

WATFORD

Business
Improvement
District

Oct 2018 – Issue 7

News

Debenhams marks the start of new retail and leisure offering

On Thursday 27 September, the new 86,000 sq ft Debenhams Watford store at intu Watford officially opened its doors.

The brand new three-storey shopping destination is home to a fabulous collection of fashion, beauty and homewares. It is the first in the country to feature Debenhams' newly redesigned Beauty Hall of the Future, which is modern, easy to navigate and houses interactive space for customers. The store also includes a Loaf & Bloom restaurant and Costa Coffee.

Tony Hurley, Store Manager for Debenhams Watford said: "It's fantastic to finally open our doors to the public, having been working behind the scenes for so long. We have a team of over 100 customer service superstars working across the fantastic fashion, beauty and home departments in store, and they can't wait to meet our new customers."



The highly anticipated line-up for the £180 million intu Watford development includes 13 new retailers, 11 new restaurants. Superdry, Jack Wills, The Florist, TGI Friday, Las Iguanas, MOD pizza and YO! Sushi, will all be brand new to Watford. A new public square will also be home to community events, art and music.

Vicki Costello, General Manager at intu Watford said: "The wait is over, and our new Debenhams is here. The store is stunning, and each department brings a world class shopper experience that adds a new dimension to shopping in Watford. The opening of Debenhams marks the first phase of our exciting redevelopment, which will see more retailers, restaurants, a cinema and bowling alley open before Christmas."

Get the latest updates at: www.intu.co.uk/Watford

**Service Excellence Awards entry deadline
14 October**

**Watford Weekender
20-21 October**

**Watford BID
DIARY
DATES**

Contact the BID Team on **01923 919989** or at enquiries@watfordbid.co.uk
www.watfordbid.co.uk & www.watfordforyou.org

Maria Manion
Chief Executive
maria@watfordbid.co.uk

Jill Farnsworth
Head of Operations &
Development
jill@watfordbid.co.uk

Gurpreet Braich
Marketing &
Communications Manager
gurpreet@watfordbid.co.uk

Ivana Turner
BID Administrator
ivana@watfordbid.co.uk

NEWS FROM WATFORD BID

Watford BID awarded industry accreditation

Watford BID has been awarded an industry-led accreditation for its quality of management and effective delivery of the BID for its members and the local area.

Awarded by British BIDs, a professional body which focuses on Business Improvement Districts in the UK, the award is granted to BIDs which demonstrate they are operating in line with a national BID criteria.

Watford BID was evaluated by independent assessors on key areas such as governance, financials, performance management, communication and reporting.

There are over 300 BIDs across the UK and Watford BID is now one of only 17 BIDs to achieve this prestigious kitemark.



Watford BID Directors update

The BID Board has welcomed four new Directors to the Board since April 2018.

Joining the Board are: John Gautrey, Chief Operating Officer, CitiPark; Chris Luff, Chief Executive, West Herts & Watford Chamber of Commerce; Philip Holby, Manager, Walkabout and Dushyant Pandya, Business Development Manager, Metro Bank.

All Directors work with the BID on a voluntary basis, although the BID is committed to staff and Director development and training. This month British BIDs is running a Directors training course, this is an annual training funded by the BID to ensure all Directors are fully aware of their responsibilities.

A full list of Directors and staff can be found in the members section of www.watfordbid.co.uk

Watford BID appoints new Marketing & Communications Manager

In June the BID welcomed Gurpreet Braich to the team. Gurpreet is no stranger to Watford, she was previously Marketing Manager at Rifco Theatre Company based at Watford Palace Theatre for seven years.

A number of businesses around the town will already have met Gurpreet. Since joining us at the beginning of June she has been busy with the Designated Driver campaign which ran during the World Cup, and she has been working on the Watford Weekender and Night-time Economy campaign, plus updating the website.

