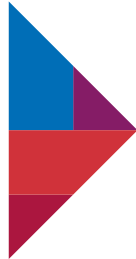




Year 3  
1st Edition

News

**Watford  
BID**



**Watford Town  
Centre BID**

**Here at Watford BID Ltd, we have implemented a simple change that will have a big impact.**

In summer 2023, we officially rebranded from Watford BID to Watford Town Centre BID and launched the new consumer-facing Watford Town Centre brand and website: **Your new home for all things Watford Town Centre.**

[watfordtowncentre.com](http://watfordtowncentre.com) and [@WatfordTownCentre](https://www.instagram.com/WatfordTownCentre) are brand-new, consumer-friendly channels for locals, visitors and employees to find out what's on, plan their journey, discover new businesses, read news and ultimately **increase footfall and dwell time** in our wonderful town.

Our levy payers are always at the forefront of the projects the BID undertakes. We created our

new branding & website with the aim of **improving the marketing & promotion** of Watford Town Centre and its businesses. In addition, the new website has a 'For BID Businesses' section which allows you to access pertinent information relevant to your business.

We desired the branding to be **vibrant and modern** as that is what we aspire for Watford Town Centre to continue to be. We have already seen very encouraging growth in our social media following, online engagement and website usage which is helping us to **enhance people's perception** of Watford Town Centre as a safe, attractive & welcoming place, with a great variety of things to do.

We aimed not to drift too far away from our previous name as we wanted our businesses to easily

associate the new brand with the old. It was also important that we had a **simple but effective** name which consumers would instantly "get"; consumers were often not associating the "Watford BID" channels as a platform to find out about all things Watford Town Centre.

**Our B2B communications will be communicated via "Watford Town Centre BID".**

**Our B2C communications will be communicated via "Watford Town Centre".**

Inside this 1st edition of the Watford Town Centre BID newsletter, we provide more information about our new brand and website, as well as other relevant news, business support and information for the benefit of Watford Town Centre businesses.





This is the  
1st Edition of  
Watford Town  
Centre BID's  
newsletter for Year 3.

Our newsletter contains content specifically for businesses and employees in our town. As you will see from our contents page, we include local news and stories, support for businesses and all the projects that we are working on to benefit Watford Town Centre.

Please contact  
[enquiries@watfordtowncentre.com](mailto:enquiries@watfordtowncentre.com)  
with your business name and email address if you have received a physical copy but would prefer to receive a digital copy in future.

Year 3 2nd Edition  
Newsletter date:  
March 2024

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# 1. Introduction

## About the BID

Formerly known as Watford BID, we have changed our name & branding to be Watford Town Centre BID, as we manage the new Watford Town Centre brand & website.

A Business Improvement District – or BID – is a way for local businesses to work together to tackle issues that affect their trading environment. Problems which are too large or widespread for any one business to address can be solved by all businesses coming together to finance and manage improvements. This can increase footfall, make it easier to retain staff, solve difficult issues and ultimately result in higher profits.

Watford BID Ltd was established in April 2016 covering Watford Town Centre. In 2021 our businesses voted in favour of a 2nd BID term, meaning that Watford Town Centre BID will continue to provide its service until at least 2026.

## Meet the BID team



### Kara Mesiano

BID Manager

[kara@watfordtowncentre.com](mailto:kara@watfordtowncentre.com)  
01923 919 984



### Glen Hempenstall

Marketing Manager

[marketing@watfordtowncentre.com](mailto:marketing@watfordtowncentre.com)  
01923 919 983



### John Hattingh

Business Against Crime Coordinator

[john.hattingh@herts.pnn.police.uk](mailto:john.hattingh@herts.pnn.police.uk)  
07732 009 438



### Steven Shaw

Town Centre Ranger

[business@watfordtowncentre.com](mailto:business@watfordtowncentre.com)  
01923 919 989

### Contact us

Suite 5, Kings Court, 153  
High Street, Watford WD17 2ER

Telephone: **01923 919 989**

[www.watfordtowncentre.com](http://www.watfordtowncentre.com)

