



**VOTE
YES FOR
HBID**

Hereford**BID**
Investing in our City

**BUSINESS PLAN
2020-2025**



VISION

To enhance, develop
and promote our
truly distinctive city
of Hereford for the
benefit of our members.

MESSAGE FROM THE BOARD

MEET THE BOARD

Directors:

Alan Anderson
Old Market (Property sector)

Sarah Caton
Monsoon (National retail sector)

Christian Dangerfield
Green Dragon Hotel (Tourism and leisure sector)

Ruth Denison
St Michael's Hospice (Independent retail sector)

Matthew Hayes
Harrison Clarke Rickerbys (Professional sector)

Jade Owen
The Den Restaurant (Hospitality sector)

Ali Rogers
Escape on Church Street (Independent retail sector)

Bill Sewell
All Saints Café (Hospitality sector)

Kieran Smith
Specsavers (National retail sector)

Nick Webster
Herefordshire Council (Public sector)

Simon Whiting
Maylord Shopping Centre (Property sector)

Observer

Paul Stevens
Hereford City Council (Public sector)

Since it was set up in 2015, Hereford BID has played an increasingly important role in the life of the city centre. We now have a track record of effective project delivery and are respected consultees on many aspects of city life. We have developed positive relationships with levy payers over this period as we and they learn how best we can make Hereford an ever better place to do business.

Approaching the end of our first five-year term, we are asking for your support in the forthcoming ballot to ensure that the foundations we have built can serve as a solid base for future successes as we continue and develop new projects.

We have created a clear voice for business in the city, have improved the public realm, providing free Wi-Fi, attractive planting, informative signage and regular care for the fabric. We have improved communications between businesses and the public sector. We have created exciting events and successful marketing campaigns to stimulate more visits to the city.

In developing this proposal for 2020-2025, we have carefully reviewed what has been achieved and importantly, through our conversations with you,

have focused on what still remains to be done and how we can best help your business.

Don't allow this great start to be wasted, but support Hereford BID by voting for even higher standards of delivery in the next five years. We are excited to see these proposals put into action and watch Hereford grow and prosper.

Our thanks go to all those businesses who have helped the BID to deliver on its initial promises, to the busy people who have made time to serve as directors of Hereford BID and to the staff team responsible for project delivery.

Matt Hayes
Chairman of the Board



“ Old Market shopping centre had only just opened when the BID started, but the BID team has worked closely with the centre management team to make sure that we all feel part of the city. We can’t wait to get involved with the new promotions and events they are planning. ”

Emma Firth, Seasalt,
Garrick Lane, Old Market

FIVE YEARS OF ACHIEVEMENT

2015-2020

Hereford BID has successfully delivered the projects and services we set out in our first business plan in these five areas:

- INCREASING FOOTFALL
- HEREFORD EXPERIENCE
- SAFETY AND SECURITY
- GETTING HERE, GETTING ABOUT
- PROFIT: YOUR BOTTOM LINE

The next pages illustrate what we have done to fulfil those promises.



INCREASING FOOTFALL

You told us you wanted more people to come to Hereford and to stay longer.

WE DELIVERED...

1. A major new event: the Ferrous Festival of Artist Blacksmithing which attracted 10,000 new visitors to Hereford in 2017 and 45,000 new visitors in 2019.
2. Christmas advertising to 88,000 homes and themed promotions, competitions and entertainment each year.
3. Themed trails e.g. Hallowe’en, Easter and the Lego Trail, to encourage city centre users to explore the whole city and stay in town longer.
4. Free Wi-Fi around the city centre, with £85,000 grant funding from Herefordshire Council.
5. Footfall tracking using the Wi-Fi and sharing the data with you each week, with separate reports for the day and night-time economies. **Footfall up 3.5% over last 3 years and average dwell time up 8 minutes.**
6. A monthly what’s on newsletter to the 12,000 consumers signed up to Wi-Fi.
7. The Hereford City Life brand for all consumer communications on our website, social media, print and PR. We have 3,500 followers on Facebook, 2,500 on Instagram, and just short of 50,000 used our consumer website in the last year.
8. *Alive after Five*, a programme of seasonal events and entertainment to keep shoppers and leisure users in the city longer.

HEREFORD EXPERIENCE

You told us Hereford needed to look smarter, empty units tidied up, and areas around town needed a facelift.

WE DELIVERED...

1. The Handy Team to remove chewing gum, paint street furniture and spread TLC around the city centre.
2. A voice for business on city centre improvements in High Town and Commercial Street.
3. Over 720 hanging baskets and window boxes.
4. Attractive window vinyls on high-profile empty units.
5. A garden in Brewers’ Passage where there used to be a grot spot.
6. Freshly painted alleyways at Mansion House Walk, Union Passage and Capuchin Lane.
7. New waste bins.
8. Gull-proof refuse sacks.
9. 80 extra Christmas trees and lights.





GETTING HERE, GETTING ABOUT

You told us that getting to and around Hereford needed improvement.

WE DELIVERED...