If you have news that you would like include on the website please contact Gurpreet:
gurpreet@watfordbid.co.uk



Lamppost column banners planned for 2019

Watford BID will be installing bright colourful lamppost banners in early 2019. The idea is to inject colour along the High Street during the period between the Christmas lights and the summer floral displays. This is something that other BIDs have done and, if done on a large scale, can have a real positive visual impact and improve the look and feel of the town.

All the lamppost columns in the BID area were tested by structural engineers in early September to ensure they can take safely hold the banner, as part of a three-year programme of testing that also confirms the festive lights are safe to hang. The BID has partnered with Watford Borough Council to share the cost of this work, who require lamppost columns to be tested for their hanging baskets and CCTV/Wi-Fi equipment.

Watford welcomes new Ambassadors

Watford will soon welcome its first Ambassadors to the town. The distinctive ambassadors will be on hand to help visitors navigate their way round the town, and will be directing people to the relevant areas of town for shopping, dining out, taxis and buses.

As well as helping visitors around town they will also be catching up with local businesses, keeping an eye out and reporting any local issues such as litter and anti-social behaviour. They will not have an enforcement role, but they will be working closely with partners and keeping people informed about what is happening in the town.

The ambassadors will be wearing a distinctive, smart uniform and we hope they will become a well-recognised, respected and welcome addition to the town.



Night Time Economy campaign

A campaign to drive awareness of Watford town centre's night-time offering was launched in August and, is currently running across select buses, train stations and social media. The campaign aims to create awareness of the wide variety of restaurant, bar, club, pub and entertainment offerings in the town centre. The public are being directed to www.watfordforyou.org website for listings.

If you would like to be included on the website or wish to update your listing please contact Gurpreet:
gurpreet@watfordbid.co.uk



Town retains prestigious Purple Flag Award

Every two years the town needs to re-apply for its Purple Flag award. The award recognises the management of an area during the early evening and night-time. The process includes a comprehensive application which looks at the partnerships in place across the town, what is on offer and the way it is managed. This year we applied to extend the Purple Flag area to include the intu shopping centre and lower part of the High Street to the museum. This is to prepare the town for the opening of the cinema, leisure area, and the new restaurants in this part of the town.

In August, as part of the assessment process the BID, Police, Council and some of the managers from the night-time economy hosted two independent assessors. The assessors stayed overnight in Watford and were given a behind the scenes look at the intu development, visited the museum and heard about the Heritage Lottery funding grant and the proposed future plans for the museum, after this they spent the evening in Watford, visiting many of the town's establishments.

Last month it was confirmed that Watford had been successful in retaining its Purple Flag award for the extended area. Watford is the only town in Hertfordshire to hold a Purple Flag award which is a credit to the partnerships in place across the town and the commitment of agencies and businesses in creating and maintaining a safe and welcoming town for everyone.

For more information on the awards visit:
www.atcm.org/purple-flag



Imagine Watford

Now in its eighth year, the annual outdoor arts festival took place in the town centre on the weekend of 29 June to Sunday 1 July.

Sponsored by Watford BID the festival brought the streets of Watford town centre to life with high quality street theatre, dance, circus and music performances from local, national and international artists. The weekend had an estimated attendance of 19,879 audiences.



NEWS FROM WATFORD BID

Watford in bloom

For the third year running, Watford BID businesses have funded colourful floral displays in the town centre – adding a touch of nature and creating a welcoming atmosphere.



Made up of a beautiful array of blue, white and red shades of flowers, the installations included 60 floral cubes and 18 three-tier planters across the length of the High Street, 12 pole baskets on lampposts at the Queens Road underside outside into Watford plus 27 baskets along the bridge over the pond and the underpass at The Parade.

Individual businesses: Warrant Properties, ArtiCAD, The One Crown, Bottrills, CitiPark car parks, into Watford and the Peace Hospice have further supported the BID's work to brighten up the town centre by purchasing a total 59 of hanging baskets from the BID to display outside their properties.

