



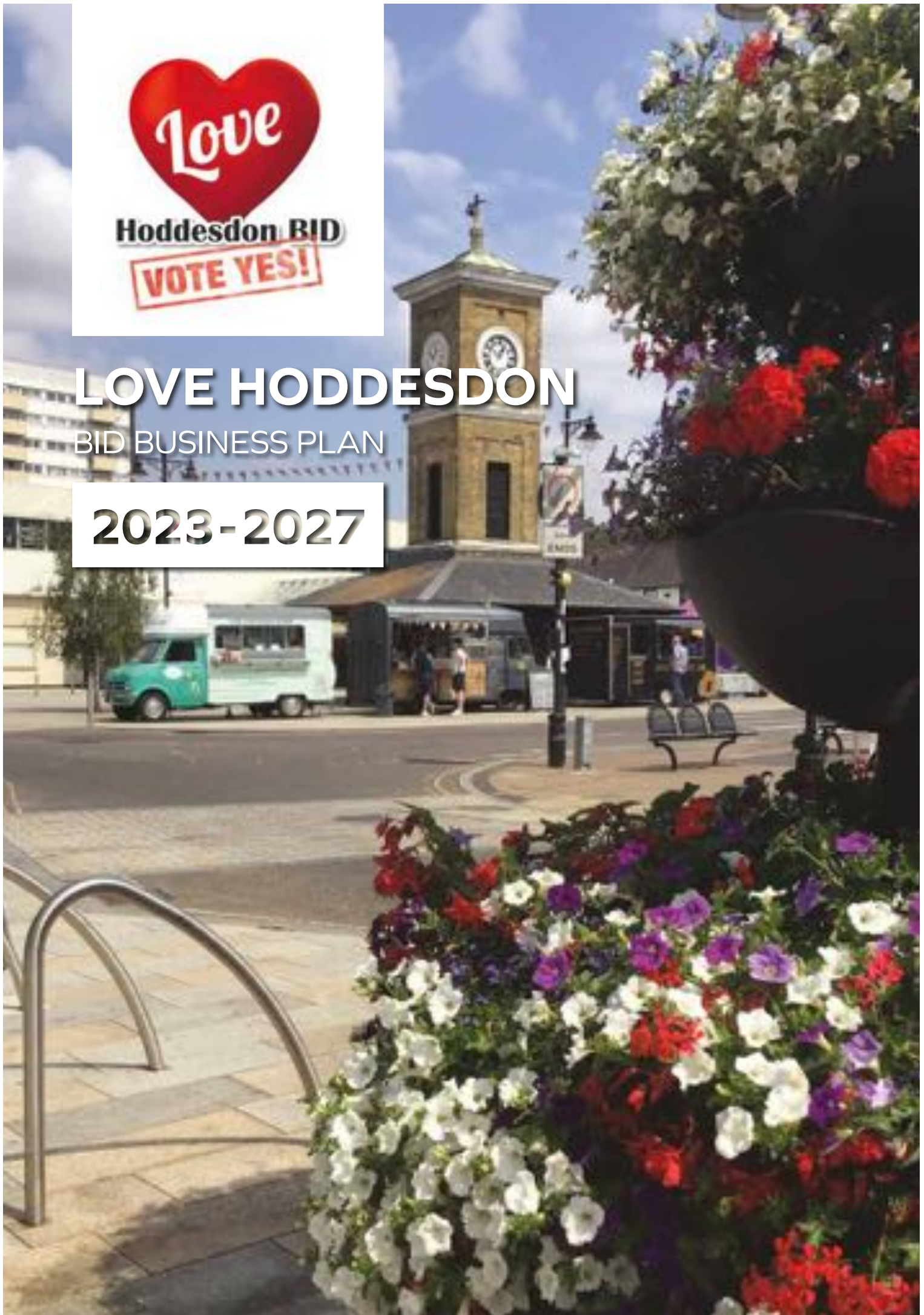
Hoddesdon BID

VOTE YES!

LOVE HODDESDON

BID BUSINESS PLAN

2023-2027



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It is hard to believe five years have passed since Love Hoddesdon BID was established and we are proud that through our work Hoddesdon is performing better than many neighbouring towns.

We have achieved much during that time and need to ensure that we do not let the Covid pandemic overshadow our success.

We are all too aware that over the last two years the country has had to deal with the impact of COVID-19; with the impact of its lockdowns and high degree of economic uncertainty. This has impacted on all aspects of business across the country, but especially on town centres. However, we have seen that the town centres which are dealing with the challenges most effectively are those where community leaders and businesses work together.

Furthermore, whilst our BID Manager played an outstanding role in helping the Hoddesdon business community to get through the pandemic, I would remind you that without Love Hoddesdon BID he would not have been in a position to do that.

We now seem to be coming to the end of this intermittent disruption and need to start to embrace the new normal. Looking ahead we need to take a balanced view of what we are facing now and go forward with optimism.

Our primary focus has always been to see the town centre as 'the heart of the community' and if we are re-elected this approach will be maintained. But how town centres are used and how they operate has changed over the years - and will continue to change, so it is essential that local businesses have a voice in influencing this.

We know and understand that for many of you COVID-19 has devastated business and recovery will be a long and hard process; we have therefore shaped and developed this Business Plan with this in mind.



Kevin Brooks, Cannon Travel Ltd (Chairman)

We are also mindful that the pandemic has cost the country vast amounts of money and that somehow has to be repaid and this and future Governments will need to find ways to recover that money, so we are in for a difficult time and, as a consequence there will be changes to people's needs and buying habits. Local authorities will also be squeezed to improve efficiencies or reduce costs and they will have some very difficult choices to make between spending money on essential services or 'nice to haves' and the 'essentials' will have to take precedence.

That is another reason why getting Love Hoddesdon BID re-elected is important and why we must continue building on our good relationship with the Council because we might be called upon to take over or assist with some of the 'nice to haves'...after all, it is the nice to have parts that enhances a towns appeal.

I believe the BID is fundamental to the continued recovery of the town and we will work hard with a range of partners in shaping future growth of our town.

However, we can only achieve this with your continued support, so I would urge all businesses to vote 'YES' in the forthcoming ballot. Without the BID the town would be a very different place.



A MESSAGE FROM OUR CHAIRMAN

WHAT DOES HODDESDON HAVE TO OFFER





Hoddesdon is a small, historic market town in south-east Hertfordshire, approximately 25 miles from central London and 6 miles from the county town of Hertford.

Large parts of the town form a conservation area comprising numerous beautiful, historic buildings and inns. Henry III granted a weekly market and annual fair to Hoddesdon in 1253. From this time, the town and market grew to be a centre of commerce. By the 18th century Hoddesdon had developed into a coaching centre on the route from London to Cambridge with over 30 inns. Some of the inns remain, such as the Golden Lion (1535), White Swan, The Star (both 16th century) and the Bell Inn (1660). The weekly market continues, whilst the annual charter fair was reinstated in the High Street in 2010.

