



Highlights and Achievements 2019

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# An exciting year for Welwyn Garden City

BROUGHT TO YOU BY THE BUSINESSES OF



WONDERFUL  
WELWYN GARDEN CITY





**We have reached the end of our second year and again what a busy year it has been! As a BID we are involved in so much more than the outwardly visible and successful events that we are becoming well known for. We have established strong strategic partnerships with many key stakeholders within the town and borough. We continue to be a primary consultee with the County Council allowing us to influence their proposed scheme, shaping many of the design concepts.**

We have been working on establishing our strategic priorities, understanding the issues that affect our businesses and influencing policies that will help us keep our town centre thriving. The borough council has invited us to be a partner in the Welwyn Garden City strategic visioning group to identify these very issues, representing the views of all our businesses; this is a significant step forward for us.

Together, we are shaping the future of our town, making sure we fulfil our objective of ensuring every business within the BID area can benefit from the levy they pay.

The team has worked exceptionally hard to deliver a wide range of projects across the year. The new town centre WiFi has been a fantastic addition to the town centre and has helped to leverage in more customers to sign up to the new LoyalFree app that is designed to promote business offers... Both projects are steadily growing in sign-ups and we are planning some great campaigns to promote them in 2020.

The town has come to life again with the BID's floral displays which have now won us GOLD in Anglia in Bloom, an achievement that we are so proud to share with all our businesses.

It has been another successful year of events. The attendance and feedback for our key events just gets better and better. Following our events survey which we conduct with both businesses and visitors; we can see from these stats that we are attracting new people each time, both locally and beyond Welwyn Garden City.

I am looking forward to celebrating Welwyn Garden City's Centenary in 2020. We will continue to work with the WGC Centenary Foundation to assist the delivery and promotion of a great variety of initiatives which will leave a legacy for the town. It will be an exciting year and a great opportunity for you all to get involved in the exciting plans.

Financially the BID continues to be in a relatively strong position which will enable us to invest in some key projects in the coming years.

Undoubtedly 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.

### **OJ Daya**

Welwyn Garden City BID Chairman  
Waitrose Branch Manager



# Animated & Attractive

How we are creating a place which has a strong sense of identity for residents, visitors and employees working in the town centre to enjoy.



2019 was an exciting year, we brought the town to life with lots of events and activities:

- ✓ Easter Fun Day
- ✓ World Food Festival
- ✓ Garden Fair
- ✓ Cinema On The Green
- ✓ Spooktacular
- ✓ Oktoberfest
- ✓ Christmas Lights

Plus some great campaigns!

- ✓ Easter Trail
- ✓ Father's Day campaign
- ✓ Mother's Day campaign
- ✓ Valentine's Day campaign
- ✓ Social Media offers and promotions

Halloween Spooktacular was a fantastic family day, with over 17 businesses featured on the interactive trail on LoyalFree.



## 2020: A Centenary Year of Celebrations

- ▶ **Garden City Lights** (17/18 Jan)
- ▶ **World Food Festival** (16 May)
- ▶ **Healthfest** (6 Jun)
- ▶ **Orienteering** (14 Jun)
- ▶ **Welwyn Garden Petit Tour** (28 Jun)
- ▶ **WGC Carnival** (11 Jul)
- ▶ **Screen on the Green** (Aug)
- ▶ **Halloween activities** (Oct)
- ▶ **Christmas light switch-on** (Nov)



# Promoted & Celebrated

How we are promoting our town centre to encourage more people to work, shop and enjoy.



2019 was the year to get our brand established, and put wonderful Welwyn Garden City on the map!

- ✓ **LoyalFree App** – free promotion for all BID businesses that's been downloaded over 800 times already
- ✓ **Wonderful Welwyn Garden City** – a new identity and brand for the town
- ✓ **to|morrow magazine** – over 120 BID businesses already featured, reaching over 50,000 readers
- ✓ **Summer in the City** – promotional booklet

We have continued to grow our social media, making the most of our digital reach to promote businesses offers, promotions and rewarding loyal custom. Great for business-to-business discounts also.

Plus, we created a Facebook group for BID businesses, make sure you join in the conversation!  
[facebook.com/groups/wgcbidbusinesses](https://facebook.com/groups/wgcbidbusinesses)

Keep up to date and follow us on:

 [facebook.com/wonderfulwgc](https://facebook.com/wonderfulwgc)

 [@wonderful\\_wgc](https://instagram.com/wonderful_wgc)

 [@wonderfulwgc](https://twitter.com/wonderfulwgc)

 [wonderfulwgc.co.uk](https://wonderfulwgc.co.uk)



## 2020 Projects

- ▶ **WGC Centenary Celebrations**
- ▶ **WGC Centenary promotions to attract new visitors, new customers**
- ▶ **to|morrow Magazine**
- ▶ **Digital marketing campaigns**
- ▶ **Branding campaigns on buses / rail stations**
- ▶ **Centenary media projects**
- ▶ **Awards campaigns**



# Welcoming & Accessible

How the BID is working to provide a welcoming and easily accessible place for visitors, workers and residents to explore.



2019 saw BID businesses really start to benefit from these campaigns:

- ✓ **Floral displays**
- ✓ **Influencing town centre improvements**
- ✓ **Town Centre Ambassadors**
- ✓ **Improved Christmas lights and installations**
- ✓ **Town centre Wi-Fi**
- ✓ **WGCWatch** – over 50 businesses are connected through the radio. You can still get a free trial and 50% off your first year radio hire fee.