1. Distinctive, new pedestrian signage across the city centre with 23 finger posts and 13 map boards to guide visitors and residents and highlight attractions.
2. A louder voice for business on parking and cycling issues, charging and incentives.
3. Information on parking on our website and our map boards.
4. Maps to make sure customers know about RingGo pay by phone parking, and don't rush off before they make a purchase.
5. Free parking promotions at certain seasons to encourage customers to town.
6. The business view about co-ordinating road closures e.g. on the A49.

SAFETY AND SECURITY

You told us Hereford is a safe place, but you wanted rapid response to problems and a reduction in anti-social behaviour.

WE DELIVERED...

1. Team Hereford in partnership with the Police and Council to target and reduce crime.
2. DISC the online app which over 140 businesses have joined to record and share information about anti-social behaviour and crime.
3. Targeted campaigns to reduce anti-social behaviour in hot spots.
4. Street Pastors for the daytime, working with Vennture, to provide a friendly welcome and signposting service.
5. Support to Vennture to gain Purple Flag status.



PROFIT: YOUR BOTTOM LINE

You told us business costs are rising and you wanted help to make the most of your business.

WE DELIVERED...

1. Footfall counting through the new Wi-Fi system and shared footfall data with you every week.
2. Subsidised training courses on social media, marketing, first aid, merchandising, display, and security.
3. A pilot scheme to reduce business overheads and benchmarked the costs of doing business.
4. A business awards event with the Hereford Times.
5. Street champions groups and networking events for you to meet other businesses.
6. Newsletters and e-bulletins to keep your business up-to-date on what's happening in the city.
7. A voice for business to make it easier to operate in Hereford.

“ Hereford BID has made a measurable difference to my bottom line. I now have a number of regular customers and students in every week as a direct result of initially coming in during events organised by the Hereford BID such as the Halloween and Easter egg trail.

The loyalty app is an interesting idea and could really drive people back into shops rather than using the online option.

I think we, as BID members need to take a look at what we're doing in our shops and understand that the Hereford BID are getting people into town but we need to make our shops attractive to get the people through our doors and keep them coming back. ”

Ben Turner, Hereford Music Shop,
Commercial Road

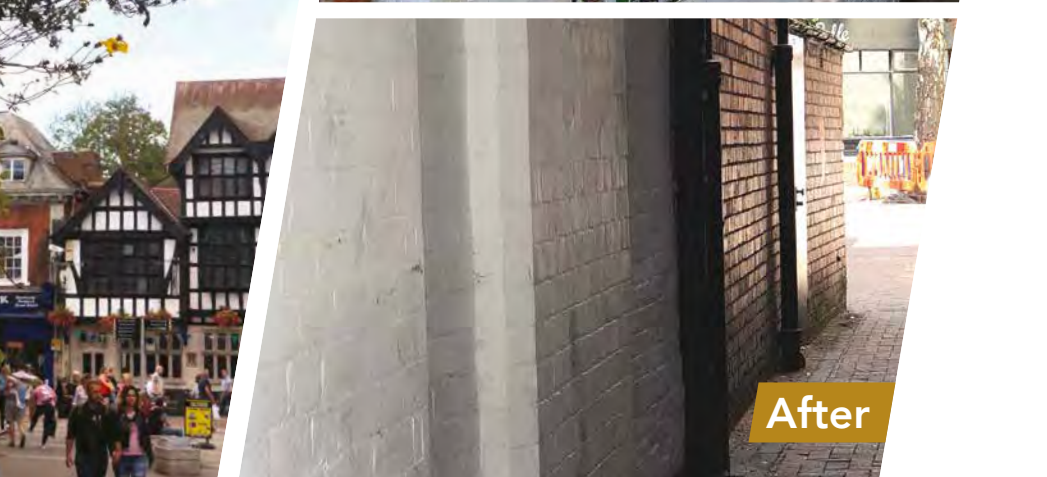




LOTS TO LOSE, WITHOUT HEREFORD BID



Before



After

- £1.765m investment in Hereford City Centre.
- Responsive handyman service which cares for the city.
- Improvements to the public spaces: street furniture, gum and graffiti removal, alleyway painting, CCTV, vinyls for empty units.
- Over 200 hanging baskets and window boxes in the city centre each year.

- Free Wi-Fi across the city centre.
- Weekly footfall reports for day and night-time economies.
- Monthly newsletter to 12,000 consumers interested in Hereford.
- HerefordCityLife.co.uk consumer facing website.

- DISC crime reduction app.
- Team Hereford to reduce crime.

“ The new BID plan looks exciting and we’re especially pleased that so much of the focus is on promoting Hereford. There are so many great food and drink businesses in the city, that shouting about them to residents and beyond is a real must, especially with all the new students, staff and families who will be arriving as the new university opens its doors. ”

Jonny Wright, Hereford Beer House,
West Street

- Positive PR for Hereford city centre.
- Ferrous Festival of Artist Blacksmithing.
- Christmas promotions.
- Halloween promotions.
- Easter promotions.
- Other seasonal and thematic promotions.
- Support for other events e.g. Three Choirs and the Poppies tour.
- Promotion of your business on social media.

- A strong voice for business.
- Business updates so you know what’s happening.



Before



After



YOUR BID, YOUR VIEWS

Looking forward to the **next five years**, we invited businesses to tell us how they felt about the BID, which were the most useful projects and what they would like to see in a future BID term, to make sure that the BID works for you.