Hoddesdon is located close to the A10, with good transport links, plenty of public parking (including on-street short stay parking), and a good range of independent shops, restaurants, cafes and supermarkets, as well as a range of professional services.

IN ADDITION, THE TOWN OFFERS

Street Markets - are held in High Street on Wednesdays and Fridays (8am - 4pm).

Hoddesdon Library - is located in the centre of the High Street. It also contains the local Post Office..

Lowewood Museum - which serves the Borough, is located on the High Street just to the south of the town. It is run by the Lowewood Museum Trust CIO. It is open Friday and Saturday (10am - 4.30pm). Admission is free.

Spotlight Theatre - is a unique multi-purpose venue run by Broxbourne Council offering a range of events/activities. It is spacious and bright and set in beautiful landscaped gardens with tree lined lawns and a stunning lake.

Barclay Park - is 18.3 acres of lovely traditional park on a hill by a lake. Part of the park is a wildflower meadow and adjoining the park is Cock Lane Open Space. Facilities include a car park, picnic tables, a duck pond, public toilets, easy access path and play equipment.

Recent years have been challenging for the town centre as, like many others, it has had to adopt new ideas to maintain its identity. However, through significant investment by the local Council and County Council, the main High Street has been reopened to allow short stay parking for shoppers, and a programme of town centre improvements have helped improve the street scene. A range of high quality commercial and residential units have been created through the significant redevelopment of a number of vacant sites in and around the town and more are scheduled in the near future. In addition a comprehensive events programme has also helped to increase the vibrancy of the town centre.

The vibrancy and vitality of Hoddesdon has significantly improved over the last 5 years, despite the impact of Covid.

WHAT IS A BID AND HOW DOES IT WORK?

A Business Improvement District (BID) is a business-led and business funded company, supported by government legislation and formed to improve the commercial wellbeing of a specified geographic area, the 'BID area'.

A BID has a maximum term of five years. Organisations within the BID area pay an annual levy to the BID company, based on a percentage of the rateable value of their premises, this money is then spent on delivering the five-year business plan.

There are over 300 BIDs successfully operating across the country. Locally, the number of BIDs in Hertfordshire has risen from two to eight BIDs in the last five years; with Hitchin having already successfully secured a third

term and the likes of Letchworth, St. Albans, Watford and Welwyn Garden City now in their second term - the other two are in Royston and Hemel Hempstead.

We hope we can convince you to similarly elect Love Hoddesdon for a second five-year term.

BIDs succeed because they are focused, cost-efficient and entrepreneurial. They do not replace local authority services, but they do provide additional, supplementary resources and activities. This is guided by an Operational Agreement/Service Baseline Agreement with the local authority which specifies the arrangements for collecting the BID levy and quantifies what services the Council will provide and which areas will be supplemented by the BID.



Remember, a 'YES' vote gives you the chance to make a real difference to the future of Hoddesdon town centre - *your* voice, *your* choice, *your* future - make your vote count.

VOTE YES!



WHAT IS LOVE HODDESDON BID?

Love Hoddesdon BID Ltd is a business-led, not for profit company, voted for by town centre businesses and supported by the public sector. We were established and began trading on 1 January 2018 following a successful ballot in October 2017.

Of those of you who voted, **77%** of the total number and **64%** of the total rateable value said '**YES**'. Over the last five years, we have been delivering against our 'BID Business Plan 2018-2022' and represent approximately **240** businesses and organisations in Hoddesdon town centre.

Implementation of the business plan is overseen by a BID Board which comprises representatives from a range of local businesses and the day-to-day work is implemented by a part time BID manager, with additional support around social media and graphic design work.

This business plan sets out what we aim to deliver in a second five-year term, from 2023-2027.

THE BID ELECTION PROCESS

BIDs are established through a ballot of businesses within a defined BID area.

For the BID to go ahead, two conditions must be met:



Over 50% of businesses that vote must vote in favour



Those voting 'YES' must represent more than 50% of the total rateable value of all the votes cast.

If both these conditions are fulfilled, payment of the levy becomes mandatory for ALL eligible businesses, regardless of how they voted.

The ballot for Love Hoddesdon BID will take place from **5 September 2022** to **6 October 2022**.

Ballot papers will be issued by Broxbourne Borough Council and must be returned to the Borough Offices before 5pm on 6 October 2022. If the ballot is successful, our second five-year term will begin on 1 January 2023 and will generate around £500k of investment over five years. After that time is up, you will have the opportunity to review and decide if Love Hoddesdon BID will continue for a third term.

WHO ARE THE BID BOARD?

KEVIN BROOKS

(Chairman), Cannon Travel Ltd

Kevin and his wife Vivien Townsend own Cannon Travel, the local travel agents, who have been based in the town for over 32 years. He has seen the town develop from a struggling market town in the early 2000's to the vibrant place it is today and is extremely proud of the part he has played in making this happen. He has led the Love Hoddesdon team from its initial inception in the early 2010's and became Chairman of Love Hoddesdon BID Ltd when it was first established in January 2018. He also chairs its Culture and Heritage Sub-Committee.

KAREN CHASE

(Vice-Chairman),
HB Accountants Ltd

Karen represents HB Accountants who have had a long association with Hoddesdon town centre and provide accountancy support for many local businesses including Love Hoddesdon BID Ltd. She has been actively involved with Love Hoddesdon BID Ltd since it was first elected in January 2018. She acts as both the Company Treasurer and is also the BID lead on training and business support, including wellbeing. Her and her team actively support our Networking Breakfasts and town centre events.

ALEX BARBROOK

Barbrook Estates Ltd

Alex is a relatively new Director who is a local property developer based in the town. He became a Director of Love Hoddesdon BID Ltd in January 2021.

CLAIRE BAYLESS

Morrisons (Hoddesdon) PLC

Claire is the Community Champion of the local Morrisons supermarket. She has supported the work of Love Hoddesdon for several years and became a Director in January 2021.

ENZO GIARDINA

Via Properties

Enzo is a local estate agent based in the town. He has been a Director of Love Hoddesdon BID Ltd since January 2018 and is the BID lead on communications and marketing.

STEPHEN HARRIS

(Chair of Events and
Promotions), B & T Hire Ltd

Stephen owns a private van hire company on the nearby industrial estate. He is one of the original members of the Love Hoddesdon team and through his links with the Showman's Guild was instrumental in re-introducing the Charter Fair

back into the High Street in 2010. He has been a Director since January 2018 and he chairs our Events and Promotions Committee.