### Social media

    @WATFORDTOWNCENTRE

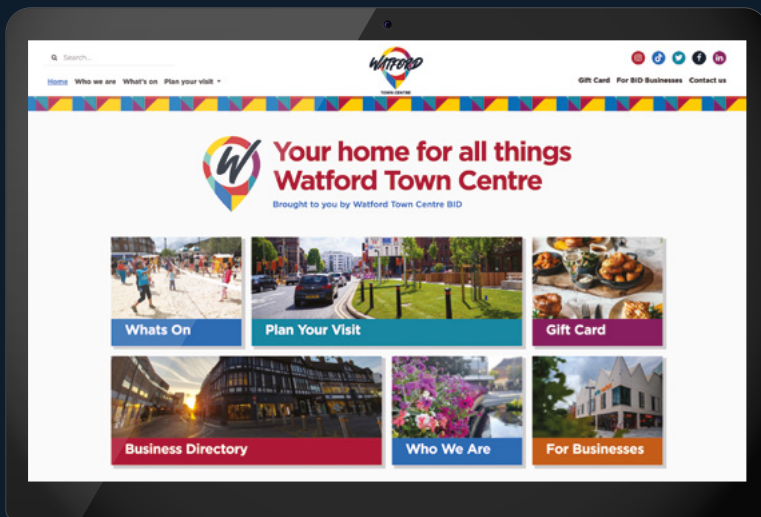
 WATFORD TOWN CENTRE BID

## 2. BID News

# New Watford Town Centre branding & website

In July 2023 we were thrilled to launch our new branding & website for Watford BID Ltd!

[www.watfordtowncentre.com](http://www.watfordtowncentre.com)



TOWN CENTRE BID



TOWN CENTRE



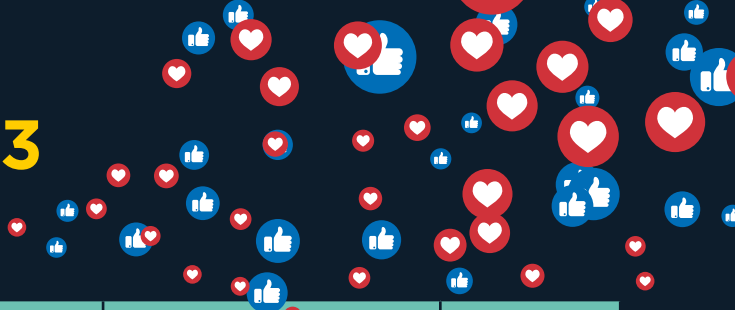
Our Watford Town Centre website is your new home for all things Watford Town Centre. It will be the go-to destination for consumers to find out what's on in Watford Town Centre, plan their journey into town, and decide on the best places to visit.

There's also a much-improved B2B section of the website, providing pertinent information for BID businesses such as our latest projects, news, BID levy information and an opportunity for them to download useful resources.

Our levy payers are always at the forefront of the projects the BID undertakes; we created our new branding & website with the aim of improving the marketing & promotion of Watford Town Centre and its businesses – in line with Theme 3 of our business plan.

This project has been worked on tirelessly by the BID team, and we are confident that it will be a hugely successful tool to increase engagement, enhance perceptions, and ultimately bring more visitors into Watford Town Centre.

# Watford BID Ltd year 3 social media stats



Month	Apr '23	May '23	Jun '23	Jul '23	Aug '23
Organic social media impressions	22,887	23,366	19,608	84,074	150,075

We are already seeing the positive impact that our new Watford Town Centre brand is having, with our social media engagement in July 2023 (when the new branding was launched) being higher than that of April, May and June 2023 combined.

Special thanks go to **Wirebox** for developing such a fantastic new home for all of our content, and to **We Are Acuity** for creating our visually stunning new branding. Both are outstanding Watford-based businesses as we believe in forming local partnerships wherever possible.

We welcome any comments and feedback from our levy payers, and we will always be agile in improving **watfordtowncentre.com** over time!

## Watford Town Centre BID team updates

On 27 July 2023, we were delighted to announce that **Kara Mesiano was appointed Watford Town Centre BID Manager!** Kara will now be providing the leadership and direction to ensure the team successfully delivers the BID's 2021 - 2026 business plan that was endorsed by Watford Town Centre businesses when they voted in the last BID ballot.

Kara brings a wealth of experience to the new role, having been Watford Town Centre BID's Business Manager since 2020. She has demonstrated her passion for the town and commitment to making it a destination where businesses thrive and people enjoy spending time, going above and beyond to deliver a range of projects. She excelled in every aspect of her role as Business Manager and subsequently proved herself as the standout individual to drive the BID forward into a bright future.

