

# WGC BID RENEWAL

NEWSLETTER | MARCH 2026

## YOUR BID. YOUR VOICE. YOUR FUTURE.

**Welwyn Garden City Business Improvement District (BID) is gearing up for renewal for a third five-year term, with the current term ending in March 2027. Renewal depends on a successful business ballot, and that means your vote matters.**

Over the past nine years, the BID has worked hard and together we have invested over £3 million to support and champion our town centre, from popular events like the World Food Festival and Christmas Lights switch-on, to WGCWatch safety scheme, award-winning floral displays, and cost-saving initiatives for local businesses.

However, times are changing. Economic pressures, shifting customer habits, and new opportunities mean it's time to shape a fresh, forward-looking Business Plan, built around what you need most.

A positive vote to renew the Welwyn Garden City BID will allow us to continue to invest in the town centre and build upon these successful projects for a further five years, while also introducing new initiatives that reflect the priorities of today's businesses and tomorrow's town centre.

We're asking all levy-paying businesses to complete a short survey. Tell us what's working, what's not, and where the BID should focus next. Responses will directly inform the new proposal.

A member of the BID team will be in touch soon, and we're also happy to meet in person to hear your ideas.

Let's shape the next five years together.



**MOUNIA LE GAUFEY**,  
Ewart Price



**MIKE PARALIKI**,  
Stonehills Hairdressing

CO-CHAIRS OF THE WELWYN  
GARDEN CITY BUSINESS  
IMPROVEMENT DISTRICT

**HAVE THOUGHTS ALREADY?** Get in touch with BID Project Managers **Nicky Wolff** or **Mariana Bitonte** on **01707 497930** or email **bid@welwyngarden.co.uk**

All the information about the BID renewal can be found on **wonderfulwgc.co.uk/voteyes**



**WONDERFUL  
WELWYN GARDEN CITY  
RENEWAL 2027-2032**



## We need **YOUR** views!

**How would you like to see your BID money invested? Help us shape the future of our town centre.**

### COFFEE MORNINGS

Pop in for an informal chat – coffee is on us!

**When: 18 & 25 MARCH 2026**  
from 10–11:30am

**Where: Coffee Lab, Stonehills**

### RENEWAL WORKSHOPS

On **29 APRIL 2026** we are running a series of Renewal Workshops:

- **PROFESSIONAL SERVICES**  
8:30am at Kütchenhaus
- **OPEN TO ALL BID BUSINESSES**  
1pm at The Howard Centre
- **FOOD & BEVERAGE**  
3pm at Misyra Meze Grill

Can't make it? Call or email us – we'll happily come to you!

wonderfulwgc.co.uk



# WONDERFUL WELWYN GARDEN CITY RENEWAL 2027-2032

## UNLOCKING WHAT'S NEXT FOR OUR TOWN CENTRE

### Welwyn Garden City is changing – and that brings real opportunity.

Visitors are **looking for more than retail**; they want **convenience, hospitality, events and memorable experiences**. Businesses are blending in-store service with digital presence. New homes are increasing footfall and spending power. And rising expectations around safety, sustainability and quality mean our town centre has to keep raising the bar.

At the same time, changes in local government and funding make it more important than ever that WGC businesses speak with one clear, influential voice.

All of this highlights the need for a **strong, proactive, business-led BID**, one that keeps Welwyn Garden City competitive, vibrant and ready for what's next.



### Surveys, Events and Workshops

All Welwyn Garden City BID levy-paying businesses will receive a **survey** either by post, online, or through a visit from a member of the BID team.

In addition to surveys and one-to-one discussions, we will be hosting a range of **events and workshops** to give businesses further opportunities to help shape the new **BID Business Plan**. The first workshops will be held on 29 April 2026 – see overleaf.

The survey, which you can go to by scanning the QR code below, is designed to gather feedback on:

- **Current BID services and projects**
- **Priorities for the next five years**
- **Opportunities to enhance the town centre for businesses, employees and visitors**

Your responses will directly influence the **BID Business Plan** that is presented to businesses ahead of the ballot later this year.



## BALLOT TIMELINE: HOW YOU CAN GET INVOLVED

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|---------|--|
| MAR '26 | <ul style="list-style-type: none"> <li>• Week commencing 23 March 2026: Surveys, FAQs and Newsletters sent out</li> <li>• Business visits to complete surveys</li> <li>• 18 &amp; 25 March 2026: Coffee mornings (see other side for details)</li> </ul> |
| APR '26 | <ul style="list-style-type: none"> <li>• 29th April 2026: Renewal Workshops (see other side for details)</li> </ul>  |
| MAY '26 | <ul style="list-style-type: none"> <li>• Workshops to develop budget and objectives for new Business Plan 2027-2032</li> </ul>   |
| JUN '26 | <ul style="list-style-type: none"> <li>• Draft 2027-2032 Business Plan submitted to board members for review and feedback</li> </ul>   |
| JUL '26 | <ul style="list-style-type: none"> <li>• Proposed 2027-2032 Business Plan created focusing on agreed business objectives</li> </ul>  |
| SEP '26 | <ul style="list-style-type: none"> <li>• Business Plan presented to businesses at a special launch event</li> </ul>  |
| OCT '26 | <ul style="list-style-type: none"> <li>• Voting Time: Businesses will receive their ballot papers by post</li> <li>• Results announced by third party</li> </ul>   |

Following a successful result, WGC BID will begin its third term in April 2027

**CONTACT US:** Get in touch with BID Managers **Nicky Wolff** or **Mariana Bitonte** on **01707 497930** or email [nicola@wgcbid.co.uk](mailto:nicola@wgcbid.co.uk) / [mariana@wgcbid.co.uk](mailto:mariana@wgcbid.co.uk)