We circulated a survey to all businesses and ran five levy payer discussion groups to which all businesses were invited. These initial meetings informed the content of our outline business plan. With the plan in hand we have visited 80% of businesses in person to talk about the future and fully understand business views. We have also met with other stakeholders who affect the trading environment to put your views to them.

GOING FORWARD, YOU TOLD US YOU WOULD LIKE TO SEE:

- Events and promotions to bring more customers to Hereford.
- Joined-up communications.
- An events' clash diary.
- Extra funding to bring larger events to the city.
- Reliable and well-populated website.
- More high-profile marketing campaigns.
- More promotion at Christmas.
- More promotion of night-time economy.
- A warm welcome and sense of theatre in the city – make Hereford truly distinctive.
- Improvements to the appearance and maintenance of the city.
- Empty units to be filled.
- Handy Team adding an extra shine to Hereford.
- A cleaner, better presented city/public space.
- More floral displays.
- Continue to run security projects such as DISC.
- Make sure criminal behaviour orders are enforced.
- A strong and well co-ordinated voice for business.
- Free maps for visitors.
- Data on spend in the city.
- More partnership working.

We have taken these ideas and used them as the basis for our plan.



THE NEXT FIVE YEARS: PROJECTS

Based on the feedback we have received from business our proposal for 2020-2025 sees projects delivered across three main themes, which aim to build on the achievements of the first BID term.

- **HIGH-PROFILE HEREFORD: PROMOTION AND EVENTS**
- **THE HEREFORD EXPERIENCE: WELCOMING, SAFE AND CLEAN**
- **BUSINESS VOICE: LOBBYING AND SUPPORT**

We will aim to increase the profile of Hereford locally and nationally, working with local partners to send a strong message about the distinctiveness that is Hereford, through promotional campaigns and events.

We will work hard to improve the Hereford experience, ensuring a warm welcome to a city which is attractive, clean and safe.

We will create an even stronger voice for business, seeking and sharing your collective view on key issues with those who have the power to affect the trading environment.

The next six pages set out our plans in more detail.



WHAT THE BID WILL DELIVER 2020-2025

HIGH-PROFILE HEREFORD: PROMOTION AND EVENTS

“ The Ferrous blacksmithing event was great for us. There were loads of people in town over the weekend, from all over the country and overseas. Our sales were up as so many people took the chance to relax and explore the city. ”

Ruth Flint, Hotel Chocolat,
High Town

PROMOTING BUSINESSES

We will continue to help promote BID businesses using our consumer marketing channels: regular posts and video on our social media accounts on Facebook @herefordcitylife and Instagram hereford_city_life as well as newsletters to our 12,000 signed up consumers, business listings and what's on pages on our consumer website www.herefordcitylife.co.uk. We will go on providing free Wi-Fi across the city centre and improve the targeted marketing to those who have signed up.

MORE EXCITING EVENTS

We will build on the success of the Ferrous Festival of Artist Blacksmithing in partnership with Hereford College of Arts, attracting more than the 45,000 visitors who attended in 2019. We will work actively to raise significant additional funding from grants and sponsorship to raise Hereford's profile by developing Ferrous and bringing other world-class events to Hereford.

LOYALTY APP

We will introduce an online loyalty app for Hereford hosted on a national platform to help businesses retain customers with loyalty offers and incentives. The app providers will promote these digitally to the Hereford customer base and beyond. The app will provide each business with a dashboard so that they can see instantly which offers work best and what take-up has been, and will alert customers in the vicinity of an incentive that is available.

MARKETING FOR THE FUTURE

We will work with a range of local partners to create a joint marketing strategy for the city, to promote all that's good about Hereford, creating shared messaging and a coherent look and feel to convey the distinctiveness of the city. To help us with this we will work with a marketing expert who can help generate successful promotional campaigns within and beyond the city.

SEASONAL MARKETING

We will continue to promote Hereford at key dates throughout the year, including bigger and better Christmas promotions and entertainment as well as other important trading periods.

£716,000
OVER 5 YEARS





WHAT THE BID WILL DELIVER 2020-2025

THE HEREFORD EXPERIENCE: WELCOMING, SAFE AND CLEAN

“ We worked closely with Mike and the BID team on the Healthy High Streets project. One legacy from that is that we now know the managers in the other stores much better and together we can make a real difference to the visitor welcome you get in Hereford. ”

Kris Peruzza, Wilko,
Trinity Square

ENHANCING THE HEREFORD EXPERIENCE

We plan to increase floral planting across the BID area and through the year and create a style that is recognisably Hereford. And we'll add to the Christmas cheer with extra seasonal elements.

At the same time, we'll make sure our handy team adds value to the Council's service delivery by putting that extra shine on the city's streets. They'll do this by concentrating on the nooks and crannies, removing chewing gum and monitoring other service providers. We will continue to decorate empty units and encourage landlords to place pop-up shops and galleries in their empty spaces to help animate the city.

We'll also provide visitor maps to businesses, based on the distinctive signage we installed in BID1, to make sure anyone who visits is well looked-after and can find the great attractions Hereford is home to.

