

2022

ANNUAL REPORT INTRODUCTION

Love Hoddesdon Business Improvement District (BID) is an independent, business-led, not-for-profit initiative elected by businesses in Hoddesdon in late 2017 for an initial five-year term. It was subsequently successfully re-elected for a further five-year term in October 2022. The new term of office will run from 1st January 2023 – 31st December 2027.

At the end of September 2022 nationally there were 332 BIDs in the UK (with a further 53 being developed), which includes 9 in Hertfordshire. These are principally in town centres with over 120,000 businesses investing over £144m in their local communities as BID levy payers to make their towns better places in which to do business.

In Hoddesdon, the BID aims to collect approximately £100k in levy each year from around 240 levy-paying businesses. This is used to fund the approved BID Business Plan which seeks to provide business support to local businesses, as well as bring 'added value' to the look and feel of the town. It also provides leverage to secure investment from local authorities in the town.



Love Hoddesdon Bid - The future is in our hands

FOREWORD BY KEVIN BROOKS, CHAIRMAN

The adage “it never rains but it pours” is certainly apt when considering the events of the past few years and their impact on towns like Hoddesdon – whether it be the Covid pandemic through to the current cost of living crisis which are influencing significant changes to our High Streets. Nevertheless, we have fared better than many similar towns and that is in no small part due to the efforts of Love Hoddesdon.

We have provided support for local businesses to help them recover from the pandemic and by working closely with Broxbourne Council and a range of other partners we are implementing a range of ways to help our business community, as well as local residents, through the current difficulties. This includes ensuring we have a safe, clean and attractive town and by providing a variety of events/initiatives that help increase footfall and nurture community pride in the town. We have also sought

ways to improve engagement with local young people and supported several local community projects and will look to develop this further moving forwards

This support has been more than recognised by our members and is reflected in the 89% ‘Yes’ vote received from businesses in the town, both large and small, for Love Hoddesdon to continue for another 5 years. The Board greatly appreciates that support and we are confident of continuing to help Hoddesdon grow and thrive throughout this second tenure.

One pleasing aspect of the re-election process is that we only incurred costs of £1,500, significantly less than many Hertfordshire BID companies, which is mainly down to the organisational skills of our BID Manager [Tony Cox].

I would like to thank my fellow Directors for all their efforts over the past 5 years and I look forward to working with many of them again in the coming years.

However, I would especially like to say thank you to Tony Cox. He has been involved with Love Hoddesdon since its inception and he has served us well but has now decided to retire this Spring. I have personally enjoyed working with Tony and he will be greatly missed. However, we are actively seeking a worthy replacement and further details will be provided in due course.



LOVE HODDESDON BUSINESS IMPROVEMENT DISTRICT

Love Hoddesdon implements its Business Plan, via a not-for-profit company known as Love Hoddesdon BID Ltd. This Company has a Board of Directors which comprises:

NAME	COMPANY	POSITION ON LOVE HODDESDON BID
Kevin Brooks	Cannon Travel Ltd	Chairman of BID Board and Chairman of Culture/Heritage
Karen Chase	HB Accountants	Vice-Chairman of BID Board, Treasurer and Lead on Training and Skills
Enzo Giardina	Via Properties	Director and Lead on Communications/ Marketing
Stephen Harris	B & T Hire Motor Rentals	Director and Chairman of Events/Promotions
Dr Alison Knight	Broxbourne Borough Council	Director and Lead on Safe and Clean
Alex Barbrook	Barbrook Developments	Director
Claire Bayless	Morrisons	Director
Julie Hussey	Curwens LLP	Director
Anthony Johnson	Johnson Ross Tackle Ltd	Director
Nicole May	Mayhem Group	Director
Keve Orkian	Howlin' Entertainment	Director
Diane Sanders	Shepherds Estate Agents	Director
Gareth Waterman	Tollgate Insurance Brokers Ltd	Director
Helen Wright	B3 Living	Director

Tony Cox is the freelance BID Manager. He is employed part time for around 20 hours per week and is supported by Olympia Nolan (social media support) and Elaine Ford (graphic design).

The Company holds its AGM in January of each year, to which all BID Levy payers are invited. This meeting considers this Annual Report and appoints its Directors. The Directors sit on a BID Board which meets quarterly and oversees implementation of the Company's business plan. It also appoints representatives from the local church, local schools and the Hoddesdon Society, as well as a local councillor to serve as co-opted members of the BID Board.

The work of the Company is also guided by a joint operational agreement with Broxbourne Council which outlines the baseline services the Council will provide in the BID area, as well as arrangements for collection of the BID Levy.

Love Hoddesdon BID Ltd has always seen its role is to promote the town as the 'hub' of the local community. As such it encourages other small, local businesses, facilities and attractions to be voluntary members of Love Hoddesdon. There are currently about 30 voluntary members including several local attractions.

A TIME FOR CHANGE

As we enter our second five-year term our BID Manager (Tony Cox) has indicated his intention to retire in the coming months and we are actively seeking a replacement for him.

We are also looking to streamline the management of the BID Company by introducing a small executive board comprising the Chairman, Vice-Chairman and the Council's representative who will take greater responsibility for financial management of the Company and implementation of its business plan. The wider BID Board will be retained and meet quarterly but will be on an advisory basis and also include a wider array of business types in order to ensure that the work of the BID is more responsive to all local business needs.

ACHIEVEMENTS IN 2022 AND PROPOSALS FOR THE FUTURE

The BID Manager ensures we have the right people sitting around the table when we discuss business. Love Hoddesdon BID also acts as the 'voice of the town' representing the 200+ businesses in the town. This gives Love Hoddesdon BID influence in talking to larger organisations, like the local authorities and the police about issues affecting the town. We are part of several national and county wide initiatives, so we can take good practice and learning and turn it to the town's benefit!