**We sadly said goodbye to Jill Farnsworth**, Head of Operations & Development, in July 2023 who

has been announced as the new Chief Executive of Milton Keynes BID. Jill has been an outstanding part of the Watford Town Centre BID team since its formation in 2016 and has played an important role in its success so far.

Jill has left behind extremely strong foundations due to her superb work, with fantastic partners and contracts in place that are key to making Watford Town Centre an attractive, safe and welcoming environment for businesses, residents and visitors.

Kwame Tefe, Chairman of Watford Town Centre BID, said: *"We would like to thank Jill for the fantastic seven years of service she gave to Watford BID Ltd and her dedication to improving Watford Town Centre. We wish her all the very best for the future and we're sure she will thrive in her exciting new opportunity."*

*We are delighted to be announcing the appointment of Kara as Watford Town Centre BID Manager, she has been*

*an exceptional addition to the team since her arrival in 2020 and has shown her enthusiasm for Watford Town Centre since she arrived. It was vital that our new BID manager had a depth of knowledge about the town, a brilliant rapport with our businesses and a clear understanding of what is required to deliver our business plan - Kara ticks all those boxes, amongst other skills, and was a clear choice for the role.*

*Exciting times lie ahead with our rebranding and brand-new website being launched, and the BID team will be planning a number of innovative projects for the betterment of Watford Town Centre."*

Kara is readily available to contact by emailing on **kara@watfordtowncentre.com** and would welcome the opportunity to discuss these changes to the team and the new branding with Watford Town Centre BID levy payers.

## 2. BID News

# Floral displays

Watford Town Centre BID's annual floral displays returned to the town in mid-June and have blossomed throughout summer 2023.

For the eighth year running, Watford Town Centre BID businesses have funded floral displays in Watford Town Centre which have provided a wonderful array of summer colours. Made up of a beautiful display of pink, red, purple, white & yellow shades of flowers, the displays are supplied by *Amethyst*.

The floral displays improve the look & feel of the town, and have always proven very popular with residents, visitors, and town centre employees.

Warren Anthony Estate Agents on Instagram:  
*"They look amazing. Thank you."*

Carol Andrea on Instagram:  
*"Makes the town look so colourful and pretty."*

Kathy on Facebook:  
*"Stopped to look at these today. They are epic! Whoever planted them must be really pleased with them. Nice work."*



## Cardboard collection

As part of Watford Town Centre BID's service, our Town Centre Ranger Steve collects & recycles cardboard from small businesses in Watford Town Centre! The service comes at no additional cost to them and was introduced as an initiative to save local businesses' money, whilst also being proactively sustainable.

Steve collects cardboard on Tuesday, Thursday & Friday every week, with 24 businesses already signed up. We are proud to have collected 26 cages of cardboard a month since we launched the pilot scheme earlier in the year. We are now delighted to unveil our fully Watford Town Centre branded electric vehicle that is used to get around the local area before returning to its home in Atria Watford, where the cardboard is unloaded.

Nothing makes Steve happier than seeing our brand-new electric van filled up with cardboard! A massive thank you goes to our sponsors & partners for making this possible: *Twocan Graphics, Atria Watford, We Are Acuity and Carbon Rewind.*

If you would be interested in finding out more and joining our cardboard collection scheme, please complete the operational agreement on our website (visit the **'For BID Businesses'** section) and return it to [enquiries@watfordtowncentre.com](mailto:enquiries@watfordtowncentre.com) or phone **01923 919 989** for more information.



# Festive lighting: brand-new November event

## Festive lighting contract update

**Christmas is fast approaching, which signals the return of Watford Town Centre BID's stunning festive light installation!**

This is the BID's final year of our contract with *LITE*, providers of the Twinkly LED lighting that will adorn Watford Town Centre from 18 November 2023 through to early January 2024. We will then be going out to tender to find a suitable, exciting, and dynamic new festive lighting provider to take us through to the end of the BID's second term (31 March 2026).

## November event update

This year the Watford Town Centre BID team has been given approval by the board to take a different approach to switch-on day, and we will therefore not be having a **"Christmas Lights Switch-On"** event similar to previous years, where we've had 90-minutes of on-stage performances by the pond on The Parade.

