



TOWN CENTRE BID

**Year 4
1st Edition**

News



Winterfest is coming to Watford Town Centre

We've said goodbye to the warmer summer months, but there's plenty to look forward to in 2024 including Watford Town Centre Winterfest - our biggest event of the year!

On 23 November 2024, The Parade will be filled with Christmas activities, funfair rides, live entertainment and a large crowd of festive attendees throughout the afternoon.

Winterfest marks the beginning of the Christmas period in our town, and our LED festive installations will be switched on during our showcase event.

Our Watford Town Centre BID team always welcomes the opportunity to collaborate and promote our businesses. Please do get in touch using our contact details on the next page if you'd like to participate in Winterfest or any of the projects and campaigns outlined in this newsletter.

There have been projects and campaigns in abundance from recent months, including our **floral displays, lamppost banners** and the **neurodiversity umbrella project**. We've also summarised our popular Watford Town Centre consumer events such as the **Birds of Prey Experience** and **Wellbeing Day**.

Going greener consistently shows up consistently shows up as a high-ranking priority in our annual survey, and we are delighted to share news of our **GOLD sustainability award** for our **free cardboard collection service!**

We have pertinent data and insights to share exclusively with your business, jump to section 4 of our newsletter for **retail spend insights, vacancy rates** and **@WatfordTownCentre digital marketing reports**.

Don't forget to view the back page which lists notable dates for your diary, including **Breakfast with the BID** and **Trick or Treat Week!**





This is our
Watford Town
Centre Business
Improvement
District (BID)

newsletter for autumn 2024,
where we put together content
specifically for businesses and
employees in our town.

As shown by the contents, this
newsletter keeps you up to date
with all the current BID projects
& campaigns in place to benefit
Watford Town Centre.

Visit the 'For BID Businesses'
section of
watfordtowncentre.com
for more information
about us.

1. Introduction

About the BID	3
Meet the BID team	3

2. BID projects & campaigns

Welcome to the team, Fiona!	4
Floral displays	4
Lamppost banners	5
Birds of prey experience	5
The Neurodiversity Umbrella Project	6
Litter picking	6
Wellbeing Day	7
One YMCA fundraising	7
Gold SME Herts Award winners!	7

3. Business support & offers

Business Improvement Grant 2024/25	8
Free cardboard collection service	8
Marketing 1-2-1 support	9
Free website consultation with Wirebox	9
An invitation to join Proud Watford	9

4. Watford Town Centre data

Retail spend insights	10
Vacancy rates	11
@WatfordTownCentre digital marketing reports	12
Watford Gift Card sales	14

5. Crime & safety

Herts Connected	15
WBAC information	15
Reduction in Watford Central crime	16
Your views on crime & safety in hertfordshire	16
Bleed kits	17

6. Dates for your diary

Breakfast with the BID	18
Halloween market lates	18
Cassiobury fireworks	18
Watford Town Centre	19
Trick or Treat Week	
Watford Town Centre	Back
Winterfest	

1. Introduction

About the BID

Formerly known as Watford BID, in 2023 we changed our name to **Watford Town Centre BID** to reflect the area we operate in and to coincide with the launch of the **Watford Town Centre** brand.

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 the Watford Town Centre area. In 2021 our businesses voted in favour of a 2nd BID term, meaning that Watford Town Centre BID will continue to provide its services until 31 March 2026.

Meet the BID team



Kara Mesiano

BID Manager

kara@watfordtowncentre.com

01923 919 984



Glen Hempenstall

Marketing Manager

marketing@watfordtowncentre.com

01923 919 983



Fiona Hadley

Business Support

business@watfordtowncentre.com

01923 919 989



John Hattingh

Business Against Crime Coordinator

john.hattingh@herts.police.uk

07732 009 438

Contact us

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

Telephone: **01923 919 989**

www.watfordtowncentre.com

Social media

    @WatfordTownCentre

 @WatTown
Centre  Watford Town
Centre BID

2. BID projects & campaigns



Welcome to the team, Fiona!

On 1 July we were delighted to welcome Fiona Hadley to the BID team as our new Trainee BID Executive!

Fiona is the new friendly face in Watford Town Centre, offering business support to our levy paying businesses. You will likely see her out and about in our town chatting to all the different organisations in our area.

If you'd like any support or have any enquiries regarding our projects, our town and your business, please get in touch with Fiona for a chat on business@watfordtowncentre.com or **01923 919 989**.

Floral displays

For the ninth year running, Watford Town Centre BID implemented floral displays to provide a wonderful array of summer colours as they bloomed over summer.

Made up of a beautiful display of white, pink and red shades of flowers, the displays were in place from June up until autumn. **Amethyst Horticulture**, a well-renowned horticultural contractor in the placemaking industry, were the suppliers for this year's stunning flowers.

The barrier baskets decorating our iconic bridge going over the pond were a particular highlight for Watford Town Centre users to see!



Iryna Poderienie

When my friends visited Watford-they were absolutely impressed by that amount of beautiful displays. Thank you 🍁👩🏻❤️



Sandra Lavelle

Absolutely beautiful, I was very impressed with Watford on my recent visit.

Lamppost banners

In June, Watford Town Centre BID introduced a brand-new set of lamppost banners to prominent streets in the heart of Watford.

Watford High Street, The Parade, Market Street, Clarendon Road, Queens Road, Watford Market, Charter Place and Kings Street each has their own unique banner design utilising the Watford Town Centre branding. Arrows are utilised on selected banners to help town users navigate their way around Watford Town Centre.

