



Highlights and Achievements

# 2024: YEAR TO SHAPE BUSINESS PRIORITIES

BROUGHT TO YOU BY THE BUSINESSES OF



WONDERFUL  
WELWYN GARDEN CITY



## A MESSAGE FROM OUR CHAIRS

As we step into 2025, it's a perfect opportunity to reflect on the achievements of Welwyn Garden City BID and outline our exciting vision for the year ahead and beyond.

Since its inception in 2017, WGC BID has been driven by a shared commitment to ensure the town centre thrives. What began with a group of businesses striving to create a brighter future for Welwyn Garden City has blossomed into a collaborative and dynamic force for positive change.

Today, we are proud to say that the BID is about much more than our well-known and successful events. Through strong strategic partnerships and meaningful collaborations with key stakeholders, including Hertfordshire County Council, we have become a key voice in shaping and influencing policies, designs, and initiatives that directly impact our town. Together, we're addressing the issues that matter most to you, our levy payers, ensuring every contribution you make brings real value.

Over the past seven years, we've worked

hard to lay the foundation for success. From introducing initiatives like free recycling services and bespoke business support to organising vibrant events such as the World Food Festival, and the Summer of Sports, Innovations like the Vicinity system are helping us track and showcase the benefits your levy provides, while training programs, networking events, and recruitment support are further strengthening our local economy.

2025 promises to be another exciting year, with fresh events, continued investment in the town, and a renewed focus on our strategic priorities. We remain committed to shaping the future of Welwyn Garden City with you. Together, we'll ensure the town remains a vibrant, welcoming, and prosperous destination for businesses and visitors alike.

Warm regards,

**Mounia LeGaufey and Mike Paraliki**  
Co-chairs, Welwyn Garden City BID Team

## OBJECTIVE 1: Celebrate Wonderful Welwyn Garden City



### DESTINATION MARKETING

The **WGC Visitor Guide** has promoted WGC as a wonderful destination for visitors. The guides were placed in train stations and hotels from London to Cambridge, giving great promotion to all 50 featured businesses.



### PROMOTING THE OFFER

Our **social media channels** have grown to a combined reach of 35,000 across all channels, reaching record-breaking engagement numbers. Businesses who embraced these opportunities enjoyed a marked increase in footfall and sales.



### IDENTITY AND BRANDING

The **Wonderful WGC** brand continues to thrive, further cementing its place as the heart of our town's identity.



### BUSINESS COMMUNICATIONS

We hosted regular networking events throughout the year, fostering strong partnerships. Additionally, our trialled the **WGC BIZ Hub** system. However, these tools were not well utilised so this year we are focusing on a member's area on the website, alongside our regular newsletters.

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



### ENVIRONMENTAL ENHANCEMENTS

We're delighted our additional floral displays have won **Best BID Town** at Anglia in Bloom and a **Silver Gilt** at Britain in Bloom.



### IMPROVING INFRASTRUCTURE

Collaborating with Hertfordshire County Council, we've ensured top-quality improvements to the town centre, and appealed for minimal disruption during works.



### SAFETY AND SECURITY

Our **retail crime prevention scheme** helps businesses prevent crime and encourages communication between retailers, CCTV and local police.



### EVENTS AND MARKETS

From the **World Food** and **Vintage Festivals**, to unforgettable moments like the **Summer of Sports**, it was a year of celebration. The **Christmas Lights Trail**, now bigger and better, is a destination for visitors from far and wide.



### GREEN INITIATIVES

Our commitment to a better environment through the **free recycling scheme** in partnership with KP Waste continues to make an impact, helping businesses save money while reducing waste. We've diverted thousands of kilos from landfill, proving that small efforts can make big differences.



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



### ATTRACTING INVESTMENT

By collaborating with partners, landlords, and property agents, we've **attracted new investments** that help WGC grow and develop while staying true to the Garden City ethos.



### A STRONG VOICE FOR BUSINESSES

Establishing our strategic priorities, understanding the issues that affect our businesses, and influencing policies that will help us keep our town centre thriving, **we represent business interests** in planning and development, ensuring that town centre improvements complement the BID's vision.



### SUPPORTING LOCAL BUSINESSES

Through **newsletters**, a **new website**, training and **Wonderful WGC channels**, we've helped promote businesses events, helped with recruitment and advertising. The **'Love Local' Gift Card** campaign supported independent businesses.



### GENERATING ADDITIONAL INCOME

Through **sponsorships**, **match funding**, and **grants**, we've significantly increased the resources available to invest in WGC's growth and development.



# 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 **0203 832 6045** or email **Welhat.NNDR@Liberata.com**

If you have questions about the Business Improvement District or if you are having difficulty 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 2024

INCOME	9 months to date	Budget
BID Levy Income	£254,119	£273,722
Additional Income	£41,197	£26,010
<b>TOTAL INCOME</b>	<b>£295,316</b>	<b>£299,732</b>

  

EXPENDITURE	9 months to date	Budget
Objective 1 – Celebrate Wonderful WGC	£48,535	£66,672
Objective 2 – Enjoy Vibrant and Sustainable WGC	£115,817	£116,060
Objective 3 – Invest and Grow in WGC	£41,402	£45,570
Central Admin & Overheads	£28,336	£44,433
Levy Collection Costs	£8,100	£8,262
Contingency	£13,686	£13,686
<b>TOTAL EXPENDITURE</b>	<b>£255,876</b>	<b>£294,683</b>

## BID Contacts

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