JULIE HUSSEY

Curwens Solicitors

Julie is a Commercial Property Conveyancer for a local solicitors. She has been a Director since January 2020, although Curwens have been supporting Love Hoddesdon since its early days.

ANTHONY JOHNSON

Johnson Ross Fishing Tackle

Anthony is a Director of this local family run business which has been based in Hoddesdon for over 40 years. He has been a Director of Love Hoddesdon BID Ltd since March 2018.

DR ALISON KNIGHT

Broxbourne Borough Council

Alison Knight is the Council's recently appointed Director of Place and came onto the Board earlier this year replacing the Council's Director of Environmental Services who had served on the Board since January 2018. She will lead on the Safer, Cleaner, Greener strand of the BID's work as much of this will link with existing Council services.



WHO ARE THE BID TEAM?

NICOLE MAY

Mayhem Theatre Arts

Nicole runs this local Theatre school, which is a registered charity. She has been involved in supporting Love Hoddesdon events for many years and become a Director of Love Hoddesdon BID Ltd when it was first established in January 2018.

KEV ORKIAN

**Director,
Howlin' Entertainment Ltd**

Kev is a professional entertainer and also Director of a professional entertainment agency based in Hoddesdon. He has been a Director of Love Hoddesdon BID Ltd since January 2021.

DIANE SANDERS

**Director, Shepherds
Estate Agents**

Diane is a Director of a local family run estate agency based in Hoddesdon for many years. She has been a Director of Love Hoddesdon BID Ltd since September 2018.

GARETH WATERMAN

**Director, Tollgate
Insurance Brokers**

Gareth owns a small, independent, insurance brokers that has been based in Hoddesdon for around 5 years or so. He has been involved with Love Hoddesdon BID Ltd since it was first elected in January 2018.

HELEN WRIGHT

B3 Living

Helen is the Community Development Manager for B3 Living, a local housing association whose head office is based in Hoddesdon. She became a BID Director in September 2019, although B3 Living have been involved with the work of Love Hoddesdon BID Ltd since its inception

We also have several co-opted members of the Board representing local interest groups, such as the Hoddesdon Society, the local parish church, local schools and more recently the Council's Cabinet Member for Economic Growth.

TONY COX

BID Manager

Since its inception the BID has engaged Tony on a 'freelance' part time basis to administer its affairs and implement its business plan. Prior to taking on this role, Tony worked for many years at Broxbourne Council as their Town Centres Manager. This meant he was extremely well placed to assist the BID in establishing good working relationships with both the Council and the Police and this has doubtlessly contributed to the BID thriving as it has. Broxbourne Council recently gave recognition to him for all his work to support local businesses throughout the Covid pandemic by presenting him with a Borough Community Award.

He is assisted by Olympia Nolan (Social Media Support) and Elaine Ford (Graphic Design) both on a freelance basis.



BID Manager receives Community Award

WHAT HAS LOVE HODDESDON BID ACHIEVED IN ITS FIRST TERM?

Love Hoddesdon BID Ltd was initially elected on the basis of the following key objectives -

- ✓ Managing the town
- ✓ Investing in the town
- ✓ Promoting the town



The following summarises the key achievements against these under the following themes:



TOWN CENTRE AND BID MANAGEMENT

BID Manager - Provides around 1,000 hours of dedicated work per annum aimed at ensuring that the business plan is implemented and the daily aspects relating to Hoddesdon town centre are met and dealt with effectively to help make it a safe, green and clean place to work, shop or visit.

A Voice for the Town - The BID Manager has played a key role in representing the town and its needs with leading councillors and senior officers at both the district and county council, as well as representing us at the countywide Vibrant Towns Group and the national Association of Town and City Management.

Support for Businesses - The BID Manager has assisted many businesses in raising individual issues/concerns with key partners and helped them to both understand and guide them through accessing the necessary support.

Voluntary Memberships - We have encouraged other local businesses, tourist attractions, etc outside of the BID area to join us as voluntary members.





Do you...



Hoddesdon

Then make sure you...

♥ SHOP LOCAL ♥

♥ EAT LOCAL ♥

♥ SPEND LOCAL ♥

♥ www.lovehoddesdon.co.uk ♥



COMMUNICATIONS AND MARKETING

Love Hoddesdon Website - Averages over 2,000 page views a month, with many individual business listings being visited over 3,000 each year.

Growth of Social Media Channels - We have developed our social media presence on Facebook (4,791 followers), Instagram (1,773 followers) and LinkedIn (194 followers).

'Shop Local' - Ran a multi-media 'shop local' campaign to increase footfall in the town and posted a range of 'spotlight' interviews of local businesses.

Engaging with Young People - We have developed a range of ways to get local young people to both influence and positively engage with the town and its businesses, such as the Young Entrepreneurs Project and Great British Spring Clean.

Love Hoddesdon Branded Materials - We have distributed over 1,500 'Love Hoddesdon' reusable shopping bags and 1,000 Love Hoddesdon key rings.

Town Guide - We have developed an informative town guide with copies being issued to over 200 new residents as part of a 'Welcome Pack'.

SAFER, CLEANER AND GREENER

Town CCTV Scheme - In conjunction with Broxbourne Council we jointly funded introduction of a fully monitored 12 camera CCTV scheme covering the town centre.

Managing the Street Scene - We have established a programme of regular Town Centre audits with the Council's locality officer to identify street scene issues that need to be rectified.

Public AED - We have funded provision of a publicly accessible defibrillator outside the local Library and trained local businesses in its use.

'Race to Net Zero' - We are working with Broxbourne Council and local businesses to introduce a range of 'green' initiatives in the town to help reduce its carbon footprint.

'Greening the Town' - In conjunction with Broxbourne Council we annually fund enhanced levels of floral displays around the town.



CULTURE AND HERITAGE

Love Hoddesdon Heritage Project and Guide - We implemented an independent report on the town's history and heritage resulting in a popular Love Hoddesdon heritage guide.

Tourist Attraction Signs - Promoted the 'heritage' of the town through the installation of brown 'tourist attraction' signs on the A10 and other key routes (joint funded with Broxbourne Council).

Clock Tower Lighting Project - We worked with Broxbourne Council to implement a jointly funded lighting scheme of this landmark feature which would allow us to light it in various colour washes to mark special occasions, such as Remembrance and the Christmas period.

Reopening of Lowewood Museum - We actively supported the reopening of the Borough Museum post Covid and one of our Directors' now serves as a trustee.

Love Hoddesdon Poppy Project - Working with the local community we created a 'blanket' of plastic poppies which are used to decorate the Royal British Legion's Garden of Remembrance each year, as well as lighting the Clock Tower in 'red' and installing a memorial bench adjacent to the War Memorial.