SAFETY AND SECURITY

We will continue to run and expand the membership of DISC, the successful online crime reduction app, which is already used by over 140 businesses. And we'll keep working with Police, local authority and third sector partners to curb anti-social behaviour.

We'll also make a small contribution to the costs of running CCTV to make sure there is extra cover at key times.

£442,000
OVER 5 YEARS

“ Since the BID started we've seen a huge change in the way businesses, police and councils co-operate with one another to make Hereford even safer than before. Team Hereford and the DISC crime-reduction app has tripled the number of businesses actively working together to reduce crime. We'd be lost without the BID now. ”

Mike Long,
Superdrug, Eign Gate

**VOTE YES
FOR THE
HEREFORD
EXPERIENCE**





WHAT THE BID WILL DELIVER 2020-2025

BUSINESS VOICE: LOBBYING AND SUPPORT

“ We have used the BID’s weekly footfall reports to send on to head office. Now they realise that we are in the right part of town for our business. ”

Tom Watson, RE Resourcing, Commercial Road

LOBBYING

We will consult with businesses to understand the predominant view on specific issues and make firm representations to relevant public, private and third sector organisations where their plans and decisions make it harder to do business in Hereford.

STRATEGY

The BID will play an active role in shaping policy on the city centre, transport and policing; continuing as members of key decision making groups e.g. the Hereford Area Plan group, the City Centre Improvements group and similar.

DATA

We will continue to collect footfall and marketing data from our Wi-Fi system and elsewhere, and consider buying commercial data about Hereford’s market position, its catchment, and the volume and value of tourism to inform the decisions the BID makes about strategy and marketing.

“ Networking is the most important part of doing business. The BID really helps us keep in touch with one another. ”

Steven Thomas,
Watkins Thomas Estate Agents,
King Street

NEWSLETTERS AND ANNUAL REPORT

We will produce and circulate to all levy payers and interested stakeholders an annual report on the BID’s activities and will send regular newsletters and post information on www.herefordbid.co.uk to keep you up-to-date with all things to do with Hereford.

NETWORKING EVENTS

We will run or collaborate with partners to run relaxed, regular and informative networking events throughout the year to provide businesses with opportunities to meet, share and learn from one another.