This decision has been led by levy payer feedback in an all-encompassing survey that was circulated to levy payers in spring 2023. The overall feeling of BID levy payers was that, given the time & resources put into the event, the return on investment could be improved upon.

We have had feedback that it only boosts footfall and dwell time for a short 90-minute period, and that the cost of the stage and sound system to support such a large crowd is too significant. Taking all the above into consideration, the Watford Town Centre BID team has been given approval by the board to host **"Watford Town Centre Winterfest"** on **Saturday 18 November 2023** instead of a **"Christmas Lights Switch-On"** event.

### Watford Town Centre Winterfest summary:

- Date: **Saturday 18 November 2023**
- Time: **2:00pm – 6:00pm**
- Location: The Parade (with inclusion opportunities for the rest of Watford Town Centre)
- The Parade will be occupied by Christmas-themed funfair activities, attractions, music and market stalls
- There will be a parade starting from Atria's main entrance, leading up to The Parade by the pond, and culminating in the switching on of the festive lights
- There will be no large-scale stage or sound system, nor will there be a programme of live performances akin to previous years

### Rationale for brand-new November event:

- More cost effective and better return on investment for levy payers
- Increases dwell time over a longer period of the day (4-hour event vs. 90-minute event)
- Activities that will attract a larger range of age profiles
- More opportunities for levy payer involvement

If you would be interested in having a market stall on The Parade to promote your business and sell your products, then please contact us at [enquiries@watfordtowncentre.com](mailto:enquiries@watfordtowncentre.com)

Please do get in touch if you'd like to find ways of being involved on the day. More details of the event will be circulated to levy payers at the end of October.

## 2. BID News

# Watford Gift Card: Christmas sales are coming



*"The most wonderful time of the year"* will soon be upon us, and that means a very popular season for gift card sales! The Watford Gift Card has been growing from strength to strength; there are now 144 businesses accepting the Watford Gift Card, and our 2023 sales up until 31 August have exceeded that of the sales in 2022 during the same period.

**2020 total sales: £5,810**

**2021 total sales: £8,495**

**2022 sales (Jan-Aug):  
£14,770**

**2023 sales so far  
(Jan-Aug): £18,365**

With the popularity of the Watford Gift Card continuously growing, we will be looking to capitalise with a digital marketing campaign that will bring traffic to the Watford Gift Card website. We will also have a sales point in Atria shopping centre on key dates leading up to Christmas Day, having proven to be a big success for sales in 2022.

### Not joined our gift card programme yet?

If you haven't already joined our Watford Gift Card programme, then now is the perfect time to do so with healthy sales figures expected to come this Christmas. It's extremely quick & simple to get signed up, and it comes at no extra cost to your business.

Simply email through to [enquiries@watfordtowncentre.com](mailto:enquiries@watfordtowncentre.com) if you'd be interested to find out more and get set up to accept the gift of choice.

### Give the gift of choice to your staff this Christmas

Looking to reward your staff with a gift this Christmas? Here are some great reasons why the Watford Gift Card is the gift of choice for your staff this year:

- The recipient can spend in 144 Watford Town Centre businesses
- Supports local businesses and keeps money in Watford Town Centre
- More thoughtful than online gift vouchers or cash
- Spend on health & beauty, food & drink, leisure & entertainment, and more in-person activities as opposed to just online shopping
- E-card now available - send straight to the recipient's smart phone

Visit [www.watfordgiftcard.com](http://www.watfordgiftcard.com) and select "placing a business order" at the top of your screen.

Please email through to [enquiries@watfordtowncentre.com](mailto:enquiries@watfordtowncentre.com) if you had any questions for us before making your order.



# Join our BID board

Watford Town Centre BID is looking for new Company Directors to join our BID board.

We are looking for Watford Town Centre managers and business owners with a range of skills, who are passionate about Watford and the town being successful.

We especially welcome discussions with the Retail (large & small independents), Culture and Leisure, Hotels and Hospitality, Restaurants and Cafés and Education and Skill sectors. Our aim is to have a diverse board representing multiple sectors of Watford Town Centre.

## What does being a Company Director mean?

- Company Directors provide the BID team with the strategic direction, ensure we deliver against the 5-year business plan, and they have the role of supporting, challenging, and scrutinising the projects that we deliver.
- Company Directors provide sector and business insights to ensure the BID is delivering for the businesses in Watford Town Centre.
- Company Directors are expected to attend face-to-face Board meetings – attended by around 20 board members & observers – which take place every 3 months in Watford Town Centre.