Rainbow Mosaic Project - We supported the local church in creating a community mosaic project to commemorate the work of local people to help the town through the Covid pandemic.

Charter Market and Fair - We are providing a commemorative plaque on the Clock Tower to mark the charter granted in 1253.



EVENTS AND PROMOTIONS

Annual Events Programme - We have provided a comprehensive and varied programme of events with a range of partners from funfairs to fun runs and food festivals to music festivals that have attracted more than 50,000 visitors to the town each year. This year we made special efforts to celebrate the Queen's Platinum Jubilee with the lighting of a beacon, a Jubilee street party and a four day funfair across the bank holiday weekend..

Enhanced Festive Lighting - Working with the local Council and local businesses we have significantly increased the dressing of the town for the festive season with specialist lighting of key features as well as lighting of trees in addition to the normal festive motifs.





Love Hoddesdon Mascot - Working with local schools we designed and created a town mascot Master Henry Hoddas whose appearances are very popular with the young and old.

Volunteer 'Thank You' Event - Much of what we do is dependent on the support of a growing bank of local volunteers who we thank for their assistance at this annual event.



TRAINING, SKILLS AND BUSINESS SUPPORT

Networking Breakfast Meetings - Held monthly networking opportunities with around 40 businesses regularly engaging with the BID and a diverse range of presenters providing advice/guidance for local businesses.

Training Courses - Provided a diverse range of 'free' training courses for local businesses from first aid to maximising the use of social media, as well as identifying access to a range of other webinars offering support for businesses.

Health and Well Being Initiatives - Supported local initiatives such as the Your Town Walkers and the Jukebox Community Choir to help with people's mental wellbeing.

Love Hoddesdon Business Awards - Run an annual awards event to recognise a diverse range of local businesses that have been supported by local residents.

Support for Ambition Broxbourne/Borough of Broxbourne Community Awards - Sponsored these local initiatives by Broxbourne Council to support local businesses and recognise key individuals in the community.

Pavement Licences - Assisted local restaurants and cafes to develop their pavement licence applications to create alfresco dining as part of the High Street offer.



This includes presentations from Herts Local Enterprise Partnership, Herts Growth Hub, Step2 Skills and many others.





SUPPORT FOR LOCAL BUSINESSES DURING COVID PANDEMIC

As we are all too aware, March 2020 signalled the start of one of the single most impactful matters to ever hit the country and its economy - the Covid 19 pandemic! Businesses were forced to immediately close their doors with no clarity about when they would be able to open and trade again.

However, that brought a whole new significance to the benefit of being a business improvement district with a dedicated BID Manager. We immediately 'stepped up' and -

- ✓ Worked closely with a range of local and national organisations to develop a robust Town Centre Recovery Plan to help the town bounce back from the Covid 19 pandemic.
- ✓ Commenced daily communication with local businesses giving advice about accessing available grant support.
- ✓ Provided direct financial support for local businesses pending receipt of their Government business support grant.
- ✓ Identified a range of 'free' training/guidance to help local businesses to 'bounce back'.
- ✓ Worked with the local authorities to manage 'social distancing' in our High Street without closing roads or suspending on street parking bays to help the town to start trading again.
- ✓ Developed the 'Love Hoddesdon Shop Safe Scheme' to support businesses in being able to reopen and trade safely, whilst reassuring shoppers it was safe to return to our High Street.
- ✓ Supported Broxbourne Council in implementing a range of projects as part of the Government's 'Reopening High Streets Safely' and 'Welcome Back' funds.
- ✓ Encouraged local businesses to participate in the County Council's trial 'Safe to Trade' accreditation scheme, which reassures shoppers/visitors that the business is trading in accordance with all the Covid-19 requirements.
- ✓ Ran a multi-media 'Welcome Back to Hoddesdon' campaign to reassure the public it was safe to shop there and increase footfall in the town.



Feedback from many local businesses was that without the **support and **guidance** provided by Love Hoddesdon BID Ltd their business would no longer exist!**



DON'T JUST TAKE OUR WORD FOR IT!

Here are the thoughts of several others about what they think Love Hoddesdon BID has done for the town.



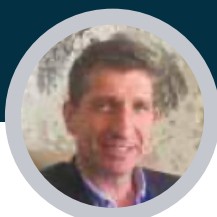
“ The Love Hoddesdon BID has had a positive impact on the town over the past 5 years, particularly given the 2 years of the pandemic. The Council has worked well with the BID during this time, supporting local business through a very challenging period, and increasing footfall into the town once restrictions were lifted. ”

Cllr Lewis Cocking, Leader - Borough of Broxbourne



“ I started my business in Hoddesdon in October 2018 I have seen Hoddesdon thrive whilst other local towns have appeared to fall by the wayside - I do believe the Love Hoddesdon team have had a major part in this happening. To keep a town centre going there needs to be an appeal to draw the public, Love Hoddesdon are continually re-inventing that appeal, whether in events, street security or local business meetings plus much more, it creates a bond between businesses and visitors. It would be a crazy decision to not keep Love Hoddesdon going. ”

**Dave Cordell, Owner of Smokeshed,
Hoddesdon town centre (BID levy payer)**



“ At High Leigh Conference Centre in Hoddesdon, we have been an active member of the local community for 100 years. Times change but community is always important. Love Hoddesdon BID is instrumental in fostering strong economic and community relationships across the borough. We are proud to be an active member of the BID network and endorse the essential work that Love Hoddesdon BID enables. ”

**John Heasman, Chief Executive,
Christian Conference Trust (Voluntary Member)**



“ Throughout the period of the last 5 years, the Constabulary has enjoyed a strong working relationship with our partners at Love Hoddesdon. Our collaboration has ensured that the town centre is a safe place both to work and to visit. ”

**Inspector Gerry Harrison, Safer Neighbourhood Team,
Broxbourne CSP, Hertfordshire Constabulary**

HOW DID WE GET TO THIS POINT?

The BID Board have been discussing whether to seek re-election for a further term since Autumn last year. Based on feedback from local businesses, as well as other indicators such as footfall in Hoddesdon being back to pre-Covid levels, whilst the vacancy rate sits at 5.7% compared to a national average of 11.7% - have shown that the town is 'bouncing back' well!