Designated Driver campaign

During the World Cup, Watford BID teamed up with CitiPark car parks and a number of establishments in the town centre to offer free soft and hot drinks for designated drivers.



The campaign which was publicised via social media, posters, tent cards and beer mats was aimed at encouraging people to come watch the football in the town centre, whilst rewarding responsible driving.

Thank you to the pubs and bars that took part in the campaign: Bar Bodega, The Colombia Press, Faborjé, Molloy's, The Moon Under Water, The One Crown, Steinbeck & Shaw, Twisted Monkey and Walkabout.

Watford Business Against Crime Scheme – an update



Watford BID has been running the Watford Business Against Crime scheme since April 2017. Several new retailers have joined up over the recent months: Debenhams, WH Smiths, Waterstones, HMV, B&M, Watford Hair & Beauty, Prince Menswear and Smyths Toys. Warner Brothers also joined with two radios for their business dealings at Watford Junction in April. Feedback from the new members has been very positive.

Investment has been made in antenna equipment which has involved replacement and checks. This has improved the reliability of the communications for the scheme users. There has also been investment in radio equipment, including batteries, charging units and chargers to ensure if any members request replacement equipment it can be provided immediately.

Advice and information to help businesses is published on the website, the most recent example being fake Scottish notes. Leaflets and posters have been sourced from the Bank of Scotland to assist businesses when accepting Scottish notes.

Window stickers have been produced for members to display in their shop window to act as a deterrent to would-be thieves. They show that the business is part of a Watford Business Against Crime exclusion scheme.

What is Watford Business Against Crime?

The Watford Business Against Crime scheme is designed to help tackle retail crime and anti-social behaviour in Watford town centre, by ensuring its members are in direct and constant contact with each other, the police and the various CCTV centres in Watford. Retailers who participate in the scheme are provided with linked radios and local crime information.

The annual membership subscription is calculated according to the size of your workforce and costs are from £6.62 +vat per week. BID levy payers receive a 30% discount on the membership fee.

For information about the Watford Business Against Crime scheme and how we can work with you to make Watford even safer for shoppers, visitors and businesses contact John Hattingh: john.hattingh@herts.pnn.police.uk or 07732 009438.

Business & Shop Improvement Grant

Congratulations to Zinco, Peace Hospice Care and Home Start Watford & Three Rivers who have all been awarded grants via the Watford BID Business and Shop Improvement Grant scheme, launched last March.

A grant of up to £2000 is available for all levy paying businesses to apply for, to part fund business improvements. The scheme is open to both owners and those leasing a property. This is a pilot scheme, which is running until March 2019. Full details about the grant scheme and how to apply can be provide by contacting: enquiries@watfordbid.co.uk

Food & Drink Week May 2018

In May we ran our second Watford Food & Drink Week and 40 BID businesses got involved with a food or drink offer. The aim of the week is to showcase the range of eating and drinking establishments in Watford town centre and to encourage people to try somewhere or something new.

We created a 28-page booklet featuring every participant and their Food & Drink Week activity, which was delivered to every household in Watford, as well as to businesses along Clarendon Road and those in the BID area.

We advertised the week on local radio stations Heart and Vibe and on the Watford Observer website and ran a social media campaign across our Watford For You social media channels.

As with our first Food & Drink week, those businesses that were able to put on very strong offers, for example 30% off at Zizzi, 25% off at Pepe Rosso and a free bottle of wine at Middletons, were the ones that saw their offers being taken up frequently by customers. The majority of those that didn't have any customers visiting to use the Food & Drink Week offer still recognised the benefit of having their business advertised for free in the booklet.

We look forward to bringing back Watford Food & Drink Week for 2019 and will be looking at how we can expand on it and include food and drink related events. We always welcome your ideas.



Grant Case Study – Home-Start Watford & Three Rivers



Emma Bryan
Coordinator – Home-Start
Watford & Three Rivers

We operate out of a large open plan office which has another charity at the opposite end to us.

