



Hoddesdon BID

NEWSLETTER

♥ ISSUE 5 ♥ OCTOBER 2019

WELCOME...

Welcome to the latest edition of the Love Hoddesdon BID Newsletter. The aim is to provide you with regular updates on what we are doing to improve footfall in the town, as well as initiatives to make the town more appealing to new businesses, shoppers and visitors. We are also trying to find ways where we can help promote and develop your business. Our aim is to really put Hoddesdon on the map and become the most talked about town locally. With your help I am sure we can make it happen!

Tony Cox

Love Hoddesdon BID Manager

MEET OUR HIGH STREET HERO

We are extremely pleased that Mr. Stephen Harris, Chairman of our Events and Promotions Team, has been shortlisted for the High Street Hero Award in the Great British High Street Awards 2019, which is sponsored by the Daily Mirror. The winner will be determined shortly by an independent judging panel and there will be an awards ceremony in November, where the winners of the Great British High Street Awards 2019 will be announced. Let's wish Stephen every success and hope our local hero receives the national recognition he truly deserves.



WE WANT YOUR VIEWS!

As we are potentially spending £'000's of your BID levy contributions on various schemes, we need to know what you think about how we are spending your money!!

Do we have an e-mail address for you? If you want to be kept more informed about what is happening then forward your contact details to the BID Manager at lovehoddesdon@outlook.com

We are also building a 'closed' Love Hoddesdon BID Facebook

Group, solely for BID Levy payers, so that we can keep you informed and gauge your opinion on some of our proposed events/initiatives.

Alternatively, would you like to have a chat with Tony Cox, the BID Manager about the work of Love Hoddesdon BID Ltd or its plans for the future. Or maybe you have a concern that an issue in the town is not being addressed?

You can ring/text him on 07757 601093 or email him at lovehoddesdon@outlook.com to make an appointment for him to come and see you.

LOVE HODDESDON BUSINESS AWARDS

We are currently developing a scheme to recognise the superb work and service our businesses provide across the town in a range of different categories. The aim is to launch the awards on Saturday 30th November at the Hoddesdon Loves Christmas event and any nominations will need to be submitted, in writing, to the BID Manager by Friday 3rd January, at latest. Those receiving the most nominations will receive the awards at our AGM on Thursday 30th January

DEFIBRILLATOR PROJECT

We will shortly be installing a publicly accessible defibrillator on the outside wall of the Library under the canopy at the front entrance. We will then run a training session for a number of volunteers about how to use the equipment.



ENGAGING WITH YOUNG PEOPLE

We continue to develop our relationship with local schools, particularly the secondary schools of John Warner and Robert Barclay Academy. Over the coming months they will be supporting Love Hoddesdon in a range of ways including –

- supporting town centre events through participating and helping as stewards
- developing various projects including an artwork project in Fawkon Walk
- helping to raise awareness through the Schools' of what is happening in the town

INCREASING OUR PRESENCE ON SOCIAL MEDIA



Do you follow our Love Hoddesdon Facebook page? We currently have over 3,000 followers and are looking to significantly increase this over the coming months, as well as our activity on both Instagram and Twitter. To achieve this, we will be engaging a social media specialist to provide us with 10 hours support per week to make it happen.

LOVE HODDESDON GIFT VOUCHER

We have been in discussion with a specialist company about the viability of launching a Gift Card scheme in Hoddesdon. However, after careful consideration of the potential levels of support and costs involved, we do not feel it is financially sustainable at this time. Instead we have asked the BID Manager to look into the feasibility of a low-cost gift voucher scheme. We will keep you updated on progress.

A CCTV SCHEME FOR THE TOWN

We are in discussions with the Hertfordshire CCTV Partnership about commissioning the design and installation of a public CCTV scheme covering the main sweep of the High Street and adjoining roads. It was initially hoped to have the scheme installed this year, but securing all the necessary approvals has been more drawn out than initially expected. It is now envisaged the scheme will be implemented in early 2020.

Ambition 2019 Conference

Inspiring Business Success

**Tuesday 12
November,
9.30am-4.30pm**

THE SPOTLIGHT
HIGH STREET
HODDESDON EN11 8BE

Six international speakers



John Stapleton
The Power of Authenticity



Sam Rathling
LinkedIn or LinkedIn?
How to Generate Leads
and Build your Brand
on LinkedIn



Esther Stanhope
How to Make an Impact
and be More Visible



Lysa Harding
The 4Cs and The Next
Layer of Marketing: Customer
Experience, Commercials,
Creativity and Courage



Nathan Littleton
Credibility Marketing:
The New Rules for
Winning Business



Andy Lopata
Just Ask: We share
our successes and
good days, but do
we share the bad
stuff often enough?

www.ambition.events



When buying tickets online put in the discount code of **BroxSME** at point of sale to get discounted price of £50.

FREE IT SUPPORT FOR SMALL BUSINESSES TO TACKLE CYBERCRIME!

A new scheme will see 100 lucky businesses receive a free consultation on their cyber security from an accredited Hertfordshire IT provider. Many SMEs feel that there is nothing they can do to protect themselves from cybercrime. Business owners often say that they 'don't know where to start' to deal with cyber issues, but SMEs must understand that not only are they a target, but that cyber criminals view them as easy pickings.

