



Highlights and Achievements 2023

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# 2023: Adapting to the needs of our businesses

BROUGHT TO YOU BY THE BUSINESSES OF



WONDERFUL  
WELWYN GARDEN CITY





## MESSAGE FROM THE BID BOARD CHAIRWOMAN

We are blessed with our town centre, with its green spaces and expansive open areas, WGC truly embodies the vision of our founder,

**Ebenezer Howard – a perfect marriage of town and country.**

While we take great pride in our town, it is essential not to become complacent. We are now entering the third year of the WGC BID's second term and we are constantly evolving and re-prioritising.

This year, and for the remainder of this BID term, we are focusing on supporting businesses and saving you money. With campaigns such as the Independent Gift Card, our BIZ Hub business platform, and the FREE recycling, we hope we can show you how much value you get for your levy.

The BID team works very hard to raise awareness of the Wonderful Welwyn Garden City brand, under which we

organise exciting events like the Christmas Lights, the World Food Festival, and Screen on the Green, plus other projects such as the floral displays and Visitor Guide. Thanks to the support of local businesses, these activities are free for all the community to enjoy.

We expect 2024 to be a fantastic year for us all, with the launch of the FREE recycling, the return of the wonderful World Food Festival. Every year we are asked if we could have more food festivals, so this year we will with a second World Food Festival in September! There will be more opportunities to network and make the most of the opportunities we offer.

The BID team will continue to be busy, and the BID Board will continue to support the team, ensuring they deliver and work towards achieving what is best for the town centre and you, the levy payer.

**Sabrina Murphy**  
BID Board Chair

## OBJECTIVE 1: Celebrate Wonderful Welwyn Garden City



### DESTINATION MARKETING

The WGC Visitor Guide proved popular in raising awareness of WGC as a destination. The 2024/25 guide will be available in April.



### PROMOTING THE OFFER

We have supported levy payers through many promotional and advertising opportunities via our printed media and our social media channels which have reached record audiences in 2023.



### IDENTITY AND BRANDING

Wonderful Welwyn Garden City brand, under which we organise events like the Christmas Lights, the World Food Festival and Screen on the Green, is now recognised throughout the town.



### BUSINESS COMMUNICATIONS

The new Biz Hub network has proven a super successful way for businesses to connect and communicate with other businesses, share job opportunities and access fantastic benefits and rewards.



## OBJECTIVE 2: Enjoy Vibrant and Sustainable Welwyn Garden City



### ENVIRONMENTAL ENHANCEMENTS

Our business-funded floral displays won a Gold Award in Anglia in Bloom for BEST BID Town.



### STREET INFRASTRUCTURE

We have worked with Herts County Council whilst they delivered the improvements in the town centre to support our commitment to sustainable travel.



### CRIME REDUCTION

We are aware that shoplifting has been on the rise. We ran a FREE trial for businesses to join the WGCWatch which is connected to CCTV.



### EVENTS AND MARKETS

We have introduced some new events this year. Street Food Heroes, the Vegan Market and the screening of sporting events have been a great addition to the already established World Food Festival and Christmas Lights Events.



### GREEN INITIATIVES

We have partnered up with local company KP Waste to offer FREE recycling services to our BID businesses for a period and we have agreed a discounted general waste rate.



## OBJECTIVE 3: Investment and Growth in Welwyn Garden City



### NETWORKING

The WGC BIZ Hub Networking is an opportunity for levy payers to mix with other businesses and the BID team, to network, share experiences, and exchange ideas once a month over a coffee.



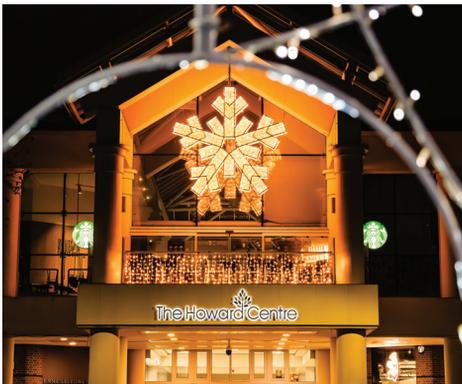
### BUSINESS SUPPORT

We teamed up with Step 2 Skills and Oaklands College to provide training and support for our businesses. The Independent Gift Card campaign helped bring much needed revenue to local traders. Businesses were able to claim the full £5 back for each redeemed card.



### ADDITIONAL INCOME

We have increased the number of sponsorship opportunities to increase the BID's budget to be able to support our businesses.



## Your BID Levy explained

Every business in the Welwyn Garden City BID area is required to pay a levy which is in addition to Business Rates and needs to be paid separately (regardless of how you pay the Business Rates).

Prompt payment will help ensure the objectives that were voted on in the Business Plan come to fruition.

You can pay the levy in the following ways (please always quote your BID account reference):

- ▶ **Debit or credit card**, by calling 0845 6041064 or going online at WHBC Home Page › Pay › View all › Business rates

- ▶ **BACS**, creating a new payee using the following details.

Sort code: **40-46-08**

Account number: **41020900**

If you have any queries regarding payment of your levy please contact the **Business Rates Team** on **01707 357000** or email **c.tax@welhat.gov.uk**

If you have questions about the Business Improvement District or if you are having trouble paying your BID levy bill, please contact the **BID team** on **01707 497930** or email **bid@welwyngarden.co.uk**

Make sure you make the most of the levy that you pay by taking advantage of the opportunities that the BID offers.

## WGC BID Finances – April to December 2023

INCOME	9 months to date	Budget
BID Levy Income	£276,270	£268,335
Additional Income	£38,401	£25,500
<b>TOTAL INCOME</b>	<b>£314,671</b>	<b>£293,855</b>

EXPENDITURE	9 months to date	Budget
Objective 1 - Celebrate Wonderful WGC	£43,976	£66,080
Objective 2: Enjoy Vibrant and Sustainable WGC	£110,302	£115,030
Objective 3 - Invest and Grow in WGC	£33,681	£45,165
Central Admin & Overheads	£23,765	£43,562
Levy Collection Costs	£8,100	£8,100
Contingency	£13,418	£13,418
<b>TOTAL EXPENDITURE</b>	<b>£233,242</b>	<b>£291,355</b>

## BID Contacts

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