In November 2021 it was the consensus view of the Board that Love Hoddesdon BID Ltd should seek re-election and endorsed the following campaign:

- **An online survey of all businesses seeking an indication of whether they would support re-election;**
- **Development of a high-quality prospectus outlining key achievements and aspirations for the future to be used in meetings and to accompany the BID ballot papers;**
- **An 'open' meeting, hosted by the Directors, with all independent BID levy payers outlining what the BID has done for the town and what is planned for the future; and**
- **To seek individual meetings with senior representatives of the major businesses aimed at convincing them to support re-election.**

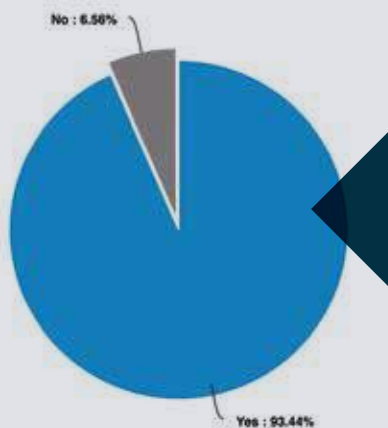
An initial presentation was made to our Annual General Meeting in January 2022 outlining the election process and the challenges we faced in seeking re-election. That meeting supported our seeking re-election.

A draft of this Business Plan was produced in April 2022 and copies were circulated to all BID levy payers offering the opportunity to discuss its comments.

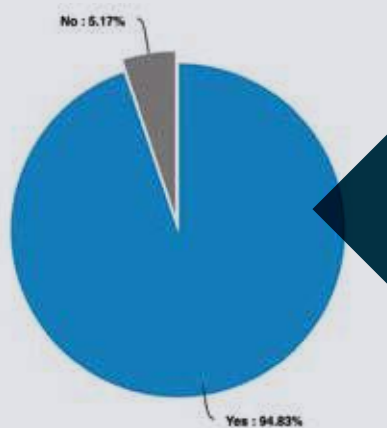
The need for local businesses to vote 'YES' is being reinforced to local businesses in the regular weekly e-mail updates by the BID Manager and at the monthly Networking Breakfasts.

In addition, the Chairman and BID Manager have met with both the Leader of Broxbourne Council and the Chief Executive of B3 Living to seek their support for the continuance of the BID. Both have indicated their support for continuance of the BID for a further 5 year period.





In general terms, do you think the vibrancy/vitality of Hoddesdon town centre has improved over the last five years?



If you were being asked today to vote to support the continuance of Love Hoddesdon BID Ltd how would you vote?

Meanwhile, we have conducted an on-line business survey. To date we have had 61 responses to our business survey. Their responses are showing:

93%

Feel vibrancy of town has improved in last 5 years

82%

Felt Love Hoddesdon's help during Covid was significant

95%

Would vote 'YES' in the BID election campaign

Love Hoddesdon's greatest contribution is communicating effectively with businesses and offering them support/guidance

Respondents would welcome more parking (particularly for shop workers); more trees/flowers; continued improvement of the appearance of town centre and its approaches, particularly the subways; better lighting and other improvements to support the night-time economy; a revitalisation of the regular street market and more specialist markets; and to continue to develop positive relationships with local authorities

In May the Chairman and BID Manager made a formal presentation to the Council's Scrutiny Committee seeking their support for continuance of the BID, which they agreed and which was endorsed by the Council's Cabinet in July 2022.

Broxbourne Council in July also endorsed the following motion at its full Council Meeting -

- This Council recognises the achievements of Love Hoddesdon during the first five years since the town gained business improvement district status.
- Love Hoddesdon is important for the vitality and viability of the town centre and its businesses, particularly so going forward after the effects of the pandemic lockdowns.
- Its programme of events, business support and other initiatives are widely appreciated by local residents and the resulting 'shop local' benefits help to reduce travel and thereby help the environment.
- The Council wishes to continue to work in conjunction with Love Hoddesdon for the benefit of the town and therefore calls on the town centre businesses to vote yes, as the Council will be doing, in the forthcoming ballot to elect Love Hoddesdon for a second five year term.

MOVING FORWARDS AS A BUSINESS IMPROVEMENT DISTRICT



Our experience over the last five years and feedback from more recent consultations have shown a high level of recognition and appreciation of the BID and what added benefits it has brought to the town and its businesses.

Whilst the 'Love Hoddesdon' name was initially associated largely with putting on town centre events, we have shown that we offer much, much more! The partnerships and networks we have developed over the past five years, supported by a range of projects/ initiatives show we have played a key role in developing and reinforcing our claim to be 'at the heart of the community'.

The BID will continue to act as a catalyst for business and organisations to come together for the betterment of the town and its businesses. Its ability to influence has increased significantly and we are now working hand in hand with Broxbourne Council on a new town centre strategy that will help shape the future of Hoddesdon town centre.

The BID will continue to work with all stakeholders to define, develop and promote Hoddesdon town centre which reflects its strengths, characteristics, culture and heritage and is a sustainable and vibrant place which generates pride for its businesses, local residents and visitors.

This BID Business Plan has been designed to ensure that the proposed activities benefit as wide a range of businesses as possible. It will do this by ensuring it is a safe, vibrant and attractive town which celebrates its culture and heritage, serves its local businesses and local community and is recognised as a great place to be.

It also looks to embrace changes in consumer behaviour and create an enjoyable experience for new and existing visitors to the town. Whether people live, visit or work in Hoddesdon, our goal is that they are motivated to stay for longer, spend more money and return more frequently.