We are very conscious about confidentiality but it can be very tricky – we pay to use a different space within the building for confidential meetings. This is a problem to us as a small, self-funded charity and the space is very corporate which is not the ideal setting for a vulnerable family to feel comfortable and at ease in.

We have been awarded a grant to create a new space, this space is going to provide us with a friendly, warm and welcoming environment in which we can ensure families feel at ease, able to share their difficulties and anxieties. It also ensures that our volunteer home-visitors are able to have discussions in a quite and confidential area.

The space will also double up as a room that our volunteers can use to complete their monthly paperwork, collect paperwork, updated policies etc.

The nature of the layout of our office means that there has been nowhere for them to go to when they first come in – some of our volunteers are not naturally confident people and walking into a busy shared office space which is open plan is daunting. This space will also be used to conduct supervisions of both volunteers and staff which again has been problematic when it is felt that people can overhear conversations.

We have window stickers for our logo and outlines of children to represent the same images that we have on our charity shop windows. This will really ensure the space is properly branded. These should arrive imminently.

The new office area/meeting room will have a tremendous impact on our charity's day to day operations and financial burden.





Watford BID



Total of **15k** followers
across all channels

[Since April 2018]

BID marketing

Website listings

All the business listings on www.watfordforyou.org have recently been updated. If you would like to be included on the website or wish to update your listing, please send the following details to: gurpreet@watfordbid.co.uk

- Business name
- Address
- Telephone number
- Website

Request a social media post

Promote your news, events or promotions via the Watford BID and Watford For You social media channels. Please send the following details to: gurpreet@watfordbid.co.uk

- Business name
- Business social media account handles or links
- Text for post – 240 characters maximum
- Share link of existing post on your social media (optional)
- Image – JPEG or PNG
- Web links (optional)

Allow 5 working days for your post to be scheduled.

Feature your business on our website

You can also promote your news, events or promotions on the Watford For You website. Please send details in the following format to: gurpreet@watfordbid.co.uk

- Business name
- Headline
- Article type – Event / Offer / News
- Location
- Date(s)
- Time(s)
- Text – 300 words maximum
- High-quality JPEG or PNG image (1MB minimum)
- For more information details (contact details / terms & conditions / website link)

Allow 5 working days for news to be uploaded.

1-2-1 marketing

If you would like to learn more about Watford BID marketing and how the BID can support your business, please schedule a 1-2-1 marketing session with the BID's Marketing & Communications Manager, Gurpreet Braich: gurpreet@watfordbid.co.uk or call 01923 919983.

Footfall highlights

Key events



FIFA World Cup

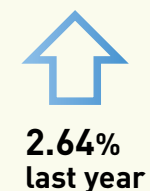
14 June – 15 July 2018



Imagine Watford

29 June – 1 July 2018

Busiest month



Busiest week

s m t w t f s

24 June – 1 July

312,920
visitors



Average dwell time

May – July

[National average 70.1mins]



Want the latest news from Watford BID?

To keep up to date on the latest news, footfall reports, projects the BID is working on and opportunities for your business and employees, BID levy payers can sign up To receive a monthly update and BID related news and opportunities please email: enquiries@watfordbid.co.uk with 'Subscribe to BID emails' in the subject matter or call the office on: **01923 919989**.

NEWS FROM WATFORD BID

Watford Weekender 20 & 21 October



The Watford Weekender returns on Saturday 20 and Sunday 21 October for two days of exclusive offers, discounts and activities from BID businesses.

The Weekender aims to promote the town centre businesses and increase customer footfall, dwell time, engagement and spend. With the upcoming completion of the High Street pavement works and the intu Watford extension, the Weekender aims to entice people to come and explore the improved town centre and its businesses.

Our previous Weekenders have proven to be successful, with footfall up in the town and many businesses achieving an increase in engagement (sales, bookings, visits) over the two days.