£231,000
OVER 5 YEARS

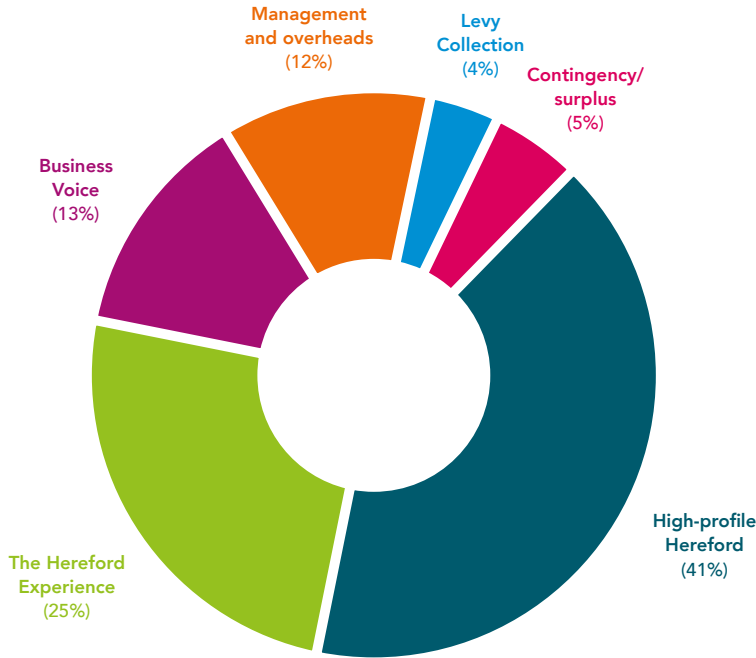


VOTE YES FOR A BUSINESS VOICE

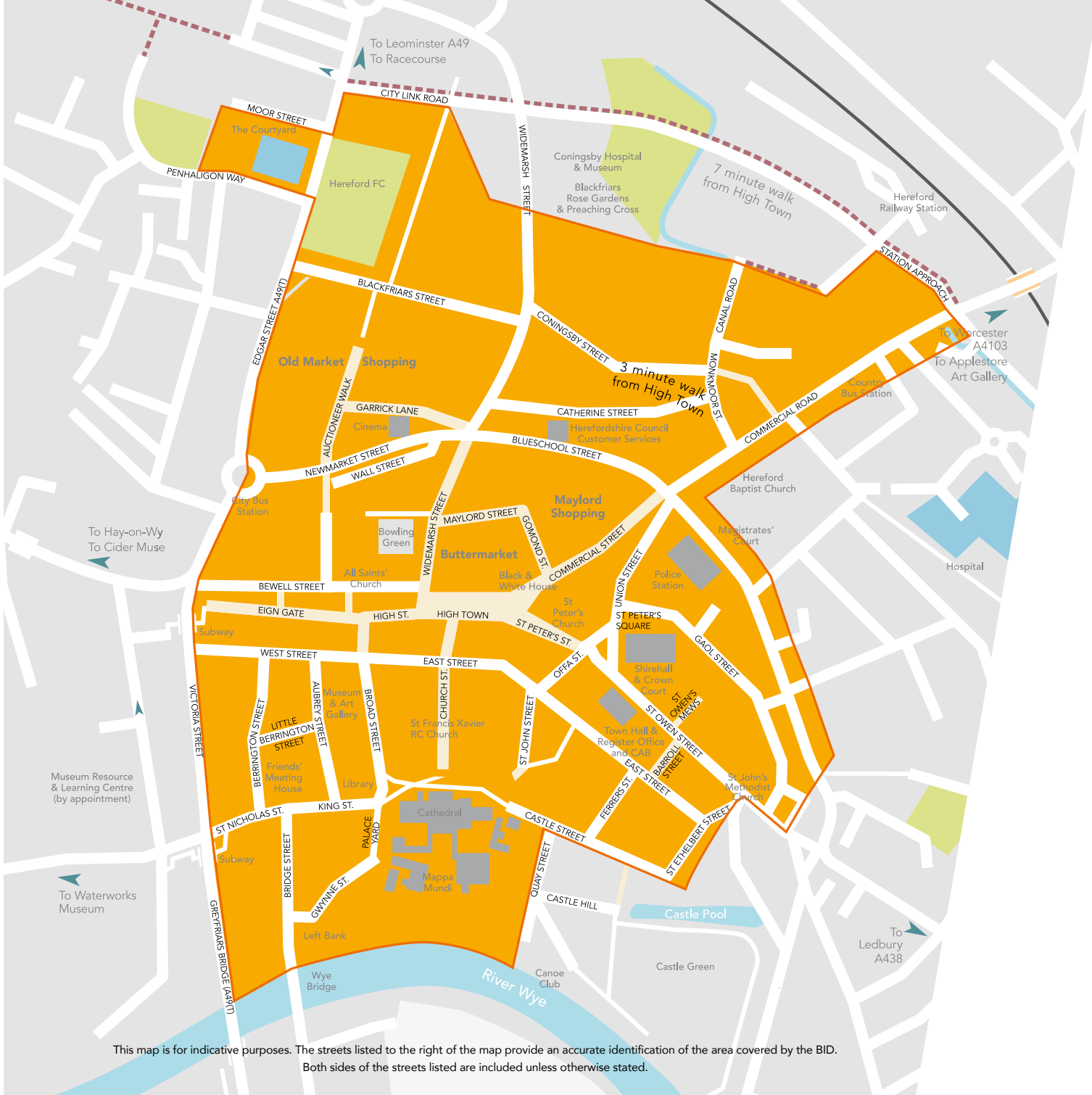
FINANCE

Income	Year 1 2020-2021	Year 2 2021-2022	Year 3 2022-2023	Year 4 2023-2024	Year 5 2024-2025	Years 1-5 Total 2020-2025
Levy	318,000	318,000	318,000	318,000	318,000	1,590,000
Commercial income	10,000	10,000	10,000	10,000	10,000	50,000
Grants and sponsorship	20,000	20,000	20,000	20,000	20,000	100,000
Voluntary memberships	5,000	5,000	5,000	5,000	5,000	25,000
Sub-total	353,000	353,000	353,000	353,000	353,000	1,765,000

Expenditure	Year 1 2020-2021	Year 2 2021-2022	Year 3 2022-2023	Year 4 2023-2024	Year 5 2024-2025	Years 1-5 Total 2020-2025
Project spending						
High-profile Hereford	137,000	142,000	144,000	146,000	147,000	716,000
The Hereford Experience	86,000	89,000	89,000	89,000	89,000	442,000
Business Voice	51,000	40,000	50,000	40,000	50,000	231,000
Sub-total	274,000	271,000	283,000	275,000	286,000	1,389,000
Other spending						
Management and overheads	44,000	44,000	44,000	44,000	44,000	220,000
Levy collection	15,000	15,000	15,000	15,000	15,000	75,000
Contingency/surplus	20,000	23,000	11,000	19,000	8,000	81,000
Sub-total	79,000	82,000	70,000	78,000	67,000	376,000
Total expenditure	353,000	353,000	353,000	353,000	353,000	1,765,000



The income figure for levy, above, is based on the 2017 NNDR list provided by Herefordshire Council with a total of 495 eligible hereditaments and a total rateable value of £22,086,125. We have assumed likely collection rate of 96% based on prior experience. Contingency amounts are based on approx. 5% of income. Management and overhead costs include provision of office accommodation and associated costs, non-project staffing and IT, legal and accountancy costs. Additional contributions are estimates based on previous experience.



This map is for indicative purposes. The streets listed to the right of the map provide an accurate identification of the area covered by the BID. Both sides of the streets listed are included unless otherwise stated.

HERFORD
BID AREA

The map shows the proposed Hereford BID area coloured in yellow. Businesses which meet the criteria set out on page 20 and are located in one of the streets listed below will be included in the BID and therefore required to pay the BID levy in each year of the BID term.