This is an official position at Watford BID Ltd, and your details would be provided to Companies House as you will be a Watford BID Ltd Company Director. Full Director training is provided, and the positions are voluntary (unpaid), although we cover all BID related expenses.

A Company Director must be a BID levy payer and be up to date with all levy payments. All appointments are subject to board approval.

If this sounds like something you may be interested in, please contact: [kara@watfordtowncentre.com](mailto:kara@watfordtowncentre.com) to arrange a conversation.



### 3. Business Support & Offers

# Business Improvement & Development Grant

**At a time where many small and medium businesses are still recovering from the aftermath of the pandemic, coupled with the rise in operational costs, Watford Town Centre BID are delighted to be able to offer a Business Improvement & Development Grant.**

The grant aims to support small and medium sized businesses by encouraging them to look at their business and identify potential improvements that could be undertaken to enhance their offer, maximise their business potential, and improve the overall customer and visitor experience.

The objectives are to improve both the individual businesses and the overall look and feel of Watford Town Centre, enabling residents to be proud of their town, whilst consumers return time and time again, making recommendations based on their experience.

## What can the grant be used for?

The grant of up to £3,000 can be used to support any activity that the applicant can clearly demonstrate will improve the overall look and feel of their business and/or develop their business to enhance the customer and visitor experience.

### Examples can include the following:

- Shop/business front improvements, including painting (colours to be detailed in application), new signage, revised branding
- Crime and safety initiatives, including CCTV, shutters, reinforced doors, locks, WBAC membership for one year
- Website developments for marketing purposes (this will not include online purchase functions), booking system applications, training
- Internal improvements which improve the customers experience, this will need to illustrate a changed environment for the consumer, but could include new table, chairs, soft furnishings etc.
- Specialist staff training (non-statutory) which improves/enhances customer service
- Funding of licences, for example digital support and/or memberships to expand the businesses support and networking opportunities

Please complete the 'Business Improvement & Development' form on our website (visit the '**For BID Businesses**' section) or contact a member of the BID team at [enquiries@watfordtowncentre.com](mailto:enquiries@watfordtowncentre.com) if you would like more information.

# Parking discount in Atria

Premium Car Parks has partnered with Atria to offer those in the local area access to parking at the exclusive discounted price of £4.90 per day.

This unique parking solution means local employees can park as much as they like on the days and times PCP operates in each of Atria's four car parks. Premium Car Park members also benefit from the following:

- On-site manned security, along with full CCTV coverage, monitored 24hrs per day.
- Automatic Number Plate Recognition, which allows you to come and go without the need for a ticket. You may enter and leave as many times as you like per day, for one single charge.

- One monthly direct debit in arrears. In addition to this, the Watford Town Centre BID team is working with PCP to exclusively offer members their first day of parking completely free with promotional code **WATFORDBIDFIRSTDAYFREE**.

To sign up to the scheme, please visit the 'parking discount in Atria' article on our website (visit the 'For BID Businesses' section) or contact a member of the BID team at [enquiries@watfordtowncentre.com](mailto:enquiries@watfordtowncentre.com)

#### T&C's:

Premium Car Parks operating hours in the Atria car parks, are as follows:

#### Palace Car Park

Monday - Friday: 7am - 10pm

#### Charter Car Park

Monday - Friday: Open 24 hours

#### Queens Car Park

Monday - Friday: 7am - 9pm

#### Kings Car Park

Monday - Friday: 7am - 9pm

Please note that this heavily discounted parking scheme is for regular parkers only. There is a minimum charge in place which consists of clients needing to meet the minimum usage requirement of four parking visits per month.

To claim your free first day parking with us, all you need to do after signing up is email [info@premiumcarparks.co.uk](mailto:info@premiumcarparks.co.uk) with the promotional code **WATFORDBIDFIRSTDAYFREE**. This credit will then appear on your first invoice.

For Premium Car Park's full T&C's please visit:

[www.premiumcarparks.co.uk/legal-terms-conditions](http://www.premiumcarparks.co.uk/legal-terms-conditions)



## Arriva travel discount

**Arriva and the BID have joined together to offer Watford Town Centre employees savings on local Arriva bus travel!**

The travel club is open to all Watford Town Centre employees and lets you pay less for your travel by monthly direct debit. Your ticket doesn't just provide you with reduced bus travel costs to-and-from work when you sign

up, you'll also get unlimited travel on any Arriva bus in your selected travel zone each month so you can get out and about on your days off too. All for no additional cost!