The lamppost banners, designed by Watford-based marketing agency **We Are Acuity**, also have icons that showcase the range of business sectors that can be found in each part of Watford Town Centre. Whether it's retail, places to eat, services or entertainment & leisure, the lamppost banners help to inform town users of what they can expect to find within each part of Watford Town Centre.

We're fortunate to have visitors to our town for such a variety of reasons, and so we wanted to introduce a set of designs that would showcase just how much Watford Town Centre has to offer.

Many people come to visit Watford High Street and Atria Watford shopping centre for the fantastic brands and independents they possess, but we also want to inspire users to explore the likes of Market Street, Queens Road and Kings Street which are all home to wonderful businesses and hidden gems.

We hope the wayfinding element will help the flow of footfall around the entirety of Watford Town Centre, whilst also adding a splash of colour and vibrancy to our dynamic town.

There is a total of thirty-six lamppost banners in Watford Town Centre, and they will be in place until March 2026.



Birds of prey experience

Watford Town Centre BID hosted a family-friendly Birds of Prey Experience on Sunday 4 August up on The Parade. The event was really popular with queues of families throughout the day, and plenty of smiling faces as locals got to hold their new feathered friend!

Special thanks to Berkshire Birds of Prey for facilitating the experience throughout the day, and we received plenty of positive feedback from attendees as a result of their brilliant service.



Top fan

Eva Baranya

Thank you this was an amazing experience! Hope to see more like this in the future! ❤️



Mary Tsui

What an opportunity to see these magnificent birds up close. Thank you Berkshire birds of prey and Watford Town Centre.



2. BID projects & campaigns

The Neurodiversity Umbrella Project

Watford Town Centre BID unveiled a colourful art installation known as “The Neurodiversity Umbrella Project” on 27 July, raising awareness and celebrating all the different minds we have here in our community.

Neurodiversity is a term used to describe the naturally occurring variations of the human brain – different human cognitive capabilities are expressed through unique talents, intelligence and the ability to think differently. The Neurodiversity Umbrella Project is an initiative introduced by the **ADHD Foundation**, the UK’s leading neurodiversity charity. Their mission is to create social change by working with agencies across all sectors to remove the cultural and systemic inequalities for neurodiverse people.

The colourful new landmark in the town was unveiled on Saturday 27 July, marked by a cutting of the ribbon ceremony. Watford Town Centre BID and the deputy Mayor of Watford, Aga Dychton, gave speeches about the importance of celebrating diversity in our town and supporting local businesses to become even more inclusive and welcoming.

The uplifting art installation adorned Queen’s Road from 27 July – 27 September and helped to raise awareness and understanding of neurodiversity. Colourful umbrellas were strung together overhead with each display designed to represent the one in five of us who have a neurodevelopmental condition, such as ADHD, Autism, Dyslexia, Dyspraxia, Dyscalculia or Tourette’s syndrome.

Our aim is to change the perception of neurodiversity and neurodivergent people locally, celebrating all the many strengths that come from thinking differently in our town.



jodiepodie82 5w · ❤️ by author

Wow looks amazing. Incredible display and looks like a lot of hard work had paid off. Look forward to coming to see this display soon with my Ausitic son to celebrate neurodiversity 🥰



londonmumsblog 8w

This is absolutely brilliant. We are all neuro diverse in my family and this is so lovely to see. ❤️

Litter picking

On a couple of dates during August, our team were out litter picking around the side streets and alleyways of our town. We also had volunteers join us from Watford Palace Theatre, Leonardo Hotels and McDonald’s.

Some areas within Watford Town Centre can be neglected as they fall under the responsibility of landlords rather than the local authorities. We wanted to set a positive example that there’s only so much the local authorities can do; we all need to do our bit to ensure our town is clean and tidy.



Wellbeing Day

Watford Town Centre Wellbeing Day took place on Saturday 14 September across The Parade, funded and organised by Watford Town Centre BID. The family-friendly event was a celebration of #EmergencyServicesDay #WorldFirstAidDay and #NationalFitnessDay all rolled into one.

The event included a variety of stalls, activities and guests themed around the emergency services, first aid, fitness and mental health. Attendees were able to learn from local paramedics, take part in outdoor exercise classes, play a spot of mini golf, sit inside a fire engine and much more!

A huge thank you must go to the local nonprofit organisations and charities that attended Watford Town Centre Wellbeing Day.

One YMCA fundraising

Support us in our goal to tackle rough sleeping in Watford Town Centre - we've already raised over £2,000 for One YMCA!

Our Watford Town Centre team members, Kara & Glen, are taking on The National Three Peaks Challenge where we'll be climbing the largest mountains in England, Scotland and Wales from 11-13 October.

One YMCA are a local charity focused on homelessness and mental wellbeing. People become homeless for a host of reasons, and their specialist staff work with each resident to tackle issues and barriers preventing them from moving forwards.

They signpost to local services like GPs, community mental health teams and CGL (Change Grow Live). Charter Hostel offers a warm, safe environment to stay, offering 150 supported beds and 22 bed spaces for MCISS - the medium complex intensive support scheme.

All donations towards our Three Peaks Challenge will have a huge impact on lives, livelihoods and mental wellbeing whilst supporting the great work of the Community Safety Partnership.

