the outdoor experience of the city, we have recently focused on Brewers Passage, a busy but sadly messy passageway, linking Commercial Street to Maylord Orchards. For many years, the passageway has been prone to low level flooding from vandalised downpipes and pigeon detritus, making it unpleasant to see and walk on.

Improvements began late last year, with BID working alongside the landlord to install anti-vandal coverings for the downpipes, and continued in February, with a pest specialist contracted to install pigeon netting and spikes to displace pigeons from the area at a cost of almost £4000.

The effects have been immediate and remarkable, making Brewers Passage a much more pleasant walkway for locals and visitors.



BID Networking Event: Coping with Anxiety in Business

Networking event with cooked breakfast
Tuesday 17th May 2022 | 07:30 - 09:00



Join us Tuesday 17th May at Saxtys Restaurant with guest speaker, life-coach and author, Garry Jones, to hear his transformative ideas on managing anxiety in business.

Our networking event is a chance to hear updates from the Hereford BID, find opportunities for your business, learn about trends in the city, and meet fellow owners and managers – all whilst enjoying a delicious cooked breakfast.

This is a FREE ticketed event and booking is essential.
Book via bit.ly/NetworkingMay22

BID Newsletter Apologies

At the end of February, we were made aware that some BID newsletters being posted to businesses may have incurred an additional £1.50 surcharge as a result of insufficient postage being applied.

We extend our sincere apologies for this error and ask that if you have paid this surcharge to please email us with your business name so we can arrange reimbursement for you as quickly as possible.

Win Tickets to 3 Choirs Festival!

The 3 Choirs is coming! Drawing in thousands of visitors seeking world class music, choral and orchestral concerts, solo and chamber music recitals, talks, exhibitions and walks, this major event is a chance for Hereford to shine to the world.

To celebrate the launch, and the forthcoming festival brochure, which be available on our website and delivered by HBID to venues across the city from 25th March, we have obtained 2 tickets for an evening concert (details to be confirmed) exclusively for one of our lucky BID members.

Simply email info@herefordbid.co.uk with your name and business and we will enter you into a raffle and randomly select a winner.

Easter Events & Promotions



This Easter, we are running a fun family-friendly trail on LoyalFree for the school holidays, designed to promote businesses and encourage visitors into the city during this period.

Participating in LoyalFree trails is a great way to boost the visibility of your businesses, as the trail features each business and sends participants to check-in at that location. We are looking for businesses who may be interested in taking part to please get in touch.

Please contact megan.christy@herefordbid.co.uk to learn more or register your interest.

Hereford City Map Available for BID Members

If you have run out of stock of your Hereford City Map, don't worry we have plenty available for you!

Our stunning city maps, which HBID commissioned last year using a local artist, are a resource for any and all BID members to call upon. Just let us know how many you need and we will deliver them to your door.

To place your request, please call **01432 376830** or email info@herefordbid.co.uk



New Police Contacts

Our City Centre Policing team are available for businesses to contact on the details below. You can contact them with **any non-urgent queries** or for advice. Please continue to report emergency matters using 999.



PC Keith Ramone 3423
07773 048885
Keith.ramone@westmercia.pnn.police.uk

PC Jim Phillips 3590
07976 938632
James.phillips@westmercia.pnn.police.uk

PC Jazmin Reynolds 21567
07790 951099
Jazmin.reynolds@westmercia.pnn.police.uk

PCSO Raj Matthews 40282
07773 046846
Rajbir.matthews@westmercia.pnn.police.uk

PCSO Harry Quinlan-Prior 40508
07817 954934
Harry.quinlan-prior@westmercia.pnn.uk

Share your story on 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.

www.herefordcitylife.co.uk



@herefordcitylife



@hereford_city_life

Your New & Improved DISC App

Since Hereford BID first invested in DISC in 2017, this mobile security app has proved its worth as a handy tool for low-level crime reporting, awareness and prevention.

To keep DISC up to date, we have refreshed the app, adding galleries that are more relevant to current local crime trends.



The instant messaging feature has also been improved- you will now only receive messages relevant to your business, based on your location and business type. If you are not registered for DISC but would like to sign up, please email:

megan.christy@herefordbid.co.uk

Christmas Diary Dates 2022

We are pleased to share an early update for businesses on the key dates for your Christmas diary.

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

HBID Christmas Entertainment
7th, 14th, 17th, 18th, 20th & 21st December

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

Find us online

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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