



As Ever...
**Stronger
Together**

Business Plan 2024-2029





“ I have believed in The Hinckley Town Centre Partnership - Hinckley BID, since the beginning of the journey, before being voted in by the town businesses. I believe in it so passionately as it is the only way for businesses to be 'masters of their own destiny'. They have input into decision making and influencing that they would not otherwise have. My view is that the benefits to business have only been strengthened as time has gone by.

HTCP BID Directors and Staff are able to co-operate/work with the Authorities for the benefit of the Town, for the wellbeing of Businesses in the Town, and with the diverse events such as The Soap Box Derby, Motor Shows, Summer of Fun, etc. to bring unbelievable happiness and joy to residents of all ages.

There is a respect and co-operation between Directors, Staff and HBBC featuring strongly to bring the events to fruition which is wonderful to see in a town, on event days, buzzing with excitement.

”

Rosemary Wright BEM, Antoinette Designs



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From the Chair...

I feel privileged once again to be asked as Chair to introduce the Business Plan for our next term. These last few years have represented a time of great uncertainty for high streets and one that is unparalleled in my lifetime. It also has shown the tenacity and courage of many organisations including our businesses to work together to overcome and get back to a level of 'normality'.

So, despite everything that COVID could throw at us, you will read in the Business Plan that unlike many other BIDs, which closed during the pandemic, Hinckley BID remained open throughout, doing everything possible to ensure that our BID businesses received all the financial support on offer from the Government as well as any other advice and assistance. Likewise, we were ready with a marketing campaign for when the lockdown restrictions were eased or lifted. The footfall figures for Hinckley have been ahead of other East Midlands towns as a testament to this.

Although we have lost a few town centre businesses over the past years, Hinckley BID has also welcomed over 100 new businesses during that period, and even more are opening as I write this.

As the first BID in Leicestershire, Hinckley's success was soon noted by others and Loughborough, Melton Mowbray, Ashby de la Zouch and Leicester City Centre all followed suit, with Nuneaton coming early next year.

The crowd pulling and free-of-charge events that Hinckley BID organises does so much to showcase our town centre. As an example, Hinckley BID's 12th Annual Soap Box Derby brought record crowds and many businesses that opened reported near-record takings. Many visitors were heard to say 'we must come back into Hinckley; we didn't realise it has all these great shops and services'.

After 15 years, we do hope that you feel that Hinckley BID has done and is doing what it promises. It is now time to ask for your trust and vote to continue into a 4th term. If you do vote YES, both myself and my Board colleagues who work voluntarily and are unpaid, can assure you that we will listen to all your requests and seek to achieve even more.



This business plan will show you that we will continue to do the things we do best and for which you have given us a mandate time and time again.

We will also ensure we are in the best position possible as we respond to the changing nature of the high street. We do this by being flexible and adapting our work and we will also redouble our lobbying and advocacy efforts to ensure that our member businesses' interests are well represented.

**Vote YES in the ballot between:
17 October and 16 November 2023**

**Ian Daniels – Chair
Hinckley Town Centre Partnership**

What is a Business Improvement District (BID)?

A Business Improvement District or BID is an arrangement whereby businesses collaborate to decide what services and improvements (in addition to those already provided) they wish to make in their location, how they are going to manage and deliver those improvements, and what they are prepared to pay to make them happen. This information forms a business plan that will be voted upon by all prospective levy payers. If the majority vote YES by both number and rateable value, a BID then exists for a maximum of 5 years and must spend the funding raised within the BID area, and in accordance with the agreed business plan. BIDs are governed by an Act of Parliament and must adhere to strict rules. When Hinckley BID first started in 2008 there were 73 BIDs throughout the UK. There are now over 320 in operation.

An Investment in Your Business

Following the recent BID4 Achievements Booklet sent to you, this document aims to both review the success of the Hinckley BID to date and also offer the opportunity to all in the BID area to secure a fourth term for the BID. A chance to invest up to £1 million over the next 5 years to secure the firm foundation we have laid and to build upon it. Together we can continue to improve footfall, increase sales, reduce business costs, and not only sustain the town centre but be aspirational for it and continue to ensure that Hinckley stays ahead of other nearby towns.

Your Money, Your Say

As central and local government funds diminish, many more town centres are deciding to adopt this private sector management model called BIDs, to better implement the wishes and wants of their business community. Hinckley BID is an example of this and is funded by businesses in the area who pay a levy (based upon 1.95% of their rateable value). That money is ring-fenced and can only be spent within the BID area on the ideas agreed and voted upon in the business plan. The levy has nothing to do with normal business rates (those pass straight to the government).