The offers and business will be promoted by the BID via social media, distribution on an offers booklet and online via www.watfordforyou.org/weekender

If you would like your business to take part in the Weekender, please get in touch with Gurpreet: gurpreet@watfordbid.co.uk or 01923 919983.

Watford BID Ltd bank changes

In August Watford BID changed its business banking from Barclays to Metro Bank. All affected businesses have had notifications sent to their accounts departments. Any payments being made to the BID should be made via Metro Bank.

If you do need the new bank account details please contact Ivana: ivana@watfordbid.co.uk

TOWN CENTRE IMPROVEMENTS

High Street improvements

The second phase of the High Street improvement works, led by Watford Borough Council in partnership with Watford BID and Hertfordshire County Council, is now well underway.

The High Street transformation so far has already proved successful, with better access for pedestrians and cyclists. Bollards are now in place to prevent vehicles from illegally driving through the town centre. This, coupled with widened pavements, upgraded bus shelters, waste bins and the relocation of the taxi and blue badge bays has all resulted in an improved town centre experience for residents and visitors to the town.

The first phase of the major High Street transformation finished at the end of August and the second phase, which is due to be finished by the end of October, focuses on renovating the High Street from 102 High Street (outside Caffè Nero) to Market Street. The bus stops in the High Street at stops M, N and O along Beechen Grove have been suspended. The resurfacing of the bus lay-by was completed on Tuesday 4 September and bus services are now serving these stops once again. Bus passengers are encouraged to check before they travel by visiting: intalink.org.uk

To help direct passengers, seven large free standing signs supported by several smaller ones are in place. On completion of phase two works the council will be providing more bus stops in the centre of the town by introducing a new stop E near NatWest.

New provision has been put in place for taxis, disabled parking and loading/unloading. There will be restricted access from Clarendon Road to Market Street, and in other parts of the High Street there are double yellow lines, and cycle paths which all users should be aware of.

High Street facts

- The High Street improvement programme includes:
 - Installing 'rising bollards' in Clarendon Road to limit the vehicles using the High Street to those which have permission to do so (such as buses). There were nearly a thousand vehicles a day using this stretch of the High Street illegally – the bollards will reduce this by nearly 80% and ensure that only those who should enter are allowed to
 - Narrowing the road to allow more space for pedestrians and cycles
 - Relocating the current taxi and blue badge bays to new locations in the town centre. This involves creating new taxi bays in Wellstones and blue badge bays in the vicinity of the High Street
 - Removing unwanted street clutter and upgrading items such as waste bins and bus shelters.
- The timings of the improvements works are: Monday to Friday from 8am to 6pm and Saturdays 8am to 1pm. There may be some provision for working outside these hours in order to undertake works across the shop entrances. This will be non-noisy works and will be carried out in agreement with the relevant shops and restaurants.
- The work is being carried out on behalf of the councils and the BID by Murrill Construction Ltd.
- The out of hours contact details for safety related issues are: **07483 002747** or **david.boulos@murrill.co.uk**

A message from the new Mayor of Watford

In May, Watford residents elected a new Mayor. Watford BID have met with Mayor Peter Taylor to fill him in on the BID's plans and to hear more about his vision for the town over the next four years:

It's been an exciting first few months as Mayor of Watford. I've been out and about meeting some of our fantastic community groups as well getting on with the job I was elected to do – working for everyone in Watford to make our town an even better place to live, work and do business in.

As local BID business managers I'd like to say a massive thank you to all of you. I appreciate that for a number of you, the High Street Improvement works taking place have caused significant disruption. I know it is difficult to be surrounded by building works and the associated problems. Your patience has been really appreciated. The disruption will be worth it when the works end. The end result will be a High Street that is safer and more attractive for pedestrians and cyclists, with better shop facades and greater footfall through the town to some of our local businesses.