Gold SME Herts Award winners!

We have won the Gold Sustainability Award at the SME Hertfordshire Business Awards 2024!

We are thrilled to be recognised for our green initiatives including our cardboard collection scheme - we've recycled over 10 tonnes of cardboard belonging to our businesses since launch. We've saved them money whilst ensuring a sustainable solution for the excess cardboard.

We also hosted the town's first ever Green Festival, allowing local children to create arts & crafts

from our recycled cardboard, serving an educational and fun purpose.

Our Gift Swap event early in the year allowed us to repurpose over 400 Christmas gifts that otherwise would have ended up in landfill.

A huge thank you to our partners for supporting us with our green endeavours, particularly Atria Watford for their support with our cardboard collection service.

Thank you to Watford & West Herts Chamber of Commerce for a fantastic evening at the #SMEHerts awards on 19 September!



3. Business support & offers

Business improvement grant 2024/25

Applications are now open for the Business Improvement Grant 2024/25, giving Watford Town Centre BID businesses the opportunity to apply for funding of up to £2,500 per business.

The grant intends 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 and consumers will return time and time again, making recommendations based on their experience.

The full criteria and application form for the Business Improvement Grant scheme can be found by visiting the "For BID Businesses" section of our website under "Resources".

Free cardboard collection service

As part of Watford Town Centre BID's service, our team member Cameron collects and recycles cardboard from small businesses in Watford Town Centre. Our Sustainability Award winning service comes at no additional cost to them and was introduced as an initiative to save local businesses' money, whilst also being proactively sustainable.

Cameron collects cardboard three times a week in our electric vehicle, with over 30 businesses currently signed up. We are proud to have collected over 10 tonnes of cardboard since we launched the pilot scheme in early 2023!

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 by visiting the "For BID Businesses" section of our website under "Resources". Return the form to enquiries@watfordtowncentre.com or phone **01923 919 989** for more information



Marketing 1-2-1 support

Watford Town Centre BID's marketing manager, Glen Hempenstall, is offering support to any town centre business wanting help with marketing their business.

Glen specialises in digital marketing and can help your business to set up your social media profiles, grow your follower count, and provide useful tips on maintaining a good digital marketing strategy.

- Qualification as a Digital Marketing Specialist (Strategy & Planning)
- 6+ years' experience of social media & digital marketing
- 6+ years' experience working with and promoting town centre businesses
- Manages Facebook, X, Instagram, LinkedIn, TikTok accounts
- Advice on SEO, Display Ads, Google Search Ads, working with agencies

Simply email through to marketing@watfordtowncentre.com if you'd be interested in arranging a free session to aid you with your marketing needs.

wirebox[™]

Free website consultation with Wirebox

If you have a technology challenge and don't know where to start. Let's chat.

Wirebox, a Watford based digital development agency, are offering local businesses a free 30-minute consultation call.

What happens on the call?

We'll arrange a call in order to get an understanding of your business, the challenges that you're facing and the goals you have in mind. We'll also use this time to discuss your current technology setup!

What happens after the call?

We'll take the information our consultants have gathered, and provide a recommendations document detailing potential solutions to your specific challenges.

There's no obligations and no cost for our initial recommendations! Reach out to **John** or **Ryan** on **020 7993 5485** or info@wirebox.co.uk

An invitation to join *Proud Watford*

Our vision

Proud Watford's vision is for Watford to be 'a place without prejudice', which means a town where everyone is welcomed and treated as equal human beings, regardless of identity, sexuality, age, ethnicity, religion, disability, ability or anything else that artificially divides our community.

What we do

Proud Watford represents and supports people through inclusive and appealing events. Examples include our sell-out play 'Three Proud Men', 'Proud Portraits on Tour', quiz nights, a beer festival and sponsoring Atria's annual Pride Flag bunting. *Proud Watford* is committed to an exciting programme of events in 2025 and welcomes Watford businesses ideas and support.

Why join *Proud Watford*?

Businesses do better by demonstrating commitment to equality, diversity and inclusion.

Proud Watford's Business Partner status is free and offers the opportunity to contribute to the wellbeing of Watford: your staff, your customers and the wider community.

Find out more!

You can check *Proud Watford* out at www.proudwatford.com – there's an opportunity to sign up today or contact us for more information.

4. Watford Town Centre data

All Watford Town Centre retail spend insights are provided by Beauclair

Retail spend insights

Watford Headline Metrics

- In Aug 2024, monthly retail sales in Watford were £15.0m. Year-to-Date (YTD) sales were £112m
- Compared to Aug 2023, monthly sales marginally decreased by -0.1% while YTD sales decreased by -2.1%
- The marginal decrease in monthly sales was due to an increase of +5.9% in average revenue per customer (ARPC) and a decrease of -5.7% in customer numbers

Metric	Aug 24	Aug 24 vs. Aug 23	YTD Aug 24	YTD Aug 24 vs. YTD Aug 23
Sales	£15.0m	-0.1%	£112m	-2.1%
Transactions	696k	-8.0%	5.34m	-4.7%
Customers	179k	-5.7%	1.36m	-4.0%
ATV	£21.60	+8.5%	£21.02	+2.7%
ARPC	£84.11	+5.9%	£82.35	+2.0%

Watford vs. Comparator Areas

- Monthly sales change between Aug 2023 and Aug 2024 in Watford (-0.1%) is higher than Reading (-11.6%) and lower than Woking (+1.0%)
- YTD sales change between Aug 2023 and Aug 2024 in Watford (-2.1%) is higher than Woking (-3.3%) and Reading (-5.2%)