To join the travel club and for further information that you might find useful, such as when payments are taken, just visit [www.arrivabus.co.uk/watfordbid](http://www.arrivabus.co.uk/watfordbid)

When signing up, please input your employer's name followed by 'Watford BID'.

For further info, please email: [talktous@arriva.co.uk](mailto:talktous@arriva.co.uk)

### Benefits:

- You could save up to 20% on bus travel!
- Never lose your ticket again - you can choose to have your ticket on your mobile phone with the Arriva UK Bus app
- Up to two children travel free with the ticket holder at weekends and bank holidays (paper tickets only)
- Unlimited bus travel every month in the zone(s) of your choice
- No minimum contract - join and leave when you want with no penalty
- Pay easily by Direct Debit

## 3. Business Support & Offers

# Beryl Bikes corporate packages

### Happier workers, higher productivity

The average commute in the UK is nearly one hour – a Beryl ride can make a commute more fun and healthier!

**Boost productivity** – With the average commuter in the UK wasting 12 days a year sitting in traffic, now is the perfect time to get your workforce moving with Beryl.

**Save time** – Using a Beryl bike or e-bike can help your staff be less stressed, more productive and take fewer sick days.

**Healthier workforce** – Research has shown that for a company with 100 people, just 30 minutes of physical activity a week for staff will prevent one sick day per employee saving the company £17,378.40 through sick days prevented.

Beryl work with organisations of all sizes to provide a Beryl scheme that works for them, including:

- Staff access for sustainable travel
- Parking bay onsite
- Achieves CSR goals

There are primarily two types of membership packages:

## Voucher codes

### Bulk buying Minute Bundles

An organisation can buy a bulk amount of Minute Bundles at a discounted rate to distribute among staff.

Beryl recommends the 200-minute voucher as it provides enough opportunity to form a habit, but the package can be adjusted to any minute bundle offer.

#### For example:

500 x 200-minute bundles  
£4,500 (£5,000 value)

## Automatic access

### Instant access for staff

By whitelisting business email addresses (or domains, e.g., @nhs.net) Beryl can offer automatic free access for staff who register using their work email.

Monthly caps can be set depending on company budget. Beryl offer discounts on the annual subscription depending on the number of staff signed up to the promotion.

#### For example:

1,000 x 30-minute bike rides  
£2,250

For more information and to get your business and employees involved with Beryl Bikes, please contact Ben Lee on [ben.lee@beryl.cc](mailto:ben.lee@beryl.cc) or contact 0203 1965 244



## 4. Our Town Centre

# Footfall update

Footfall update - Data provided by Town and Place.AI	Month	Footfall	Change from previous month
	September '22	1,177,228	-2.36%
	October '22	1,144,187	-2.81%
	November '22	1,108,934	-3%
	December '22	1,138,737	+3%
	January '23	1,068,211	-6%
	February '23	961,564	-10%
	March '23	1,075,695	+12%
	April '23	1,084,092	+1%
	May '23	971,535	-10%
	June '23	1,132,335	+17%
	July '23	986,320	-2%
August '23	Awaiting Data		

The complete footfall data and dwell time can be found on our website (visit the 'For BID Businesses' section), and it includes more in-depth data such as average dwell time and visit frequency.

# Vacancy rates

Vacancy rates - National data provided by British Retail Consortium	Quarter	National	Watford High Street
	Q1: Apr '22 - Jun '22	14.1%	7.6%
	Q2: Jul '22 - Sept '22	14.0%	5.6%
	Q3: Oct '22 - Dec '22	13.9%	5.6%
	Q4: Jan '23 - Mar '23	13.8%	7.8%
	Q1: Apr '23 - Jun '23	13.9%	7.0%
	Q2: Jul '23 - Sept '23	Awaiting Data	Awaiting Data

## 5. Crime & Safety

# Echo community voice platform

## Tell us what matters most to you

The Watford police community voice and feedback platform is called 'Echo'. It allows you to voice your opinions about policing in your local area, in your own words and in your own time.

You don't need to sign up or give any personal information – all your feedback is completely anonymous.