The BID Company

Hinckley BID is managed by the Board of Directors of the Hinckley Town Centre Partnership Ltd, drawn from local large and small businesses in the area as well as other relevant sectors including the Borough Council. It is a private, not for profit, independent company. Any levy payer is eligible to apply to become a member of the BID company. No remuneration is paid to the Board.

The Vote

If you are eligible to pay the levy, you are eligible to vote, so you decide. Of those that vote, if a majority of businesses vote in favour of the BID by number and by total rateable value, the levy will be mandatory on all businesses in the BID area apart from those that are exempt.

What Happens if it is a 'NO' Vote?

If you do not vote 'YES' then Hinckley BID will simply cease to exist from May 2024. All the services, projects and additional funding - along with all the marketing, events and promotional activities, including the new improved Hinckley BID website, Radio-Link and DISC system - will stop immediately at that time.

Key work that will be lost includes...

- Over £900,000 BID levy investment in supporting Town Centre businesses will be lost over the next five years.
- Over 40 days of 'FREE to Attend' events attracting over 100,000 visitors a year.
- Dedicated website including a dedicated page for every BID member with over 10,000 hits per month.
- The continued growth of our Social Media platforms.
- The new anti-shoplifting DISC scheme with over 100 users.
- The Radio-link Scheme with direct links to CCTV and the Police.
- FREE recycling services for all independent businesses which the BID pays the Council for.
- Development and management of our Loyalty Card Scheme with over 11,000 cardholders.
- The Hinckley 'BID-BUZZ' eNewsletter sent to 14,000 homes monthly plus online.
- FREE WiFi in the Town Centre.
- GEO-Sense Footfall Monitors give accurate footfall figures, independently audited.
- Representation on many Council Working Parties to represent Hinckley businesses.
- Actively seeking external grant funding.
- Responding to members of the public seeking help on locating products.

“ I am a firm believer in the Hinckley BID, its support for Hinckley Town Centre and the wider area and the integrity of the team, members and business owners - all united for the love of Hinckley. I am sure a lot of people don't realise how much work the BID does throughout the year, for example responding to every BID member issue as well as setting up events including the Pancake Race, Soap Box Derby, Summer of Fun, and the Motorshow amongst other things. It is great when people of the town and Local Authority all work together for a common goal. ”

**Stuart Elliott – Managing Director
Stuart Plumbing & Heating Supplies**

HINCKLEY BID – STILL DELIVERING

Much of our time and effort is operational and addresses the services you, our BID levy payers want to see delivered, in addition to those the local authority provide. Hinckley BID will have invested almost £3m delivering business initiatives by the end of our third 5-year term. Your BID is having a significant impact on the profile, marketing and management of our Town Centre.

Hinckley BID's fast and detailed response to the challenges of COVID 19 also demonstrated the huge benefits of partnership working.

These advances and benefits will continue along with new projects, but only if businesses vote **'YES'** to renew the BID.



11 GeoSense
Footfall
Monitors

30 'Retail
Radios'
Reporting
direct to
CCTV, the
Police & the
BID office

**Launch of the
DISC anti-theft
campaign**

Refreshed website
Featuring every
BID member, with
10,000 hits
per month

2 Repurposing of
Wayfinder Kiosks
Marketing screens for
our members to
promote their services

11 Contribution to
Town Centre
CCTV
Cameras

**Provision of FREE
WIFI throughout
the town centre**

Distribution of the monthly **HINCKLEY
BIDBUZZ**
eNewsletter to **14,000+** Homes
& Online

MARKETING & PROMOTIONS

Growing
our presence
& engagement
on social media
with over...
6400 on **f** likes &
1200 **i** followers

Developing & managing our

FREE

Loyalty Card Scheme

Now with over **11,000** holders



PRESS EXPOSURE THROUGH
Lutterworth Journal
The Hinckley Times
Leicester Mercury
FOSSE 107
Local Rock Magazine
Borough Bulletin
BBC East Midlands

The Added Value the BID Brings to Hinckley

The BID works collaboratively with other local partners. It is important for businesses to sit around the same table as others who deliver services and seek to positively promote or enhance the Town Centre to maximise the impact and outcomes to the benefit of all. As a result, Hinckley BID has grown to be recognised as a fundamental part of both the current and future of the Town Centre. As such, we can influence and reflect the interest of both BID Members and Visitors.