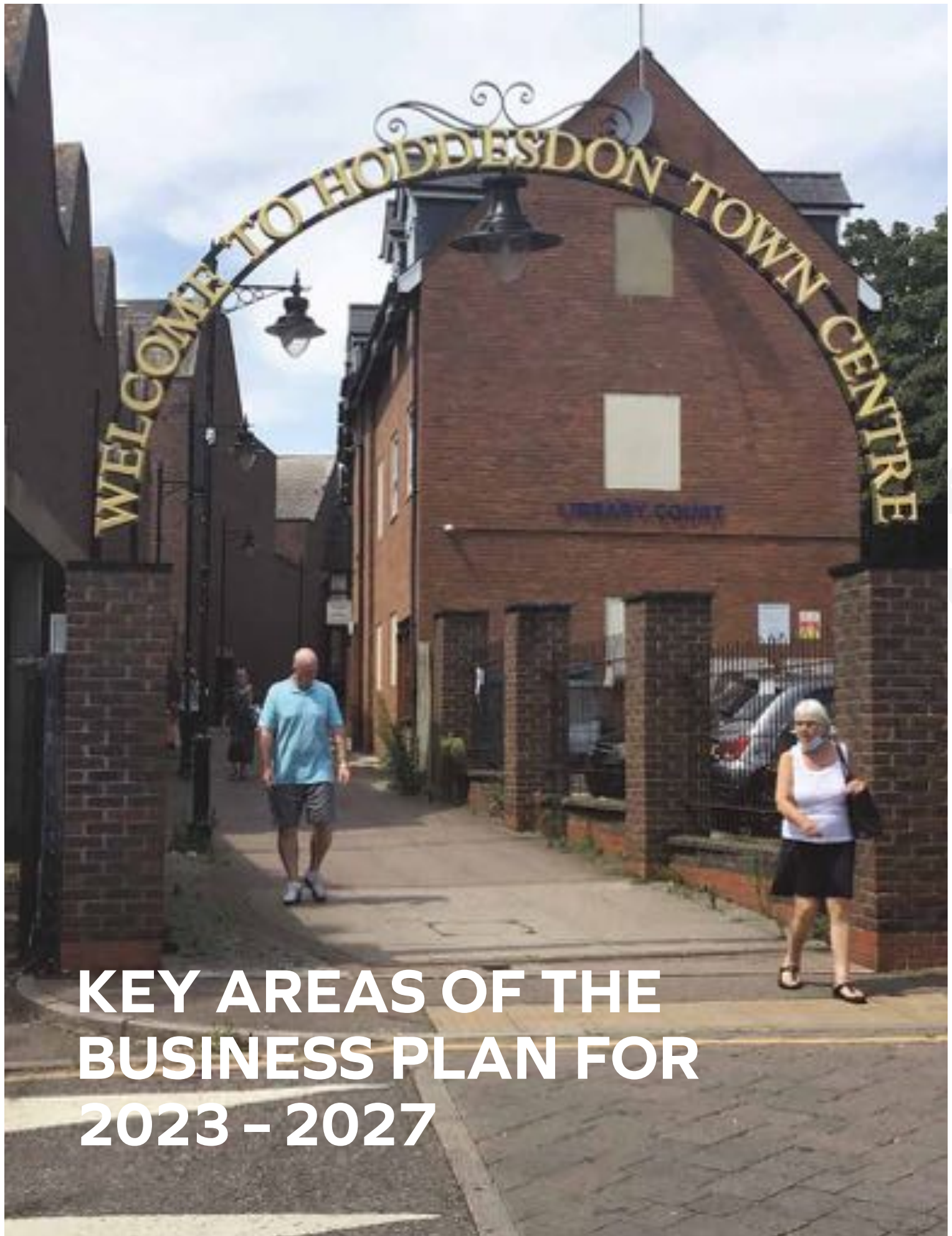
OUR STRATEGIC OBJECTIVES

We aim to help the town 'bounce back' from the Covid-19 pandemic and become a vibrant town centre by:

- ✓ Working with Broxbourne Council to produce and implement a dynamic and forward-looking town centre strategy covering the next 10 years, including an effective review of traffic management issues impacting on the town
- ✓ Continuing to provide support, guidance and training for existing and new local businesses to help them thrive and prosper as part of the town's offer
- ✓ Utilising a range of methods to promote the town and encourage shoppers/visitors to 'shop local'
- ✓ Developing further initiatives to reassure all that Hoddesdon is a safe and clean town
- ✓ Encouraging a range of 'green' initiatives in the town to help reduce its carbon footprint and move towards 'Net Zero'
- ✓ Developing a range of ways to get local young people to both influence and positively engage with the town and its businesses
- ✓ Developing and delivering with a range of partners an arts/culture and heritage strategy for the town which appeals to all areas of the community, as well as providing a comprehensive and diverse events programme to help drive up footfall in the town

OUR VISION FOR HODDESDON TOWN CENTRE

“To create a pleasant, busy and vibrant town centre ‘at the heart of the community’ that is safe, clean and attractive to everyone.”



KEY AREAS OF THE BUSINESS PLAN FOR 2023 – 2027

Below are the key elements of our Business Plan should we successfully be re-elected -



STRATEGIC

Conduct an annual survey of BID levy payers to ensure the BID Business Plan remains 'fit for purpose' and is responsive to local business needs

Work with commercial letting agents to actively promote and help let vacant units in the town

Work with the Council and other partners to encourage continued investment in the town by both developers and landlords

Work with Broxbourne Council to review and implement the new Hoddesdon Town Centre Strategy at the earliest opportunity

Identify a range of projects to ensure S106 accrued for Hoddesdon Town Centre developments received by Broxbourne Council are reinvested in the town

Develop opportunities to make external funding bids; and generate other income streams for project/initiatives



COMMUNICATIONS AND MARKETING

Maintain regular business communication through weekly updates to all businesses on key items of interest regards the town and its events/initiatives

Make particular efforts to welcome and engage with any new businesses opening in the town

Annually review our Communications Plan to ensure we are maximising opportunities to increase social media presence

Annually review our website content to ensure it remains appealing and user friendly and seek to further develop the business directory

Continue to grow our social media presence and to organically grow the level of followers

Continue to develop ways to promote the 'Shop Local' campaign including a 'refresh' of the Town Guide to highlight the town's offer to local residents and other visitors

Increase the provision of Love Hoddesdon 'welcome packs' for residents of new developments such as High Leigh

Introduce an annual Young Entrepreneurs Project to enable young people to identify what they would like to see the town provide and how they can be engaged in making it happen





SAFER, CLEANER, GREENER

Further develop relationships with the Council's Locality Officers and other enforcement teams to ensure more effective enforcement of environmental issues in the town

Look to respond in a speedy and effective manner to individual business concerns relating to the public realm and street scene

Identify wider opportunities to increase the 'greening' of the town through tree planting, 'green walls' and increased levels of planters.

Develop proposals for a town radio-link system to further enhance responsiveness of the CCTV scheme and help reduce levels of crime and anti-social behaviour in the town

Work with Broxbourne Council and Herts County Council in implementing the proposed Hoddesdon town centre traffic management proposals, including introduction of a further taxi rank at the southern end of the High Street and consideration of ways to assist with 'shop worker' parking

Develop a range of proposals to encourage local businesses to adopt a 'greener and eco-friendly' approach to reducing the carbon footprint of the town and its businesses

Develop more effective arrangements for local businesses to recycle cardboard/paper

Work with the relevant agencies to significantly improve the look/appearance of the subways serving the town centre to encourage greater usage by town centre users

Work with Broxbourne Council to help revitalise the regular street market and initiate qualitative improvements, as well as increasing levels of traders



TRAINING AND BUSINESS SUPPORT

Continue to develop and promote the Love Hoddesdon Networking Breakfast to a wider audience

Provide a regular programme of training/briefing sessions for BID levy payers/voluntary members that is responsive to the needs of local businesses

Continue to recognise the efforts of local businesses through the Love Hoddesdon Business Awards and maintain support for the annual Ambition Broxbourne Conference

Develop a range of health and wellbeing initiatives aimed at local businesses encouraging their employees to become fitter and healthier.