Retail Area	Aug 24 vs. Aug 23	YTD Aug 24 vs. YTD Aug 23
Watford	-0.1%	-2.1%
Reading	-11.6%	-5.2%
Woking	+1.0%	-3.3%
GB Benchmark	-3.1%	-4.0%



Watford Sector Sales

- The five sectors with the highest monthly sales are Fashion (£7.66m), Food & Drink (£2.40m), Health & Beauty (£1.72m), Grocery (£1.05m), and General Retail (£981k)
- The five sectors with the highest YTD sales are Fashion (£53.7m), Food & Drink (£18.4m), Health & Beauty (£14.1m), Grocery (£8.67m), and General Retail (£7.52m)
- The five sectors showing the largest change in sales between Aug 2023 and Aug 2024 are Fashion (+£567k), Health & Beauty (-£197k), Grocery (-£169k), General Retail (-£129k) and Food & Drink (-£113k)

Sector	Aug 24	Aug 24 vs. Aug 23	YTD Aug 24	YTD Aug 24 vs. YTD Aug 23
Fashion	£7.66m	+8.0%	£53.7m	+2.8%
Food & Drink	£2.40m	-4.5%	£18.4m	-4.2%
Health & Beauty	£1.72m	-10.3%	£14.1m	+0.6%
Grocery	£1.05m	-13.8%	£8.67m	-9.3%
General Retail	£981k	-11.6%	£7.52m	-10.4%
Entertainment	£315k	+5.5%	£2.31m	-10.1%
Tourism	£308k	+33.3%	£3.58m	+2.0%
Transport	£301k	-0.4%	£2.31m	-0.1%
Household	£214k	-26.9%	£767k	-56.6%
Consumer Services	£106k	+6.3%	£883k	-12.8%

Vacancy rates

National vacancy rate data is 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	13.8%	6.9%
Q3: Oct 23 - Dec 23	13.9%	7.4%
Q4: Jan 23 - Mar 24	14.0%	8.9%

4. Watford Town Centre data

@WatfordTownCentre digital marketing reports

On 1 July 2023, we were delighted to launch our vibrant new branding and website for *Watford BID Ltd.*

@WatfordTownCentre is our handle for Facebook, Instagram, TikTok, X, Threads and LinkedIn. The rebrand and website is proving to be a big success, as shown by these stats comparing the 1st year of the Watford Town Centre brand, to the 1-year period prior to rebranding:

Social media views / impressions

Social Media Impressions refers to the amount of times a @WatfordTownCentre post has been viewed by a social media user. Total social media impressions:

1 July 2023 - 30 June 2024

1,503,291

Impressions

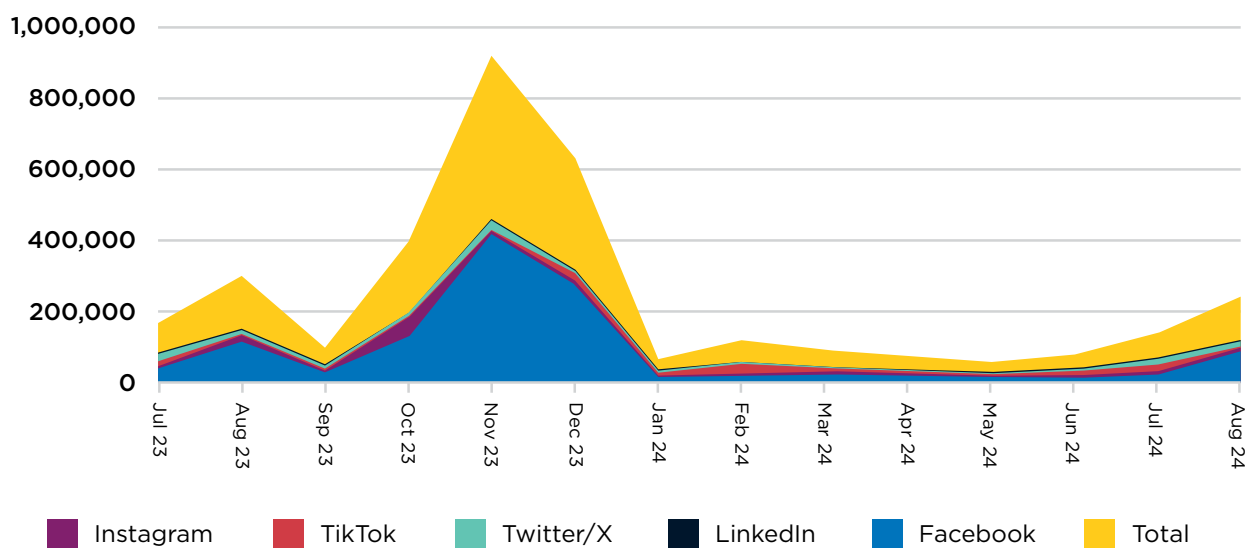
+839,847

1 July 2022 - 30 June 2023

663,444

Increase

+126.6%



We are excited to continue growing the Watford Town Centre brand and website so that we can; help raise awareness of our activities in the town, increase Watford Gift Card sales and showcase the brilliant array of businesses that we possess!

For more social media insights and a full breakdown of our online audience, please contact marketing@watfordtowncentre.com for more information.