During a Cyber Basics Review (CBR) a Herts-based IT expert will sit down with you and look at your computers and processes to make sure that you are getting the basics right. This sort of service would normally cost hundreds of pounds, but you can have one for free (whilst stocks last!). The scheme is funded by the Police and Crime Commissioner for Hertfordshire and operated in partnership with Hertfordshire County Council's Trading

Standards and Hertfordshire Growth Hub.

For more information and to secure your free consultation visit <https://www.hertsgrowthhub.com/cyber-security> and fill in the simple contact form. You will automatically be emailed a voucher to use for your CBR and a list of providers of the scheme. Contact your provider of choice and book a CBR today!

NEED SOME 'FREE' TRAINING

Our range of 'free' training courses are proving very popular. We have recently run courses on Social Media Training for Small Businesses; Business Development and Strategy for Small Businesses and First Aid Training for Emergencies at Work. Dependent on demand we will be running these all again in the New Year. We are also developing a range of other potential courses on –

- Maximising the Use of LinkedIn for Your Business
- How to Engage and Retain Your Workforce
- The Six Steps to Business Growth'

If you or your staff are interested in attending any of these course or want more details then contact Tony Cox, the BID Manager at lovehodesdon@outlook.com

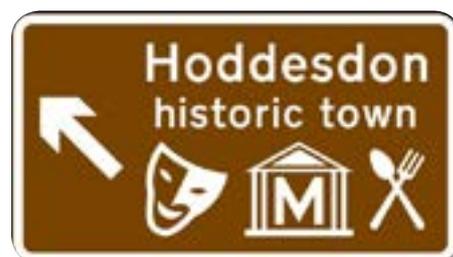
NETWORKING MEETINGS

The programme of meetings between now and Christmas is as follows:

- Tuesday 15th October (8.00am – 9.30am) – High Leigh Centre, Lord Street, Hoddesdon – Presentations on Maximising the Use of LinkedIn for Your Business and How Brexit Affects Your Business
- Thursday 14th November (8.00am – 9.30am) – Paradise Wildlife Park, White Stubbs Lane, Broxbourne – Presentations on How making time to work 'on' your business, rather than 'in' it, can help you achieve the life you want and Tackling the Threat of Cybercrime
- Tuesday 10th December (12.30pm – 2pm) – Join us for a Christmas buffet lunch at a local restaurant (tbc) – Presentations on the Work of Love Hoddesdon in 2019 and Planning Your Pension

PUTTING HODDESODON ON THE MAP

We are at an advanced stage of working with Hertfordshire County Council to design and install brown tourist attraction signs promoting the town on key routes, including northbound and southbound on the A10 and the A1170. The scheme will cost around £10k and we hope to secure 50% of the costs from Broxbourne Council.



The next phase of the Love Hoddesdon Heritage Project will include –

- installing new heritage trail boards around the town
- introducing a local blue plaque scheme to recognise some of the key people/events, etc that have made our town what it is today

UPDATE ON EVENTS PROGRAMME

Our diverse programme of town centre events continue to attract thousands of visitors to the town!

And the fun will continue into the festive season with our massively popular Hoddesdon Loves Christmas event on Saturday 30th November and the annual New Year's Fair (Saturday 28th December – Wednesday 1st January)



THE CHANGING FACE OF THE TOWN

We welcome to the town the Skewe Turkish Kitchen and The Basements Barbers, whilst we say goodbye to Panache for Kids and Changes Hairdressers.

Work had started on the redevelopment of Woodside in Brewery Road for a mixed commercial/residential development, whilst the Council is currently considering the following significant planning applications –

- Redevelopment of Scania House and adjoining site in Amwell Street for residential purposes
- Redevelopment of the vacant site at the junction of Legra Avenue/Conduit Lane for residential purposes
- Redevelopment of Linbury House in Conduit Lane for a mixed commercial/residential development

Love Hoddesdon BID will be submitting comments on all of these applications on your behalf, so if you want more details or wish to make a comment contact Tony Cox, the BID Manager at lovehoddesdon@outlook.com

WHAT IMPACT WILL BREXIT HAVE ON YOUR BUSINESS

Leaving the EU means your business may need to prepare for change. What does Brexit mean for your business? Are you prepared?

Hertfordshire Growth Hub has pulled together useful links and resources to help you understand how leaving the EU may affect your business, and what measures you can put in place to prepare.

Hertfordshire Growth Hub has been asked to conduct a [survey](#) for the UK Government in relation to preparations for Brexit. As a business operating in Hertfordshire, it would be extremely helpful if you could answer this very short survey which will be collated and fed back to the Department for Business, Energy and Industrial Strategy.

CONGRATULATIONS

Room at the Top Recruitment, in The Pavilion, High Street recently won the AgileOne Supplier of the Year Award 2019. Being a small independently owned agency, this is a massive achievement as they were compared with hundreds of other agencies including national and international suppliers in the UK and Europe.

Meanwhile, we are pleased to announce that Mayhem Theatre Arts have been shortlisted for the Hertfordshire Sports Awards which are announced shortly, whilst one of our voluntary members, Lisa Seagrott of HR Fit for Purpose, has been shortlisted in the Best Business Women Awards which recognise the achievement of women across a wide range of business categories across the UK.

We are extremely proud of all our members and want to promote your successes, so if you receive an award please let us know and will we share your good news!

THIS NEWSLETTER WAS PUBLISHED BY [LOVE HODDES DON BID LTD](#)

For more information e-mail lovehoddesdon@outlook.com