## 2020 Projects

- ▶ **Car parking campaigns by sector**
- ▶ **Town centre improvements**
- ▶ **Supporting new public art and public realm projects, with an Ebenezer Howard Statue to be unveiled in early Spring**
- ▶ **Supporting centenary projects such as International Symposium**
- ▶ **Extending the Wi-Fi and footfall counters**
- ▶ **Training for WGCWatch users**



We are very proud that WGC BID has won a GOLD Award in the Town Centre/BID category in Anglia in Bloom.

**“Please pass on my very sincere thanks to all involved in creating the beautiful new flower displays we now have in and around the town. They truly have made a huge difference to the whole area.”**

– VISITOR TO WGC



# A Great Business and Leisure Offer

How the BID is working to encourage growth, development and investment of businesses which complement and build on the strengths of the town centre, promoting it as a great place to do business.



How we supported and helped our businesses grow in 2019:

- ✓ LoyalFree and business benefits
- ✓ Social Media training and promotional opportunities
- ✓ Pub quiz, clean up day, coffee mornings
- ✓ Partnered with Serco to offer members access to professional qualifications
- ✓ Improved festive lighting and commissioned installations (giant bauble and polar bear)
- ✓ **Footfall monitoring** – footfall trackers to monitor and record visitor movements and trends, which are used to compare against national statistics. WGC has an average 91,000 visitors a week, with a dwell time of 118 minutes.



## 2020 Projects

- ▶ More festive lighting and installations
- ▶ Waste and recycling initiatives
- ▶ Training opportunities
- ▶ Extend the footfall monitoring area
- ▶ Work with partners to improve the look of the town centre



# Your BID Levy explained

Welwyn Garden City BID is a not-for-profit company set up by businesses in Welwyn Garden City town centre, supported by government legislation and with the aim to improve the area.

## PAYING YOUR BID LEVY

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 four 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
- ▶ **Cheque** payable to Welwyn Hatfield Borough Council
- ▶ **Cash** at the Council Offices on The Campus, Welwyn Garden City
- ▶ **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 would like to get involved in any of the working groups that help steer the projects, 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.**




## BID FINANCES 2019

	9 months to Dec 19	Year to Mar 20
INCOME	ACTUALS	BUDGET
BID Levy Revenue	£269,380	£285,071
Other Income (excluding in-kind and funding secured through other partners)	£11,038	£28,091
<b>TOTAL INCOME</b>	<b>£280,418</b>	<b>£313,161</b>
EXPENDITURE	ACTUALS	BUDGET
Animated & Attractive	£86,585	£71,300
Promoted & Celebrated	£53,623	£62,139
Welcoming & Accessible	£34,751	£77,411
Great Business & Leisure Offer	£27,707	£20,376
Central Management, Costs & Administration	£32,004	£53,581
Levy Collection Costs	£910	£8,843
Contingency	£18,000	£14,254
<b>TOTAL EXPENDITURE</b>	<b>£253,583</b>	<b>£307,904</b>

### FOOTNOTES TO FINANCES

- These figures show the BID's draft financial position at the end of 2019. Our financial year ends on 31st March 2019, after which we will be producing a full set of accounts which we will make available to all BID levy payers.
- The levy will increase by 2% this year which is determined by the BID Levy criteria on our Business Plan.

#### The continued growth of our Social Media

	2017	2018	2019
	2,325	3,354	5,475
	2,170	2,402	2,610
	417	1,406	2,285

#### Usage of our FREE Wi-Fi in the town

**122,979**

connections in  
2019

**353**

connections per  
day, on average

**11,409**

connections per  
month, on average

**56 minutes**

connection time,  
on average

**2,480**

connections per  
week, on average

**1-2pm**

busiest time of  
day, on average

#### One of our events in numbers

### CINEMA ON THE GREEN

**6,044!**

Total attendance  
over the 3 days



**4.8/5**

The fantastic  
overall rating  
of the event



**1,545**

People utilised the FREE  
Wi-Fi provided by YOU the  
businesses of Wonderful  
Welwyn Garden City



**259**

Spectators  
downloaded the  
LoyalFree app and  
are now engaged users



**9**

WGC BID  
businesses  
sponsored  
event films

**"Can't choose what we enjoyed the most.  
The efficiency and organisation of the event  
made it superb. Everything was perfect for  
us, including beautiful weather! Thank you  
everyone that arranged this so well."**

– VISITOR TO THE EVENT

## THIS IS **YOUR** BID!

**The greater your involvement is, the more opportunities you take advantage of, the better value for money you will receive from your BID levy.**

These are just few ways in which you can get involved:

- ▶ Keep abreast of BID news and opportunities by reading the WGC BID Newsletter, the monthly Bulletin and our social media.
- ▶ Attend WGC BID meetings and social events.
- ▶ Liaise with your BID Project Manager and the WGC BID Ambassadors for information on projects and opportunities.
- ▶ Take part in to|morrow magazine
- ▶ Join the WGC BID Board to monitor the effectiveness of BID activities and be part of the decision making process.
- ▶ Make the most of the opportunities to advertise and promote your business at discounted rates.
- ▶ Look out for opportunities to quote for the supply of products and services.

For further information please get in touch via our contact details below.



01707 497930



bid@welwyngarden.co.uk



www.wonderfulwgc.co.uk



Welwyn Garden City BID  
Office 7, Floor 3, The Gate House  
Fretherne Road  
Welwyn Garden City  
AL8 6NS