@WatfordTownCentre



@WatTownCentre

New social media followers

1 July 2023 – 30 June 2024

2,823

Followers

+931

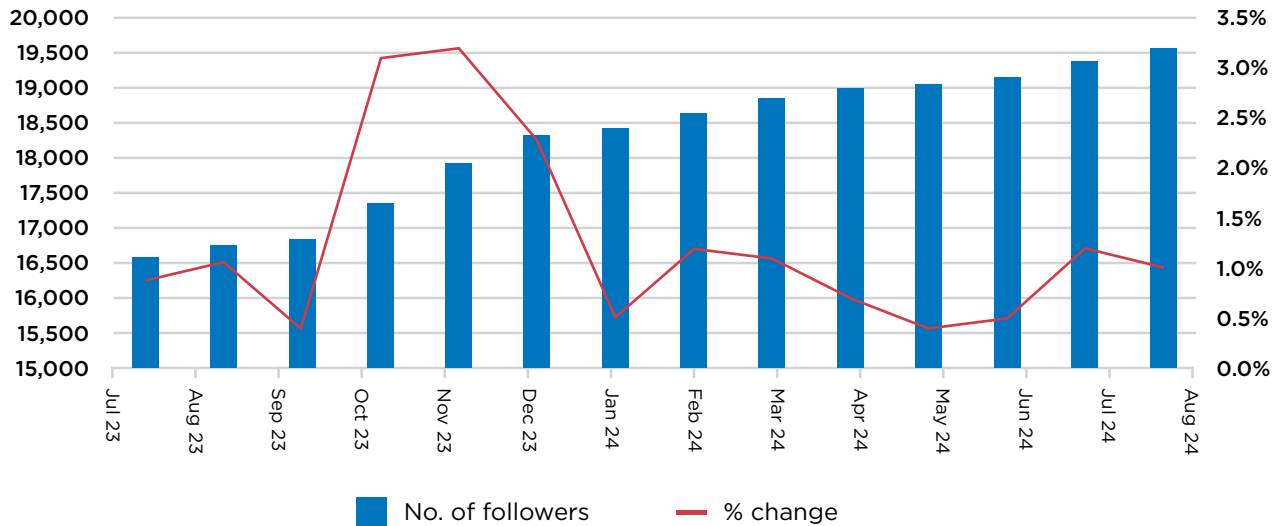
Total social media following increase:

1 July 2022 – 30 June 2023

1,892

Increase

+49.2%



Website visitors

www.watfordtowncentre.com
launched 10 August 2023

10 Aug 2023 – 9 Aug 2024

28,050

Unique visitors

+23,435

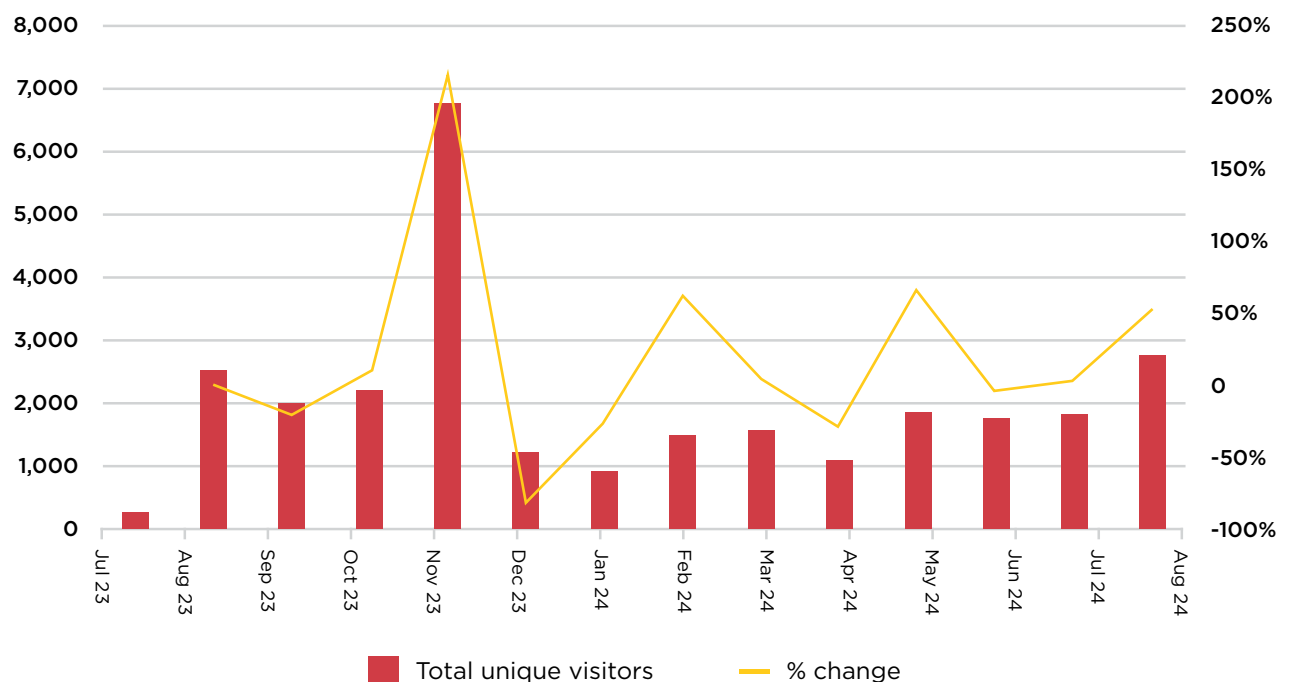
Total unique visitors:

10 Aug 2022 – 9 Aug 2023

4,615

Increase

+507.8%



4. Watford Town Centre data

Watford Gift Card sales

Launched February 2020,
cards purchased via
watfordgiftcard.com

143 businesses accepting the
Watford Gift Card

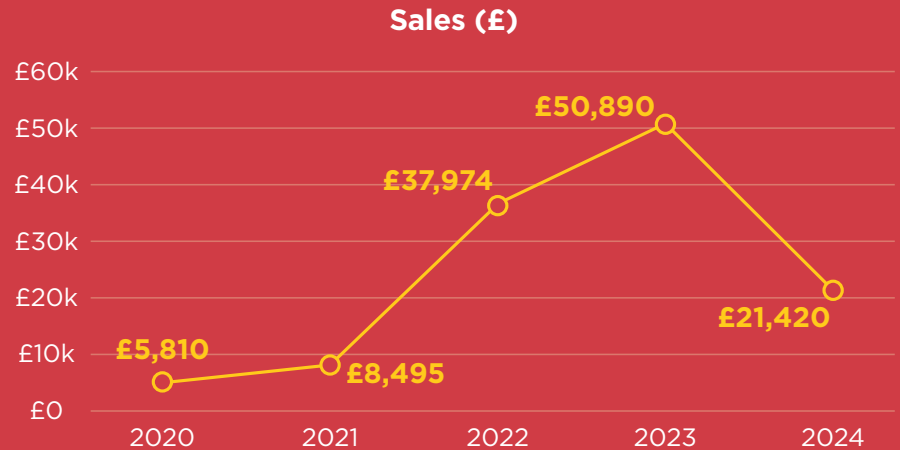
£120,000+ sales to date

New Watford Town Centre Gift
Card design recently introduced

£21,420 sales in 2024
(January - August 2024)

£19,910 sales in 2023
(January - August 2023)

We will be running a Christmas marketing campaign to drive sales over the festive period. We will also have a kiosk in Atria Watford during every weekend throughout December, and on several weekdays in the lead up to Christmas day.



Last year, over 50% of our sales for the year came during November and December, meaning it's a great time to sign up to accept the Watford Gift Card if you haven't already.

Does your business accept the Watford Gift Card?

- "Where to spend" businesses: watfordgiftcard.com
- Costs nothing to onboard, simply arrange a date with our team to swipe/tap your payment machine
- Email enquiries@watfordtowncentre.com



5. Crime & safety

Herts Connected

As you may be aware, Herts Police have replaced OWL (Online Watch Link) with a new community messaging system – Herts Connected – which residents can sign up to through via herts.police.uk, with the platform launched on 1 April 2024.

They will continue to keep residents updated on local, relevant news including crime

prevention advice as they know that being part of a community messaging system helps prevent crime in local neighbourhoods. They hope residents will continue to receive the free, local messages and let them know about the issues they face in their local areas.

Email communications from Herts Connected will come from Neighbourhood Alert, which is

already used by more than 30 Police forces across the country.

Herts Connected will give residents bespoke and more targeted messages based on their choices of what they want to receive messages about, including the Police and Crime Commissioner, Action Fraud and Neighbourhood Watch – not just based on their postcode.

WBAC information

Watford Business Against Crime (WBAC) is a membership scheme, run by Watford Town Centre BID, which aims to reduce retail crime and anti-social behaviour throughout the town.

Benefits of joining:

- Exclusive access to intelligence about, and photos of convicted retail crime and fraud offenders
- Participation in the WBAC Exclusion Order Scheme which sees persistent shop thieves banned from all member stores
- Links to Hertfordshire Police through nominated PCSOs and Police officers who work in Watford Town Centre
- Monthly meetings to share intelligence
- Free signage, stickers and crime prevention material

Email enquiries@watfordtowncentre.com for more information about joining the WBAC membership scheme, rates are reduced for Watford Town Centre BID businesses.

Radio procedure guidelines:

- State what business you are
- Be accurate with your information stating description of suspect, sex, nationality, colour, age, physique, skin, 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

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.police.uk



5. Crime & safety

Reduction in Watford Central crime

More than 1,000 hours of additional police patrols have been carried out in Watford Town Centre, leading to a reduction in crime and anti-social behaviour.

The patrols have taken place as part of Operation Hotspot, an initiative launched by the Police and Crime Commissioner in May to tackle anti-social behaviour and serious violence.

These patrols are being carried out on top of normal daily business patrols, targeting specific areas which have been identified as crime and anti-social behaviour hotspots across the county – including Watford High Street and The Parade.

Since the project's implementation in May, there has been a **15% reduction in crime** and an **18% reduction in anti-social behaviour** across the Watford Central area.

In addition:

- **16 arrests** have been made
- **Two weapons** have been seized
- Anti-social behaviour powers* have been used **159 times**

- Additional 'Shop Watch' radios have been provided to allow local businesses to communicate with police and CCTV operators directly
- New Public Spaces Protection Order signage has been installed for a 'no drinking zone'

Neighbourhood Inspector Dan Jones said: *"Thanks to the additional funding made available under Operation Hotspot, we've been able to conduct extra, targeted patrols as part of our continuing efforts to crackdown on crime and anti-social behaviour in Watford Town Centre."*

"The patrols have proved a real success over the summer, reducing crime and anti-social behaviour, enabling us to make additional arrests on top of daily business and remove weapons from the street. These patrols are continuing."