As an example, the Hinckley BID was key in responding to the challenges of COVID:

- We kept businesses updated with all the Rules and Regulations.
- Created a Click and Collect scheme, widely promoted through the media.
- Sent regular Updates with opportunities such as the Job Support Scheme.
- Helped many to complete their grant applications.
- Helped many to set-up and sell online.
- Developed several events to drive footfall back into town once restrictions were eased/lifted.
- Delivered a major bus shelter poster campaign.
- Provided a list and sent it to all businesses detailing the various Government Departments they may need to contact for further assistance.

EVENTS & VISITOR SERVICES

Over **40** days of
'**FREE to attend**'
events annually

Attracting over **100,000**

THIS INCLUDES:



Maintaining the Radio-Link scheme with strategically placed BID radios which have direct links to both **CCTV & the police.**

Assisting any BID business on a daily basis who may have issues of any kind.

Responding to **170+** emails a day plus phone calls and written correspondence

Introducing the new DISC anti-shoplifting scheme (**100** users signed up already) which is nationally acknowledged to be highly successful in helping to prevent theft of goods from shops and other premises.

This has been very effective in early arrests, tracking down thieves, combatting the theft of goods and preventing antisocial behaviour including those placed with Pubwatch members.

Providing **FREE** recycling for all independent BID businesses by purchasing this service from the Council



Arrange **FREE** seminars and training for BID members, including:

- Social Media
- e-Commerce
- First Aid
- Marketing courses.

Providing an additional **300+** hanging baskets throughout the Town Centre in selected years

Introduced two special additional BID website features:

PREMISES TO LET
& **JOB VACANCIES**



and all BID Members are welcome to give us relevant details for inclusion at any time.



Representing Members proactively on various Groups including:

- The Local Strategic Partnership (LSP)
- LCC's Market Towns Sub-group
- Leicester and Leicestershire Enterprise Partnership (LLEP),
- Town Centre Operations, Car Parks, Markets, Crime, Public Realm & Road Schemes
- CCTV, Tourism, National Railfreight Interchange proposal
- Hinckley Town Centre Public Realm Scheme
- The Heritage Action Zone & others

BUSINESS SUPPORT



**FREE
EVENTS**

Listening To You

We have kept our ear to the ground, listened and carefully considered your thoughts and wants for the new term. In addition to our usual newsletters and daily contact with businesses we have undertaken specific consultation and engagement regarding renewing the BID that has included:

JUNE 2023

Hinckley Town Centre Partnership Ltd Board Meeting begins renewal programme with an Impact Assessment of the BID work.

AUGUST 2023

Achievements Newsletter & Survey sent to all BID Levy Payers.

SEPTEMBER 2023

BID Business Workshop for Levy Payers.

OCTOBER 2023

Business Plan sent to all BID Levy Payers.

OVER 95% £

stated they found HINCKLEY BID **'GOOD VALUE FOR MONEY'**



OVER 95%
said they would vote
Yes



What Will a 'YES' Vote Mean for Hinckley?

A renewal of the Hinckley BID for a further five years will mean:

- £900,000 of investment for Hinckley Town Centre.
- 400+ businesses will continue to be supported by the BID.
- The continuation of the existing popular projects and services.
- Your opportunity to suggest new projects and raise any issues affecting our Town Centre
- Introduction of new projects to drive footfall into Hinckley Town Centre.