Your comments will be sent to your local Safer Neighbourhood Team officers, who will review them and use them to help build patrol plans, events and local activity.

Whether you live, work or study in Hertfordshire, they want to hear from you. Your views will help shape their local policing priorities, initiatives and campaigns.

## Send your feedback

You can send your comments at any time, on either a smartphone, tablet or computer. All you have to do is click on your local area police team's link, type your comments into the box and press submit.

**Please note: Echo is not for reporting crime. If you or someone you know needs to report a crime please do that online or by calling 101. In an emergency, always call 999.**



# Basic WBAC radio procedure

Always book onto the Watford Town Centre CCTV control room when you open to ensure that your radio equipment is capable of both transmitting and receiving messages.

**“CCTV (store name logging on) signing on can I have a radio check please?”**

Wait for reply, then confirm **“Thank you also received.”**

To transmit a message for assistance or information hold down the talk button, wait a couple of seconds then speak clearly into the mouthpiece. Listen to the radio for any return communications.

## Radio procedure guidelines:

State what business you are.

Be accurate with your information stating description of suspect, sex, nationality, colour, age, physique, skin colour, hair, outfit, and direction of travel.

Keep your message short and include what has been taken and what way they are heading.

Set your radio to an appropriate volume level. Log off when you finish your shift.

### IMPORTANT

When your radio is in the charging unit make sure it is turned off otherwise it will burn out the battery. Do not leave the radio continuously in the unit.

Remember, the radio is there for your assistance. Take some time to ensure staff know how to use it. If you need any help, contact **John Hattingh** on **07732 009438** or **john.hattingh@herts.pnn.police.uk**

# Watford Town Centre ‘Crime & Safety Partnership’ event

Watford Town Centre BID, in partnership with the local police team, Atria and Watford Borough Council, are co-hosting a ‘Crime & Safety Partnership’ event that will provide businesses with information, help and support as we strive to clamp down on criminal behaviour.

Date: **Wednesday 18 October 2023**  
Time: **10:00am - 2:00pm**  
Location: **The Atrium, Atria Watford shopping centre**

Our Town Centre Ranger, **Steven Shaw**, and our Business Against Crime Coordinator, **John Hattingh**, will be present throughout the event representing the BID team.

There will be local police officers present to listen to any feedback and concerns you may have over criminal activity in Watford Town Centre, with the desired outcome being for improvements to be made in the way we all tackle crime and safety.

It also provides a suitable opportunity to be shown how to effectively use the Echo platform and the business against crime radio. In addition, employees are encouraged to take defender alarms from our stall for them and their colleagues.

BID businesses are encouraged to stop by at any time between **10am and 2pm on Wednesday 18 October**, and to take the time needed to communicate with Watford Town Centre’s partnership organisations.

## 6. Looking Ahead

# Watford Town Centre Winterfest

**The festive season is coming to  
Watford Town Centre!**

Watford Town Centre will be adorned with Christmas themed street performances, funfair activities, fantastic attractions and a catalogue of market stalls to drink and feast upon.

There will also be an eye-catching parade going along the entire high street that will sweep up Watford Town Centre to mark the beginning of the festive season.

Keep your eyes peeled on [www.watfordtowncentre.com](http://www.watfordtowncentre.com) for the full details, which will be published on our website in October.

If your business would like to be involved in the BID's brand-new Winterfest event, please contact us on [enquiries@watfordtowncentre.com](mailto:enquiries@watfordtowncentre.com)



**WATFORD  
BOROUGH  
COUNCIL**

**Elected Mayor of Watford, Peter Taylor, invites you to join him at:**

## Watford Business Connect

**A chance to learn, connect and collaborate.**

**Tuesday 3 October 2023, 3.30pm - 6pm**

**The Business Lounge, West Herts College, Watford Campus, Hempstead Road, WD17 3EZ**

**Drinks and afternoon tea will be provided.**

This is an exclusive networking event just for Watford's excellent business community.

**More information & registration can be found on [www.watfordtowncentre.com](http://www.watfordtowncentre.com)**



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WATFORD TOWN CENTRE BID

### Keep in touch

Send your contact details to [enquiries@watfordtowncentre.com](mailto:enquiries@watfordtowncentre.com) to subscribe to our weekly e-updates and receive important information for Watford town centre businesses.