In conjunction with key partners introduce a range of opportunities for local businesses to significantly enhance their on-line presence



CULTURE AND HERITAGE

Develop an Arts, Culture and Heritage strategy for the town to appeal to all areas of the community and to support opportunities to secure external funding from the Arts Council/National Lottery Heritage fund or other sources

Implement a 'refresh' of existing heritage trail boards around the town to encourage visitors to discover more about the history and heritage of the town

Introduce a local programme of commemorative plaques to recognise the history and heritage of the town

Work with local schools on implementing a history artwork project to 'dress' one or more of the key routes in or around the town

Identify opportunities to work with and develop the offer of both the Borough's Theatre and Museum which both fall within the BID area and add to the town's offer



EVENTS AND PROMOTIONS

Work with Broxbourne Council and other partner in continuing to deliver and further develop a comprehensive and varied programme of large town centre events that appeals to a diverse range of interests, cultures and age groups

Develop a programme of smaller town centre events/activities interspersed amongst the larger events across the Summer period.

Look to introduce a programme of specialist markets to attract other visitors

Maximise every opportunity of using the town mascot to promote the town

Further develop the level of festive lighting and decorations in the town centre to include special features, etc

Grow the existing bank of 'volunteers' to help deliver a range of BID initiatives/events



THE PROPOSED BID AREA

It is considered that the existing BID area remains appropriate to the work of the BID so no alterations are being proposed.



The Love Hoddesdon Business Improvement District area encompasses the retail/business environment of Hoddesdon town centre. Streets within the Love Hoddesdon BID area are principally:

AMWELL STREET

BELL LANE

BREWERY ROAD

BROCKET ROAD

BURFORD STREET

CHARLTON WAY

COCK LANE

CONDUIT LANE

FAWKON WALK

HASLEWOOD AVENUE

HIGH STREET

LEGRA AVENUE

LORD STREET

LOWFIELD LANE

PAULS LANE

TAVERNERS WAY



OUTLINE BUDGET 2023 - 2027



Set out below is an indicative budget profile for the BID over the next five years.

	YEAR 1 £	YEAR 2 £	YEAR 3 £	YEAR 4 £	YEAR 5 £
Brought forward	20,000	13,000	13,000	11,750	10,500
INCOME					
BID Levy*	95,000	95,000	95,000	95,000	95,000
Voluntary Membership	3,000	3,500	3,500	4,000	4,500
Other Income	5,000	7,500	10,000	10,000	10,000
TOTAL INCOME	123,000	119,000	121,500	120,750	120,000
EXPENDITURE					
BID Manager	27,500	28,000	28,500	29,000	29,500
Admin Costs (inc. insurances)	3,000	3,000	3,250	3,250	3,250
Contribution for Levy Collection**	3,000	3,000	3,000	3,000	3,000
TOTAL OVERHEAD COSTS	33,500	34,000	34,750	35,250	35,750
Communications/Marketing	12,500	12,500	15,000	15,000	15,000
Culture/Heritage	7,500	7,500	5,000	5,000	5,000
Events/Promotions	20,000	20,000	22,500	22,500	25,000
Safer, Cleaner, Greener	25,000	20,000	20,000	20,000	20,000
Training/Skills Development	6,500	7,000	7,500	7,500	7,500
TOTAL ACTIVITY COSTS	71,500	67,000	70,000	70,000	72,500
Contingency***	5,000	5,000	5,000	5,000	5,000
TOTAL EXPENDITURE	110,000	106,000	109,750	110,250	113,250

* Assumes a 95% collection rate based on previous experience

** Based on recommended maximum level local authority should seek in DCLG guidance

*** Based on 5% of total BID levy income

Estimated reserves at end of 5 year term calculated at £6,750

Businesses in Hoddesdon already benefit from the additional services that the BID delivers. Here's a list of what you could expect over the next five years:

- ✓ A cleaner, greener and safer town centre for all who use it, with a constantly improving 'look and feel' and low crime and anti-social behaviour levels.
- ✓ Those currently visiting wanting to do so more often, staying longer and spending more.
- ✓ Encouraging the growing number of new residents in the area to support their local town.
- ✓ A more effective voice for businesses over the management and future development of the town and its trading environment.
- ✓ An opportunity to use the BID income to 'pump prime' additional income from external agencies, growing the overall 'pot' and improving return on investment for businesses.

We therefore need to ensure that at the heart of our work this Business Plan delivers for you and the town. This will be achieved by -

- ✓ Continually seeking feedback from businesses, residents and other organisations on our events and initiatives to ensure what we do is offering value for money both for all.
- ✓ Producing annual reports evaluating what we have delivered and what is planned for the future.
- ✓ We will regularly monitor footfall levels, vacancy rates and new business start-up rates as well as crime and anti-social behaviour levels.

MEASURING OUR SUCCESS

THE BID RULES



THE BALLOT

- 1** Broxbourne Borough Council will send those responsible for properties or hereditaments to be subject to the BID a ballot paper in w/c 5 September 2022.
- 2** Each property or hereditament subject to the BID will be entitled to one vote in respect of this BID Proposal in a 28 day postal ballot which will commence on 5 September 2022 and close at 5pm on Thursday, 6 October 2022. Ballot papers received after 5pm on 6 October 2022 will not be counted. The result of the ballot is due to be announced on the following day.
- 3** In order for the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria which are: (a) of those ballots returned by the close, those voting in favour of the renewal proposal must exceed those voting against it, and (b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour, must exceed the total of those voting against.
- 4** If successful at ballot, the BID will commence delivery of services on 1 January 2023 and will continue for a period of 5 years to 31 December 2027.
- 5** The number of properties or hereditaments liable for the levy is estimated at **238** (as at 1st January 2023).
- 6** In order to help new businesses to establish, the BID will not seek a part year payment of BID levy from any new business, but instead they would be added to the BID levy database for the next full year.
- 7** The levy payable will increase each year in line with the national change in business rates.
- 8** The levy will be charged in full for each chargeable period to be January to December each year, first payable in January 2023, and then annually each January. The BID will only refund part of a BID Levy payment if a business leaves the BID area and submits a written request for a refund. It will not be done automatically.
- 9** The owners of untenanted properties or hereditaments will be liable for payment of the levy.
- 10** Broxbourne Borough Council will be responsible for the collection of the levy.
- 11** Broxbourne Borough Council will charge a Levy Collection fee equivalent to 3% of the annual BID levy.

THE LEVY

- 1** The levy rate to be paid by each property or hereditament is to be calculated as 1.5% of its rateable value as at the 'chargeable day' (notionally 1st January each year).
- 2** There will be a maximum amount payable of **£10,000** (subject to review).
- 3** A BID Levy demand will only be written off if the BID advises the Council to do so. Any other unpaid BID levy would be rolled over to the following year.
- 4** In accordance with the Council's normal working arrangements legal proceedings will not be pursued for non-payment of BID levy demands until the outstanding debt exceeds £250.