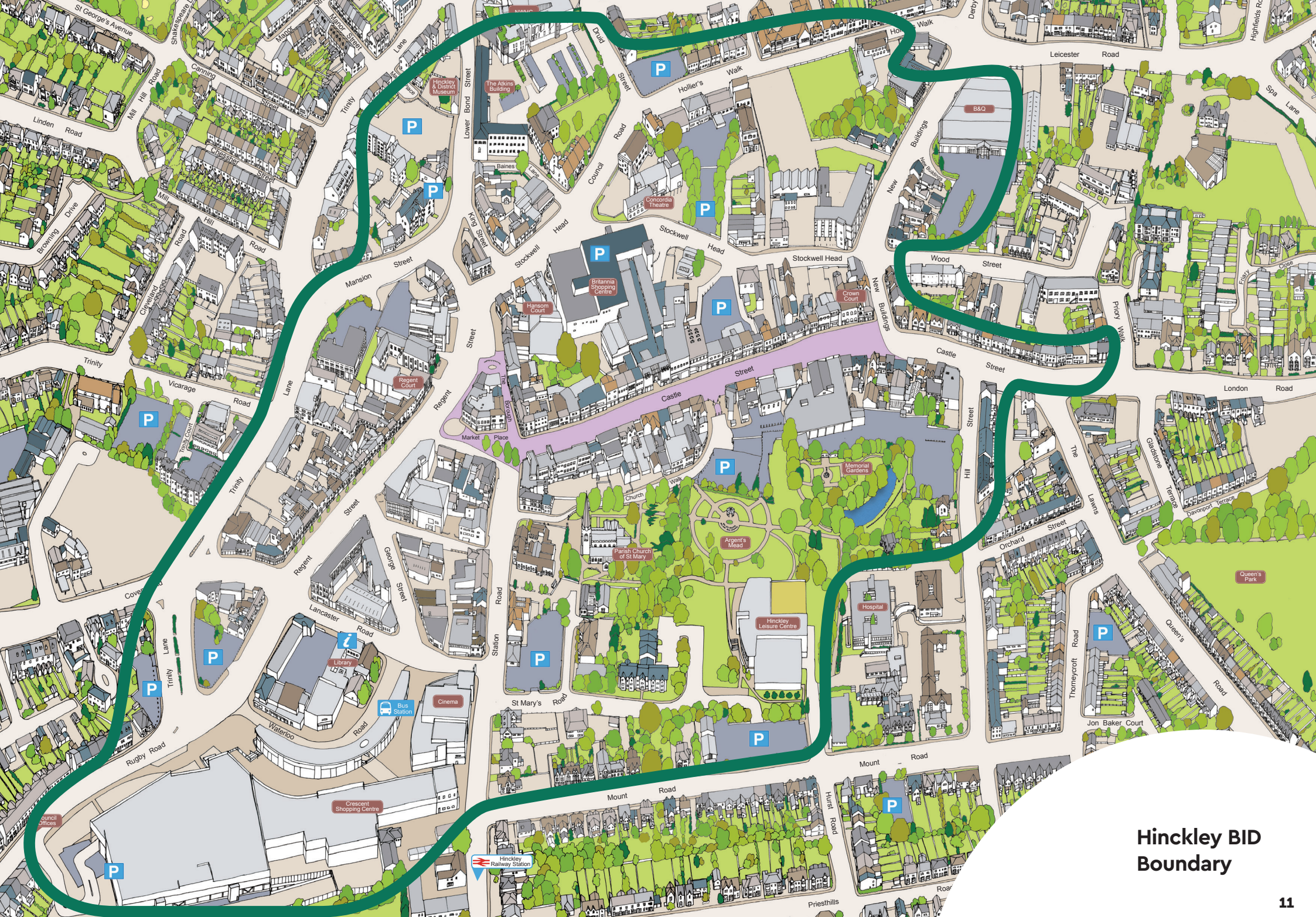
The Next Five Years...

You have told us so far that you want Hinckley BID to continue to focus on what we do best in terms of Digital High Street, Marketing & Promotion, Events and Business Support work. Beyond that you want us to redouble our efforts keep attracting people and reducing costs in light of the 'cost of living' crisis and its effect on consumer and business confidence. At all times our work will be reviewed by our staff and Board, and we will also respond to the prevailing circumstances whether those be pandemic or economic in nature.

The BID Area

The map opposite shows the Hinckley BID 4 area, all businesses on the streets (part & whole) shown and listed are included in the BID. If you are unsure as to whether you are included and therefore will be liable for the BID levy, please contact one of the team.

Blockley's Yard	Hansom Court	Regent Court
Brunel Road	Hill Street	Regent Street
Britannia Centre	Holliers Walk	Rugby Road
Castle Street	King Street	St. Marys Road
Church Walk	Lancaster Road	Station Road
Coventry Road	Lower Bond Street	Stockwell Head
Council Road	Market Place	The Borough
Crown Court	Mansion Street	The Horsefair
Druid Street	Mount Road	Trinity Lane
George Street	New Buildings	The Crescent
		Waterloo Road



**Hinckley BID
Boundary**

The BID Levy

Every eligible business in the BID area will pay the BID levy which is calculated as 1.95% of its premises rateable value. This will not change throughout the duration of the BID term (aside of inflation). This is an amount that is collected annually by Hinckley & Bosworth Borough Council on behalf of the BID Company.

This income is then ring-fenced and used to fund the projects outlined in this business plan.

Voluntary Contributors

Businesses with a rateable value of under £2,000 will be formally exempt from paying the BID levy but can join voluntarily. A voluntary contribution will entitle a business to benefit from all the projects and services outlined in this business plan as well as full rights as a company member.