As well as supporting local businesses, I am eager to make sure that we support vulnerable people in our town. One of my priorities is to make Watford more Dementia Friendly. Dementia is more prevalent in our community than ever before. Making Watford a Dementia Friendly Town means working together with individuals, businesses and organisations right across Watford to see what improvements we can make to support those living with dementia and their carers.

I would like to invite you to Watford's first ever Dementia Forum at the BRE Centre, 12 October at 10:00am. If you can come, do email me at themayor@watford.gov.uk. I know that many businesses take steps to help those customers who are living with dementia, as well as their carers. This forum will be an opportunity to discuss what we are currently doing and to agree how we can improve the situation.

Our priorities may include helping employees to become Dementia Friends, undergoing free training which is on offer. There will be the opportunity to get expert advice from the Alzheimer's Society and other businesses in how we can make our local businesses a more welcoming environment to those living with Dementia. The Dementia Forum is a chance to share best practice, to learn from other local businesses and to start to plan how Watford could be a more Dementia Friendly Town.

If you ever have an issue and you think I can help with, do not hesitate to get in touch. I want to support our business community in any way I can.



OTHER TOWN CENTRE NEWS

Do you want to save money on your utilities?

Watford BID is working with a company called Utilitrack to help BID business check their current energy and telecom/broadband tariffs against the market's best buys.

Utilitrack uses a high-tech software package to secure the best deals, and they won't charge levy payers or take a percentage of the savings either. Unlike domestic counterparts the service is not about having to swap suppliers as existing suppliers are included in the tendering and comparing process.

Utilitrack will review your current deal and see if you should stay with your current supplier or move to another. Whatever your decision, they will arrange all the documents and work with you to manage the transition from one contract to another.

At Watford BID, we were able to make a saving of 31% on our gas bills by switching suppliers through Utilitrack.

To find out more contact the BID team: **01923 919989**.

English learning course – spaces available

An English language learning course for those who have Polish, Romanian, Urdu, Bengali or Gujarati as their first language is now being run in Watford, via the Watford Women's Centre Plus.

The ESOL course is open to men and women living in Watford who moved to the UK in the last five years.

This course is paid for through the Ministry of Housing Community and Local Governments Controlling Migration Fund, with each learner charged just a £15 administration fee.

For more information please visit: Watford Women's Centre Plus, 83 Market Street WD18 0PT or call **01923 816229**.

Keeping our town safe

If you see a vehicle parked on double yellow lines, on a pavement, or blocking a cycle lane please report it immediately to the Council's parking enforcement team: **01923 278890**. Everyone should be able to enjoy the High Street in the way it was designed to be used – there is no reason to park illegally.

Watford Market

There has been a lot of change at Watford Market. Last month, the Council took over management of the Market because of the risk of the operator, TCM, becoming insolvent.

An interim market operator has now been appointed and will be managing the Market for the next six months. Market Asset Management (MAM) is an experienced market contractor who will oversee the day-to-day running of the Market, whilst also working with the Council to look at improvements that can be made. Over the next six months, the Council will develop new specifications to appoint a management company to operate the Market for the long-term.

Reporting issues with rough sleepers and street drinkers

If you are experiencing problems with rough sleepers or street drinkers you should report them to the Police. You can do this by ringing the non-emergency number **101** or online via the police website **www.herts.police.uk**

If you are concerned about the welfare of a rough sleeper you can also use the Streetlink app **www.streetlink.org.uk**, the information you provide gets passed directly to local support agencies.

COMMUNITY & VOLUNTARY

Become a Watford Football Club Kiosk Volunteer

For a second year Peace Hospice Care is working with Fabulous Fan Fayre on Watford match days. They provide volunteers for one of the stadium's refreshment kiosks and in return Peace Hospice Care receive a percentage of the takings. Last year they raised £3,770.90!



The current kiosk is pitch facing and a second kiosk is being trialled, the charity needs more volunteers to help man the new one alongside a Team Leader and other volunteers.

