



ANNUAL REPORT 2021

INTRODUCTION

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

Nationally, there are more than 320 BIDs in the UK (with a further 57 being developed), which includes 10 in Hertfordshire. These are principally in town centres with businesses investing over £132m 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 HODDES DON BID - THE FUTURE IS IN OUR HANDS

FOREWORD BY KEVIN BROOKS, CHAIRMAN

The last year was another difficult year with the pandemic continuing to have a major negative impact which has hit some businesses very hard, but perversely it has helped cement the influence of Love Hoddesdon and offers us future opportunities to strengthen our town.

We all know that the credibility of Love Hoddesdon was significantly enhanced by the work Tony Cox, our BID Manager, did throughout the pandemic with his daily briefings and updates. I have had many calls to say how they helped businesses, or their owners, make sense of the constant changes.

The pandemic and the whole climate change debate is clearly beginning to influence attitudes and I firmly believe that many people will prefer to 'remain local' as much as possible. There is evidence that changes in buying patterns and the greater awareness about waste and pollution offers towns like Hoddesdon an opportunity to increase its local appeal. Footfall levels are almost back to pre-Covid levels, the vacancy rate at 4.8% is significantly lower than both the regional and national levels, whilst several new businesses have opened in the town – so we are 'bouncing back'.

The Board of Love Hoddesdon are committed to carry on working to give people a clean and safe town and to give them plenty of reasons to visit our town.

Under the rules governing BID companies Love Hoddesdon are required to seek re-election in Autumn 2022 and we are in the process of preparing our Prospectus which will outline the aims and ambitions for the next 5 years. It is important that we continue to build on our success and I hope we can rely on the continued support of the Hoddesdon business community.



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 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
Alex Barbrook	Barbrook Developments	Director
Claire Bayless	Morrison	Director
Julie Hussey	Curwens LLP	Director
Anthony Johnson	Johnson Ross Tackle Ltd	Director
Nicole May	Mayhem Arts	Director
Kev Orkian	Howlin' Entertainment	Director
Diane Sanders	Shepherds Estate Agents	Director
Gareth Waterman	Tollgate Insurance Brokers Ltd	Director
Helen Wright	B3 Living	Director

ONGOING IMPACT OF COVID 19

As with all businesses, the ongoing Covid 19 pandemic has continued to impact on the way Love Hoddesdon BID worked this year. However, it quickly developed a robust Town Centre Recovery Plan, which concluded -

- A co-ordinated approach was needed to help the town 'bounce back' as quickly as possible and Love Hoddesdon BID was in a good position to facilitate this.
- The support of both Broxbourne Council and Hertfordshire County Council around aspects affecting the public domain would be crucial.
- This crisis has strengthened the standing of Love Hoddesdon BID with local business owners through the support and guidance it has provided.
- The existing mix of businesses in the town puts it in a good position to 'bounce back' better than many neighbouring towns
- There was a need to increase confidence/assurance of shoppers that Hoddesdon is a 'safe' place to visit. Safe 'social distancing' both in public areas and within individual businesses would be a key factor in reopening the town
- Small businesses will want support and guidance to help them steer towards the 'new' normal. Many will need to develop an online presence of what they can offer, whilst those in the hospitality business may need help in innovative ways to help increase potential floorspace, such as pavement licences to make reopening in the next month or so viable.
- There is a need to find ways to facilitate events/promotions that draw people to the town centre, whilst not detracting from the need for 'social distancing' measures

This Plan has influenced the BID Business Plan and guided a range of actions over the last year.



ACHIEVEMENTS IN 2021 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 2021

- Over **1,000 hours** of dedicated town centre support, together with over **500 hours** of social media/website support
- Secured over **92%** of the BID levy owed and generated around **£2.8k** in additional income
- 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
- Supported Broxbourne Council in implementing a range of projects as part of the Government's 'Reopening High Streets Safely' fund and 'Welcome Back' fund equating to around £20k in direct investment in the town.
- 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.
- Provided regular e-mail updates for local businesses on important Government information during lockdown and reopening periods
- Continued to assist local pubs, restaurants and cafes with their pavement licences to create alfresco dining as part of the High Street offer
- Reinstated monthly 'face to face' networking opportunities with local businesses and supported Broxbourne Council with the introduction of outdoor 'networking' events
- 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

- 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
- Increased Facebook reach to around 18,000 per month and increased number of Facebook followers to around 4,800. Also increased our presence on both Instagram (1,540 followers) and LinkedIn (114 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
- Helped secured reopening of the Borough museum, which is in the BID area, to the public
- Continued to provide enhanced levels of floral displays and festive lighting in the town to help 'brighten up' the town
- Worked with Broxbourne Council on the reintroduction of a Covid aware town centre events programme, including a food and drink festival and a pop-up pantomime
- Supported Hoddesdon Parish Church in promotion and implementation of the community 'Rainbow Mosaic' project

Budget/Spend

INCOME	£
Brought forward	45,094
BID Levy payments	87,712
Voluntary Contributions	2,000
Other income	810
TOTAL	135,616
EXPENDITURE	£
BID Manager	28,916
Administrative Costs (inc insurances)	2,540
Events/Promotions	19,259
Communications/Marketing	12,547
Safe and Clean	18,083
Training/Skills	1,241
Culture and Heritage	2,742
Miscellaneous	687
TOTAL	86,015

The unspent funds of around £49.6k will be rolled over to spend in future years. (There remains an outstanding commitment of £27k to fund the CCTV running costs for the full five-year agreement).

WHAT NEXT IN 2022 AND BEYOND?

Looking ahead we aim to work with Broxbourne Council, local businesses and a range of other organisations to continue to help the town 'bounce back' from the Covid-19 pandemic, 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. Other key objectives for next year are:

- to effectively campaign for re-election by local businesses of Love Hoddesdon BID Ltd for a further five-year term
- to work with Broxbourne Council to produce a dynamic and forward-looking town centre strategy for the town over the next 10 years, as well as an effective review of traffic management issues impacting on the town
- to work with Broxbourne Council and local businesses to introduce 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
- further enhance the town guide with the aim of promoting the town and its facilities
- work with a range of partners to develop and deliver an arts/culture and heritage strategy for the town which appeals to all areas of the community
- reinstate a comprehensive town centre events programme to help drive up footfall in the town

Do you...



Hoddesdon BID

Then make sure you...

- ♥ SHOP LOCAL ♥
- ♥ EAT LOCAL ♥
- ♥ SPEND LOCAL ♥

THIS DOCUMENT WAS PUBLISHED BY LOVE HODDESODON BID LTD
For more information e-mail lovehoddesdon@outlook.com
or visit www.lovehoddesdon.co.uk