



# ANNUAL REPORT 2020

Love Hoddesdon Business Improvement District (BID) is an independent, business-led, not-for-profit initiative voted for by businesses in Hoddesdon in October 2017.

Nationally, there are more than 320 BIDs in the UK, principally in town centres with businesses investing over £220m 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 200 levy-paying businesses. Over the five-year term of the BID (January 2018 – December 2022) around £500k will have been invested in the BID area. This also acts as leverage to secure significant investment in the town.



Love  
Hoddesdon  
BID...  
The future is  
in our hands ❤️



# FOREWORD BY KEVIN BROOKS, CHAIRMAN

Clearly 2020 has been a very difficult year for everyone, not least for most of the businesses in our town. However, I have been pleasantly surprised by not only the determination and resilience of our business community, but also by the support and goodwill of local people. Many of us have some heart-warming tales to tell of the kindness shown by our customers.



I am also extremely encouraged by the support Love Hoddesdon has provided, especially during the first three or four months of the pandemic. Throughout this ever-changing period Tony Cox, our BID Manager issued daily briefings which became the first port of call for many and made the challenges more manageable. It is no coincidence that Hoddesdon has fared much better than many similar towns.

Whilst many of our normal activities have had to be cancelled Love Hoddesdon has still produced some notable successes. We invested in the provision of more flower displays thereby making the Town a brighter place. Through our Team's hard work and determination, working closely with Broxbourne Council, we secured the provision of brown tourist signs on all the main entry points into the town; we now have CCTV in the town making Hoddesdon a safer and more secure place and, as I suspect many of you will have seen, we have installed some impressive and versatile lighting on the iconic Clock Tower.

So, despite all the negatives of Covid, I believe Love Hoddesdon has had a successful year and has played a significant part in making Hoddesdon 'fit for purpose' when life starts to get better. As one local resident said to me recently "Hoddesdon has improved so much in the last few years and it is now a great place to live". I firmly believe Love Hoddesdon has played a major part in making that statement a true one.

## LOVE HODDESDON BUSINESS IMPROVEMENT DISTRICT

Love Hoddesdon generates an annual income of £100k which is used to implement its Business Plan, via a not for profit, private company known as Love Hoddesdon BID Ltd. This Company has a Board of Directors which currently 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 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
Peter Linkson	Broxbourne Borough Council	Director and Lead on Safe and Clean
Michelle Grant	Santander Bank PLC	Director (resigned November 2020)
Anthony Johnson	Johnson Ross Tackle Ltd	Director
Nicole May	Mayhem Arts	Director
Julie Hussey	Curwens LLP	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. He can be contacted on 07757 601093 or at [lovehoddesdon@outlook.com](mailto:lovehoddesdon@outlook.com). He is supported by Olympia Nolan (social media support) and Katy Boswell (graphic design).



The Company holds its Annual General Meeting 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 to serve as co-opted members of the BID Board.

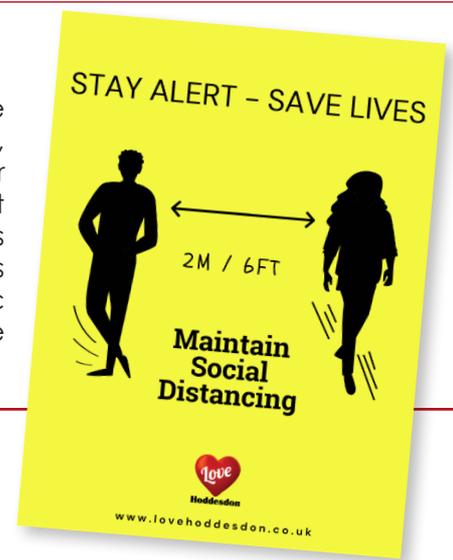
The BID Board also appoints Sub-Committees involving representatives of other local organisation to help implement aspects of its Business Plan relating to Events and Promotions and Culture and Heritage, as well as Directors to act as the lead on matters relating to Communications and Marketing; Safe and Clean; and Training and Skills.

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. This is subject to annual review.

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 almost 40 voluntary members including Paradise Wildlife Park, the Rye Park Group and High Leigh Conference Centre.

# IMPACT OF COVID 19

As with all businesses, the Covid 19 pandemic has had a massive effect on the way Love Hoddesdon BID works this year. We had to cancel all of our events, which are normally one of our strengths. Instead, the role of the BID Manager has been to keep all the businesses regularly updated about the Government regulations and restrictions, as well as identifying ways in which local businesses can swiftly access Government financial support to help them get through this crisis. As restrictions have been lifted it has been important to make the public aware that the town is a safe and attractive place to shop and to encourage them to shop local and help local businesses to bounce back.