* Including dispersal orders, Community Protection Warnings/Notices and Public Space Protection Orders.



Your views on crime & safety in Hertfordshire

Hertfordshire businesses are being encouraged to share their views on future policing and crime prevention priorities by the Police and Crime Commissioner, Jonathan Ash-Edwards.

All residents and those who work in the county are invited to shape the PCC's new Police and Crime Plan which sets strategic priorities for Hertfordshire Constabulary on behalf of the public.

Mr Ash-Edwards wants to hear from a wide range of people on their thoughts and experiences on policing and crime in the county.

Businesses can take the survey at <https://bit.ly/Herts/PCCBusiness> or scan the QR code.

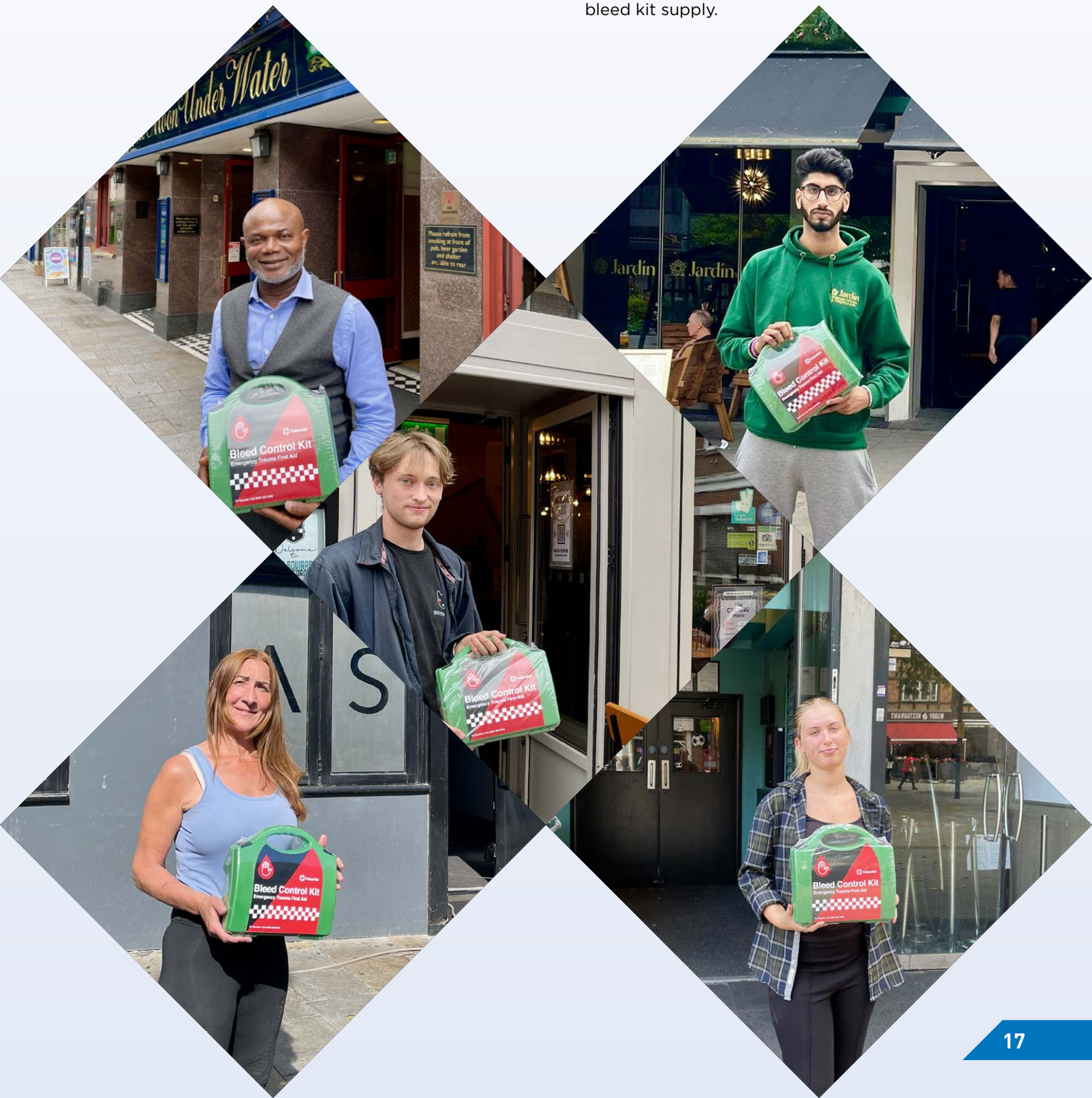


Bleed kits

Watford Town Centre BID has supplied night-time economy (NTE) venues with 'Stop the Bleed Kits', a compact kit designed to handle injuries caused by immediate life-threatening bleeding and bleeding emergencies caused by gunshot wounds, stabbing, or crushing.

These kits will hopefully never need to be used but could potentially save lives in the event of a serious incident in or outside a venue, or as a counter terrorism response.

The Moon Under Water, Thekaa, Jardin, Canvas, Walkabout, The Florist, Mad Squirrel all now have a bleed kit supply.