ACCOUNTABILITY AND TRANSPARENCY

- 1 The BID Body will be Love Hoddesdon BID Ltd a not-for-profit organisation, limited by guarantee.
- 2 The Directors of the BID (the 'Board') will be elected for a two-year term on a retire by rotation basis and shall meet every three months. The Board will have responsibility for governance matters such as financial arrangements, contractual obligations, human resources, standards and compliance.
- 3 The Board shall appoint a Chair.
- 4 Project sub-groups operate on an as needed basis, and will comprise of Directors, and interested levy payers.
- 5 Provided that the BID is meeting its overall objectives, subject to consultation it shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. However, any change to the BID boundary or to the levy rate proposals would require an Alteration Ballot.
- 6 The Company shall meet with the Council, as the Billing Authority, at least quarterly to monitor service delivery, levy collection and financial management issues.
- 7 Levy paying businesses will be eligible to become Members of the BID Company.
- 8 The BID will file annual accounts with Companies House. The accounts will be available to all levy payers. An annual report on activities, including finances, will be published. An Annual Meeting for Members and levy payers will be held.
- 9 Our work with Broxbourne Council will be governed by an Operational Agreement outlining arrangements for collection of the BID levy, and a Service Baseline Agreement (see Appendix 'A') which specifies what services the Council will provide and those areas where the BID will provide added value.
- 10 Notification of the intention to hold a ballot was sent to the Secretary of State on 27th April 2022.

FINANCES

- 1 A cautious approach has been adopted to budgeting for the BID term due to ongoing and unknown impact of COVID 19. In our first term, collection rates averaged 95%, whilst on average an additional 10% additional income was generated per annum.
- 2 A levy collection rate of 95% has been assumed against a total bid levy of £ 100k. If collection rates exceed this we will deliver a fuller range of BID activities.
- 3 The average annual levy available to be spent by the BID in £95k
- 4 A contingency provision on expenditure of 5%, together with the rollover of any surpluses, provides for an anticipated surplus of £6,750 by the end of the term.
- 5 During the first term, the BID had some success in generating additional revenue. The additional income provision within the budget for the renewed BID estimates around 13% of total income.
- 6 Operating costs of the BID are estimated at around 30% of total expenditure.



KEY MILESTONES AND BALLOT ARRANGEMENTS

DATE	ACTION
27th January 2022	Love Hoddesdon Annual General Meeting confirms proposal to seek re-election.
22nd March 2022	BID Board agrees draft BID Business Plan and confirms BID area and election timetable.
27th April 2022	Notice to Billing Authority and Secretary of State of intention to hold ballot and submits draft Business Plan 2023-2027. Draft Business Plan also circulated to all BID levy payers for consultation purposes.
31st May 2022	Love Hoddesdon BID Ltd secure support of Broxbourne Council's Scrutiny Committee on BID proposals and business plan.
12th July 2022	Broxbourne Council's Cabinet agrees to support re-election of BID and instructs officers to vote 'YES' regards its hereditaments in BID area and to independently run election process.
21st July 2022	BID Board agrees final BID Business Plan 2023-2027 and proposed Operational Agreement and Baseline Service Agreement.
26th July 2022	Broxbourne Council endorses formal motion to encourage all BID levy payers to vote 'YES' in BID ballot.
w/c 15th August 2022	Broxbourne Council publishes Notice of Ballot (at least 42 days before Ballot Day) and sends copy to Secretary of State.
w/c 15th August 2022	Broxbourne Council issues Letter to Business Ratepayers entitled to vote providing information about the ballot, providing copy of BID Business Plan 2023 -2027 and identifying named person to receive ballot paper.
w/c 5th September 2022	Ballot papers issued by Broxbourne Council (at least 28 days before ballot day).
Thursday 6th October 2022	Ballot day (ballot closes at 5pm).
Friday 7th October 2022	Count and declaration of Election result.
October/December 2022	Implement necessary actions for Love Hoddesdon BID Ltd to continue or alternatively put in place arrangements to dissolve company.
1st January 2023	New BID comes into existence, if re-elected.



BASELINE AGREEMENT ON SERVICES TO BE PROVIDED BY BROXBOURNE COUNCIL

It is a requirement of the BID regulations that the BID proposals include a statement of the existing baseline services provided by the local authority in the proposed BID area.

This statement forms part of the BID proposals to demonstrate to businesses that the proposals in this Business Plan are additional to the baseline services provided by the local authority.

The BID and the local authority will also agree a process for annually reviewing this agreement to ensure it remains fit for purpose, any review of service levels or any consideration of alternative methods of provision.

CURRENT SERVICES PROVIDED BY BROXBOURNE COUNCIL (AS AT 1ST JANUARY 2023)

- Provision of the Spotlight Theatre and management of Fawkon Walk
- Upkeep and maintenance of the Clock Tower (including lighting scheme), the War memorial, the Jubilee Shelter and the 'Welcome to Hoddesdon' archway and signage
- Upkeep and maintenance of town centre CCTV system (until 31st December 2025) *
- Upkeep and maintenance of brown tourist attraction signs promoting town on key routes
- Street markets (twice weekly on Wednesday and Fridays)
- Street cleansing (on a daily basis and includes street sweeping and litter bin emptying)



- Grounds maintenance (includes tree maintenance, upkeep of the planter at the junction of Conduit Lane and Fawkon Walk and the provision of floral displays/barrier baskets*)
- Provision of pay and display public car parks at Burford Street (subject to redevelopment), Taverners Way (North) and Taverners Way (South) and a number of on-street parking bays
- Parking enforcement patrols (on a daily basis)
- Town planning and development control
- Licensing approval and inspections (public houses, taxis, street cafes, tattooists, skin piercing)
- Food safety inspections (all premises that sell food and drink)
- Health and safety inspections
- Air quality monitoring
- Environmental enforcement (littering/fly tipping, noise and abandoned vehicles)
- Town centre management*
- Town centre events programme*
- Annual festive lighting scheme*

* (These are the subject of more detailed agreements where both the Council and the Love Hoddesdon BID will be contributing resources).



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where your house is!

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Give your local businesses the support they
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You can't buy happiness,
but you can buy locally...
and that's kind of the same!

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The grass is always
greener where
you water it...

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When you support a
local business,
you support a dream

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Small acts can make
big changes

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Local business owners
will be tickled pink
by your support!

Supporting local business is vital to keep
communities thriving!

Give your local businesses the support they
work so hard to gain!

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“ Hoddesdon has continued to flourish in the most challenging times in recent history. The town has never looked so vibrant. The work, time and dedication of the Love Hoddesdon Team is brilliant and I for one support their re-election completely. ”

Steve Wortley



AT THE **HEART** OF THE COMMUNITY

  @Love Hoddesdon
www.lovehoddesdon.co.uk

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