List of Streets

- | | | |
|---------------------|--|-------------------------------------|
| Aubrey Street | East Street | St Nicholas Street |
| Auctioneer Walk | Edgar Street | St Owen Street |
| Barroll Street | (Courtyard Theatre & Football Ground only) | (odd nos. 1-65 and even nos. 2-46) |
| Bath Street | Eign Gate | St Peters Square |
| Berrington Street | Ferrers Street | St Peters Street |
| Bewell Street | Gaol Street | St. Peters Close |
| Blackfriars Street | Garrick Lane | Station Approach |
| Blueschool Street | Gomond Street | The Atrium |
| Brewers Passage | Gwynne Street | Trinity Square |
| Bridge Street | High Street | Union Passage |
| Broad Street | High Town | Union Street |
| Canal Road | King Street | Wall Street |
| Castle Street | Little Berrington Street | West Street |
| Cathedral Cloisters | Mansion House Walk | Widemarsh Street |
| Cathedral Close | Maylord Street | (odd nos. 1-99 and even nos. 2-106) |
| Catherine Street | Newmarket Street | |
| Church Street | Offa Street | |
| Commercial Road | Palace Yard | |
| Commercial Square | St Ethelbert Street | |
| Coningsby Street | St John Street | |

MANAGEMENT AND GOVERNANCE

The BID Regulations 2004 set out the regulatory framework in which BIDs must operate.

The management and governance of Hereford BID will be open and transparent and accountable to levy payers. Hereford BID operates as a company limited by guarantee and has a volunteer Board of Directors.

The Board is responsible for setting the strategic direction of the BID, for its financial management and for monitoring performance to ensure that projects are delivered in accordance with the information provided in this plan.

The Board will meet no fewer than 6 times a year. It will publish annual accounts to the BID website.

The make-up of the Board will aim to reflect the sectoral mix of the levy-paying businesses in the BID, including representation of both independent and national businesses. It will comprise 8-12 directors. The Board is non-political.

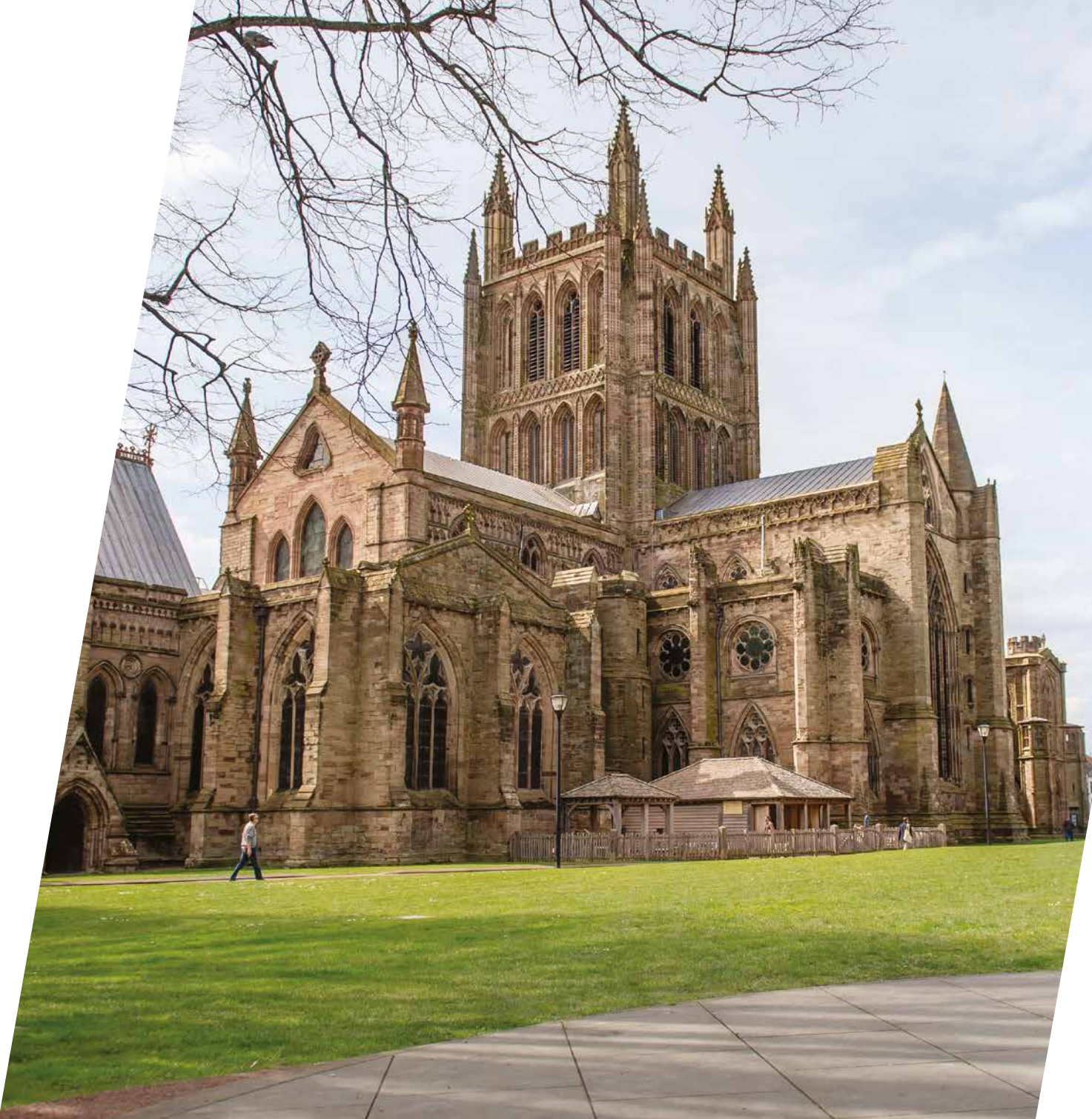


Target Board Composition

The BID will enter into the following legal agreements with Herefordshire Council as required by the BID legislation:

- Baseline agreement which sets out the minimum service standards to be delivered by Herefordshire Council.
- Operating agreement which defines the contractual arrangements for collection and enforcement of the BID levy.

Copies of these agreements can be viewed at www.herefordbid.co.uk/BID2



BID LEVY RULES

1. The BID levy rate will be charged at 1.5% of the rateable value (RV) as at 1st April 2020 based on the 2017 national non-domestic rates list (NNDR) provided by Herefordshire Council.
2. All new hereditaments entering the rates list after this date will be charged at the rate prevailing on the date they enter the list.
3. The levy will be charged annually in advance starting on 1st April 2020. In the event of change of occupation, refunds will be made based on the unexpired period for that chargeable year and the new occupier will be charged for the remainder of that chargeable period. No other refunds will be made.
4. For each subsequent chargeable year, the levy will be charged as at 1st April based on the rates list values prevailing at that time.
5. The BID Board reserves the right to increase the BID levy by an annual inflation factor equivalent to 3% or RPI whichever is the higher (i.e. the levy in year 2 may increase from 1.5% of RV to 1.54% of RV).
6. The BID levy will apply to all hereditaments in the defined area with a rateable value of £10,000 or more provided they are listed in the NNDR list.
7. The following types of business are exempt from paying the BID levy:
 - a. Hereditaments used solely for industrial, manufacturing, storage and workshop purposes
 - b. NHS premises and under 18s education facilities
 - c. Private car parking spaces rented by the month or longer
 - d. ATMs, communications masts and advertising hoardings
 - e. Hereditaments with an RV of less than £10,000There are no other exclusions.
8. For vacant properties and those being refurbished the registered business rate-payer will be liable to pay the BID levy.
9. Collection and enforcement regulations will be in line with those used for collecting business rates. The BID Board of Directors is responsible for writing off any debts.
10. Herefordshire Council or its appointed agent is solely responsible for collecting the BID levy on behalf of the BID Company. The BID levy is kept in a separate BID revenue account until transferred to the BID Company.
11. The BID Board may vary the projects, their costs and timescales provided they remain in line with overall BID objectives.
12. The BID boundary cannot be altered without an alteration ballot.
13. VAT will not be charged on the BID levy.
14. The BID term will run for five years from 1st April 2020 to 31st March 2025.
15. Those not meeting the above criteria for inclusion in the BID may apply to become voluntary members. Voluntary members are not entitled to vote. Voluntary members pay an annual subscription equivalent to the levy rate or £150 whichever is greater.

BID BALLOT

WHAT HAPPENS IF IT'S A YES VOTE

If businesses vote for the BID proposals this would see Hereford BID continue for a further five years from 1st April 2020 and it would mean:

- £1.765m to invest in Hereford city centre over five years.
- BID projects started in BID1 would be able to continue.
- New projects will be delivered to help the city centre thrive.
- Business will be able to make its voice heard clearly where and when it matters.

AND IF IT'S A NO VOTE

Hereford BID will cease to exist on 31st March 2020 and all projects funded by the BID will end.

The BID is the only body which can create a clear voice for business and deliver the projects which business wants.