6. Dates for your diary

Get involved in any of the below by contacting us on enquiries@watfordtowncentre.com – let us know of your Halloween, Diwali, Christmas or any other plans that you'd like for us to promote!

Breakfast with the BID

 **22 October 2024**

 **8:30am - 10:00am**

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

Come along to our office and meet the BID team, learn more about the BID's priorities for 2024 and how we might be able to support your business.


To ensure we can cater for all those able to attend, please RSVP to enquiries@watfordtowncentre.com by Friday 18 October and let us know if you have any dietary requirements.

We look forward to seeing you there.



Halloween market lates

 **1 November 2024**

 **6:00pm - 10:00pm**

 **Watford Market**

Enjoy an evening of spooktacular tricks, treats and scarily good street food. Attendees encouraged to wear fancy dress, so the market can be overcome with ghosts, ghouls and all manner of spooky spirits, feasting on Halloween inspired food and listening to local musicians.

Cassiobury fireworks

 **2 November 2024**

 **6:00pm - 8:30pm**

 **Cassiobury Park**

Fireworks night takes place at Cassiobury Park on Saturday 2 November and is organised annually by Watford Borough Council. It is Hertfordshire's largest FREE fireworks display and generates a crowd of thousands in and around the Watford Town Centre area.

Vibe 107.6FM will be keeping the crowds entertained on stage from 6pm with live music from Pat and the Butchers with the spectacular fireworks display starting at 7.30pm.



Watford Town Centre Trick or Treat Week

Watford Town Centre BID have organised a first-ever “Trick or Treat Week” Halloween campaign to encourage footfall and spend in our town. Please send in any Halloween promotions, events or articles to marketing@watfordtowncentre.com and we’ll be sure to include it on our website and socials during spooky season!

Trick or Treat Week details are found below, we’d love to have you and your family in attendance for this brand-new campaign:

TRICK or Treat Show

📅 **26 October 2024**

🕒 **4:30pm – 6:00pm**

📍 **The Parade event space
(by the pond)**

Suitable for all ages

TRICK yourself into an enchanting evening of thrills, frights and fire.

Watford Town Centre presents a brand-new showcase event with the spooktacular **TRICK or Treat Show** coming this Halloween season on The Parade.

Bring your friends and family along and be prepared for an evening of **FREE** street performances and live

entertainment including Halloween themed performances, fancy dress prizes, scary characters and a phenomenal fire-breathing act.

Rock up in your best Halloween costume for the chance to win Watford Gift Cards, and make sure to book yourself in for post-show food & drink at one of Watford Town Centre’s restaurants, pubs & bars.

Trick or TREAT Trail

📅 **Monday 28 October –
Friday 1 November**

🕒 **10:00am – 4:00pm**

📍 **Watford High Street
and The Parade**

*Suitable for families
with young children*

TREAT the family to some half-term Halloween fun with a trail around Watford Town Centre!

Watford Town Centre presents a brand-new **Trick or TREAT trail** where the little ones in the family can explore our town for inflatable pumpkins in order to win sweets and be in with the chance of winning a £100 Watford Gift Card!

Our trail is completely **FREE** to attend, simply wander through Watford High Street and The Parade in search of the large inflatable pumpkins (see photo above) – they will be displayed in

10 shop windows during half-term week from 28 October – 1 November!

When you find an inflatable pumpkin, simply visit the shop / venue where the pumpkin is displayed and say **“Trick or Treat!”** to a member of the staff to receive your sweet treat. Halloween fancy dress is encouraged!

There’s also the chance to **win a £100 Watford Gift Card** for participating! Head to watfordtowncentre.com for all the spooktacular details.

6. Dates for your diary

Watford Town Centre Winterfest

📅 23 November 2024 ⌚ 2:00pm – 6:00pm 📍 The Parade

4:00pm – 4:30pm: Winterfest Parade from McDonald's up to the pond

4:30pm: Christmas lights switch-on

Our big event of the year is back for its 2nd edition – Winterfest is a wonderful **FREE** event to begin the Christmas period including funfair rides, festive activities, food & drink stalls, a high street parade and live entertainment.

Watford Town Centre Winterfest predominantly takes place on The Parade, which will be filled with activities suited for all ages including funfair rides, a community feel and a fun Christmas vibe. As well as an extended **Watford market**, we will also have additional food, drink and community stalls, and some special **live performances**.

One of the main features of the day will be the **Winterfest parade**, which will begin at 4pm outside of Metro Bank and McDonald's on the lower high street. The festive parade will include a marching band, **costume characters**, local community groups plus more special guests. The Winterfest parade will last around 30 minutes and will move all the way up to the pond area on The Parade.

As well as organising Winterfest, Watford Town Centre BID has once again funded the town's stunning **LED Christmas light installations** for the sixth

year running, with thanks to a contribution from Watford Borough Council. The festive LED twinkly lights provide a wonderful backdrop for all Watford Town Centre users, and they will complement Atria Watford's beautiful displays. The town's festive installations will light up Winterfest at the conclusion of the parade (at around 4:30pm) and remain lit until January 2025.

There may be scope for BID businesses to have a stall at Winterfest, please express your interest to the BID team by Friday 18 October if you're interested in trading or promoting your business at this event.



@WatfordTownCentre



@WatTownCentre



Watford Town Centre BID

Keep in touch

Send your contact details to enquiries@watfordtowncentre.com to subscribe to our e-updates and receive important information for Watford Town Centre businesses.