For more information please visit: **www.peacehospicecare.org.uk/wfcvolunteering**

Rough sleepers – small change can change lives

Over the summer, the number of people appearing to be sleeping rough in the town increased. This is a national problem, however agencies in Watford have been working together to show how small change can make a huge difference. Watford Borough Council has launched a new campaign to show how donations to homelessness charities can change lives. Two short films show why donating directly to local charities rather than people on the street can have a bigger impact.

The films, which have been developed with the expert knowledge of New Hope, show how donations to this charity and others can really change lives. To be sensitive to vulnerable people going through homelessness, an actress is used to portray the real-life story of someone recently helped by New Hope. To view the films visit: **watford.gov.uk/sparechange**



Town has new Chaplain

Watford Town Centre Chaplaincy began in 2004 in response to a plea for help from civic and retail leaders. Serving the town centre day and night through teams of volunteer chaplains and Street Angels.

Frances Novillo joined Watford Town Centre Chaplaincy as the Lead Chaplain at the end of July. Frances has been a lay minister in the Roman Catholic Church for over 20 years and comes to the Watford Town Centre Chaplaincy after working as a chaplain for Hertfordshire Police and the Luton & Dunstable Hospital.

Frances has reflected on her first few weeks in post and provides an insight into the work of the team: *"Since I started working as your Lead Chaplain here in Watford Town Centre I've met many of the Street Angels and their amazing Team Leaders who have kept the project running over the years. I've heard from other agencies in the town, including the police and other charities, how valued the contribution of Street Angels is overnight at the weekends when our pubs and clubs are thriving."*

We certainly had plenty to keep us busy on A-Level results night, celebrating with those who'd made their grades, providing slippers to some who could no longer walk in high heels, and helping into taxis one or two who'd maybe had a bit too much fun! I've made contact with other organisations who provide chaplaincy in Watford, including Railway Mission UK, Sports Chaplaincy UK, YMCA, and Watford General Hospital, to pool our experience and learn from one another. And I've found out more about how daytime Chaplains can add value to local businesses and retailers as they seek to support the well-being of their staff. I'm drawing on the experience of similar chaplaincy services elsewhere, including Aylesbury Town Centre Chaplaincy, Bluewater, and Canary Wharf.

I'd love to hear from you if you want to join our growing team of volunteers from a diverse range of local churches, as a Street Angel out and about overnight, or as a daytime Chaplain visiting local shops and businesses in the town centre. As our town centre expands, may our chaplaincy service expand likewise."

You can follow Frances and the town centre chaplaincy on: **www.facebook.com/watfordtcc**

WATFORD BID Service Excellence Awards 2019



Service Excellence Awards 2019 – open for entries

The popular Watford BID awards are back for the third year running.

There are 16 sector awards covering the main business sectors operating in the BID area, plus an Excellent Employee award for an individual employed within a BID business. This year there is also a Security/Door staff award, to recognise the important role the security teams play at many BID businesses.

Entry forms have been hand delivered to every BID business and are available to download from the website. It's free to enter. Entries must be submitted to Watford BID by midnight on **Sunday 14 October**.

The black-tie awards ceremony will take place at Watford Colosseum on **Tuesday 12 February**. Tickets will go on sale on Monday 5th November at £25 each. They will be sold on a first come first served basis. Last year they were all snapped up quickly so don't miss out!

Why enter your business?

- To get **town-wide recognition** for being the best in your sector at customer service
- Finalists will be mystery shopped & receive a **detailed confidential report**
- For **publicity** in the local press & across Watford BID social media channels
- For a framed **certificate** to display in your business and winner logos for your website
- To attend the popular and prestigious **black-tie awards** evening, with 350+ BID colleagues

The BID is also looking for sponsors for the awards so please share information with anyone that may be interested in sponsoring.

Visit our website to find out more about the awards and see the photos and film from the previous years' events: **www.watfordbid.co.uk/excellence-awards**



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/watford4you



/watford_for_you



www.watfordbid.co.uk
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