KEY ACHIEVEMENTS IN 2022

- ✓ Over **1,000** hours of dedicated town centre support, together with over **500** hours of social media/website support
- ✓ Secured over **91%** of the BID levy owed and generated around **£11.8k** in additional income
- ✓ Provided weekly e-mail updates for local businesses on various issues relating to the town, as well as resolving a number of street scene issues impacting on local businesses
- ✓ Held monthly 'face to face' networking opportunities with local businesses and supported Broxbourne Council in promoting their outdoor 'netwalking' events
- ✓ Provided 'free' training opportunities for local businesses in areas such as first aid and enhancing their social media presence
- ✓ Reintroduced the annual Love Hoddesdon Business awards
- ✓ Provided support for health and wellbeing initiatives such as the Your Town walkers and Jukebox Community Choir and supported local community projects such as Broxbourne Foodbank and the Warm Spaces project.
- ✓ Worked with the local organisations to provide 'Welcome to Hoddesdon' packs for new residents in the town centre and surrounding areas, including a new Town Guide
- ✓ Introduced a Young Entrepreneurs Project through which local schools can influence what the town provides to attract and engage young people
- ✓ Increased annual Facebook reach to around **188,000** (average of 17,000 per month) and increased the number of Facebook followers to around **4,900**. Also increased our presence on both Instagram (1,980 followers) and LinkedIn (238 followers).
- ✓ The Love Hoddesdon website averages over **2,000** page views a month, with many individual business listings being visited over **3,000** in the last year
- ✓ Funded the ongoing running costs for a fully monitored 12 camera CCTV system covering the main areas of the town
- ✓ Continued to provide enhanced levels of floral displays and festive lighting in the town to help 'brighten up' the town
- ✓ Led a multi-agency response in securing significant improvements to the various subways serving the town centre
- ✓ Worked with Broxbourne Council and other partners on a comprehensive town centre events programme, including events to mark the Queen's Platinum Jubilee celebrations, the Rock Around the Clock Tower music event, a food and drink festival and a pop-up pantomime, as well as unveiling a commemorative plaque marking the Charter Fair and weekly markets
- ✓ Delivered a multi-media campaign to successfully secure re-election of the BID for a further five year term with an **89% YES vote**, one of the highest achieved nationally

WHAT NEXT IN 2023 AND BEYOND?

Our vision for Hoddesdon town centre is to create a pleasant, busy and vibrant town centre 'at the heart of the community' that is safe, clean and attractive to everyone.

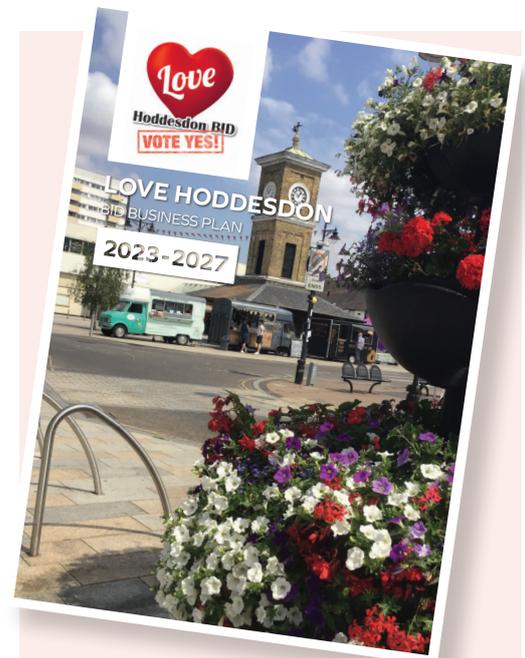
Looking ahead we aim to work with local businesses and a range of other organisations to continue to help the town and its businesses thrive despite the growing economic crisis, as well as working with both Broxbourne Council and developers to identify a range of ways that their developments, particularly High Leigh, directly benefits the town through investment and increased footfall. Other key objectives for next year are:

- ✓ to work 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
- ✓ continue 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
- ✓ utilise a range of methods to promote the town and encourage shoppers/visitors to 'shop local'
- ✓ develop further initiatives to reassure all that Hoddesdon is a safe and clean town including development of a town radio link system, as well as a multi-agency approach to tackling anti-social behaviour in the town
- ✓ encourage a range of 'green' initiatives in the town to help reduce its carbon footprint and move towards 'Net Zero'
- ✓ develop a range of ways to get local young people to both influence and positively engage with the town and its businesses
- ✓ develop and deliver 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
- ✓ to introduce a Community Fund to help support local worthy causes funded from additional income generated over and above the BID levy
- ✓ work with Broxbourne Council to help revitalise the regular street market and initiate qualitative improvements as well as investigating opportunities to introduce other specialist markets to attract other visitors

BUDGET/SPEND

INCOME		£
Brought forward		44,700
BID Levy payments		95,000
Voluntary Contributions/Sponsorship		4,000
Other income		8,350
External Funding		1,250
TOTAL		153,300
EXPENDITURE		£
BID Manager/ Admin Costs (inc insurances)		35,902
Events/Promotions		39,938
Communications/Marketing		22,791
Safe and Clean		6,360
Training/Skills		5,383
Culture and Heritage		4,250
Miscellaneous		645
TOTAL		115,269

The unspent funds of £38k will be rolled over to spend in future years. (There are outstanding commitments of around £16k (of which £13.5k is to fund the CCTV running costs for the full five-year agreement).



THIS DOCUMENT WAS PUBLISHED BY LOVE HODDESDON BID LTD

For more information e-mail lovehoddesdon@outlook.com or visit www.lovehoddesdon.co.uk

**Love Hoddesdon Bid -
The future is in our hands**