## ACHIEVEMENTS IN 2020 AND PROPOSALS FOR THE FUTURE

It is the responsibility of the BID Manager, to ensure 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, such as the local authorities and the police about issues affecting the town. We have also signed up to several national and county wide initiatives, so we can take good practice and learning of others and turn it to the town's benefit!

We seek to influence developers and landlords to redevelop derelict sites and vacant premises in the town, which is reflected by the current works to redevelop vacant sites in Conduit Lane and Brewery Road, as well as the former Police Station at the southern end of the BID area. We, on your behalf, have also commented on significant planning applications impacting on the town, like the redevelopment of the former Post Office and the proposed redevelopment of the Scania House and adjoining business premises on Amwell Street.

## KEY ACHIEVEMENTS IN 2020

- Over 1,000 hours of dedicated town centre support, together with over 500 hours of social media/website support
- Secured over 93% of the BID levy owed and generated around £16k in additional income
- Attracted additional £70k in investment from Broxbourne Council towards projects in the town
- 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
- Provided daily e-mail updates for local businesses on important Government information during lockdown periods and weekly updates at other times
- Provided direct financial support for local businesses pending receipt of their Government business support grant
- Worked with the local authorities to manage 'social distancing' in our High Street without closing roads/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
- Issued around 200 'Love Hoddesdon' bags and 1,000 'Love Hoddesdon' hygiene key rings
- Introduced both the Love Hoddesdon Business Awards and Volunteer 'Thank You' events
- Ran a multi-media 'shop local' campaign to increase footfall in the town and posted a range of 'spotlight' interviews of local businesses
- Increased Facebook reach to over 100,000 and increased number of Facebook followers to around 4,000. Also increased our presence on both Instagram and LinkedIn
- introduced significantly enhanced level of floral displays and festive lighting in the town to help 'brighten up' the town
- assisted local restaurants and cafes to develop their pavement licence applications, as well as promote them during the national 'Eat Out to Help Out' scheme
- In conjunction with Broxbourne Council introduced a fully monitored 12 camera CCTV scheme covering the town centre, and an enhanced lighting scheme of the Clock Tower
- provided a publicly accessible defibrillator and trained local business representatives in its use
- 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)
- Held monthly networking opportunities with local businesses when lockdown rules permitted
- Ran 4 training courses for local business representatives

# BUDGET/SPEND

## INCOME

Brought forward	51,029
BID Levy payments	95,000
External Funding	11,169
Voluntary Contributions	2,200

**Other income** **3,233**

**TOTAL** **162,361**

## EXPENDITURE

BID Manager	26,665
Administrative Costs (inc insurances)	3,261
Events/Promotions	12,710
Communications/Marketing	11,119
Safe and Clean	48,690
Training/Skills	2,525
Culture and Heritage	10,291
Miscellaneous	2,857

**TOTAL** **118,118**

The unspent funds of around £44k will be rolled over to spend in future years.

## WHAT NEXT IN 2021 AND BEYOND?

Looking ahead we aim to work with Broxbourne Council, local businesses and a range of other organisations to help the town 'bounce back' from the Covid-19 pandemic in both the short and medium term, as well as discuss with developers a range of ways that their developments, particularly High Leigh, directly benefits the town through investment and increased footfall.

### We aim to:

- continue to grow our social media presence and promote individual businesses
- encourage the town and its businesses to have a greater digital presence on-line
- develop a programme of work to improve the well-being of local businesses and their staff
- seek to introduce a range of 'green' initiatives in the town to help reduce its carbon footprint
- continue to develop a range of ways to get young people to positively engage with the town and its businesses
- introduce a town guide promoting the town and its facilities
- work with a range of partners to deliver art/heritage projects
- continue to provide enhanced level of floral displays and festive lighting in the town
- further promote the 'heritage' of the town through an increased number of heritage trail boards and a local blue plaque scheme
- reintroduce the town centre events programme, as well as adding a food and drink festival and a range of smaller events
- continue to develop a diverse programme of networking, training and skills opportunities for local businesses

Do you...



**Hoddesdon**

Then make sure you...

♥ SHOP LOCAL ♥

♥ EAT LOCAL ♥

♥ SPEND LOCAL ♥

♥ [www.lovehoddesdon.co.uk](http://www.lovehoddesdon.co.uk) ♥

   LoveHoddesdon

THIS DOCUMENT WAS PUBLISHED BY LOVE HODDESDON BID LTD

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