BALLOT TIMETABLE

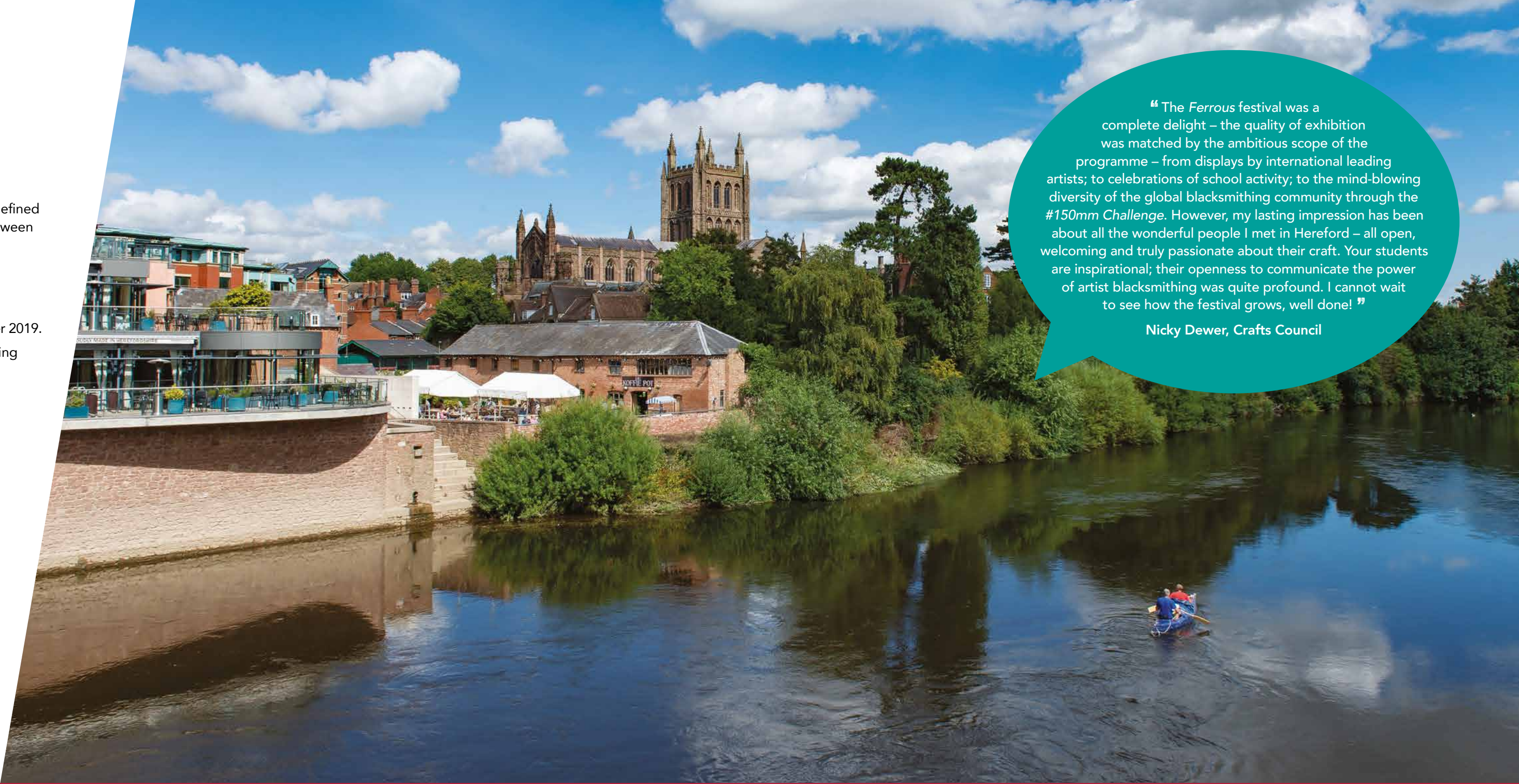
Campaign Launch	9 th September 2019
Publication of Notice of Ballot	12 th September 2019
First Day of Ballot	26 th September 2019
Last Day of Ballot	24 th October 2019. Voting ends at 5pm
Announcement of Ballot Result	25 th October 2019
First day of Hereford BID's second term	1 st April 2020

BALLOT DETAILS

1. A postal ballot of eligible business ratepayers as defined by the rules set out on page 20 will take place between 26th September and 24th October 2019.
2. Ballot papers will be delivered by post to all those eligible to vote on 26th September.
3. The voter must cast their vote by completing and returning the ballot paper by 5pm on 24th October 2019.
4. The BID ballot will be successful if both the following criteria are satisfied:
 - More than 50% of the votes cast are in favour of the proposal.
 - The YES vote represents more than 50% of the total rateable value of all votes cast.
5. The result of the Ballot will be announced on 25th October 2019.

“ The *Ferrous* festival was a complete delight – the quality of exhibition was matched by the ambitious scope of the programme – from displays by international leading artists; to celebrations of school activity; to the mind-blowing diversity of the global blacksmithing community through the *#150mm Challenge*. However, my lasting impression has been about all the wonderful people I met in Hereford – all open, welcoming and truly passionate about their craft. Your students are inspirational; their openness to communicate the power of artist blacksmithing was quite profound. I cannot wait to see how the festival grows, well done! ”

Nicky Dewer, Crafts Council



LOTS TO GAIN WITH **HEREFORD BID,** LOTS TO LOSE WITHOUT IT

VOTE YES FOR

- £1.765m investment in Hereford city centre over 5 years.
- Responsive handy team service which cares for the city.
- Improvements to our city's public spaces.
- A floral city with over 200 hanging baskets and window boxes.
- An attractive, clean and safe city.
- Chewing gum and graffiti removal.
- Free Wi-Fi across the city centre and weekly footfall reports.
- Newsletters to consumers interested in Hereford.
- Consumer facing website: www.herefordcitylife.co.uk.
- DISC crime reduction app.
- Team Hereford to reduce crime.
- Positive PR for Hereford city centre.
- Promotion of your business on social media.
- More great events like Ferrous Festival of Artist Blacksmithing.
- Masses of promotion at Christmas, Halloween, Easter and other key seasons.
- Support for other events e.g. Three Choirs and the Poppies tour.
- A clear voice for business.
- Business updates so you know what's happening.

**IF YOU VOTE NO TO BID2 ALL OF THESE SERVICES WILL STOP.
TO MAKE SURE THE PLANNED PROJECTS HAPPEN:**

**VOTE YES BETWEEN
26TH SEPTEMBER AND 24TH OCTOBER 2019**