Businesses outside of the BID area can also join, as long as they do not compete with any BID business. They will only be entitled to selected BID services/projects at the discretion of the Board.



BID Budget Forecast 2024 – 2029

The proposed budget for the new term is set out below.

Year 1	Year 2	Year 3	Year 4	Year 5	5 Year Totals
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Income						
BID Levy (1.95%)	£170,000	£170,000	£170,000	£170,000	£170,000	£850,000
Additional Income	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
Total Income	£180,000	£180,000	£180,000	£180,000	£180,000	£900,000

Expenditure: Projects & Services						
Marketing & Promotion	£20,000	£20,000	£20,000	£20,000	£20,000	£100,000
Events & Visitor Services	£40,000	£40,000	£40,000	£40,000	£40,000	£200,000
Business Support	£35,000	£35,000	£35,000	£35,000	£35,000	£175,000
Digital High Street	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
Management Costs	£65,000	£65,000	£65,000	£65,000	£65,000	£325,000
Contingency	£6,000	£6,000	£6,000	£6,000	£6,000	£30,000
Total Expenditure	£180,000	£180,000	£180,000	£180,000	£180,000	£900,000

Additional Income The BID Company has raised additional income in previous terms and will of course continue to pursue income from sources external to the BID Levy. This additional income could be generated through the following means:

- Contract services
- Grant opportunities
- Voluntary contributions
- Sponsorship opportunities
- Income generation activities.

BID Governance and Management

Hinckley Town Centre Partnership Ltd is a private sector led, not-for-profit company and has, for the past 15 years, been governed by a Board comprising of BID levy payers or equivalent voluntary financial contributors, together with other key stakeholders.

Board positions are unpaid and voluntary and include a mix of all sectors of business that operate within the BID area as well as the necessary skills required to navigate the BID through its fourth term.

One of the Directors will be voted in as Chair.

There will be regular updates via newsletters and e-bulletins. An annual report and accounts will be produced at the end of each year and made available to members.

It will be a requirement that Board Members have all the necessary skills and knowledge to successfully drive the operational side of the Hinckley BID. Levy funds will be strictly monitored by the Board and its external accountants.

The BID will continue to work in partnership with Hinckley & Bosworth Borough Council and other business and interest groups, to deliver this business plan and agreed services. The BID will not replace the existence or services of any of these organisations.

If successful at renewal ballot the new term will commence on 01 May 2024. It will run for five years and will then be required to seek renewal through a new ballot.

In addition to the Directors, invitees to the regular BID Meetings represent:

- **Retailers**
- **Professional Services**
- **Property Owners**
- **Entertainment & Leisure**
- **Food & Drink**
- **Local Authority**
- **County Council**
- **Churches Together**





Hinckley Town Centre Partnership Ltd Board

The current Board has been involved in the development of the Hinckley BID alongside the Hinckley BID team. It comprises of:

Ian Daniels - Director, Chair
Gary Bird - Apollo Carpets, Co-Vice Chair
Rosemary Wright - Antoinette Designs, Co-Vice Chair
Bill Cullen - HBBC, Chief Exec
Rev. Malcolm Clarke - Churches Together
Stuart Elliott - Simply Bathrooms
Dawn Glenville - HBBC Councillor & F. Hinds Jewellers
Colin Fyfe - Hinckley & Rugby Building Society, CEO
Gayner Johnson - Johnsons
Paul Moss - Holiday Lounge
Judy Peatfield - Concordia Theatre
Kevin Thompson - Kase Hotel
Steve Wegerif - Hinckley BID
Amanda Wright-Kluger - LCC Councillor

Staff Team

Steve Wegerif - BID Director
HTCP Ltd Company Secretary
Martina Smullen - Assistant BID Manager
Toni Scott - Events Manager
Hannah O'Dell - Events Support & BID Administration

“In these challenging times, Hinckley BID continues to give vital support to the town and beyond. Playing a key role in encouraging footfall and with the strong team we have in place we believe our future looks brighter.”

Judy Peatfield – Publicity Officer & HCA Trustee, Concordia Theatre

Frequently Asked Questions

The BID has been running for 15 years, why can't it just continue?

BIDs last for a maximum of 5 years. Once that term is over the BID is required to review its projects, produce a new Business Plan stating its objectives for the next 5 years and this plan is then voted on by BID businesses that will be required to pay the levy. This is known as a Renewal Ballot.

Is this just another tax and will it substitute those services that public agencies are responsible for providing?

A BID cannot replace or substitute local authority statutory services i.e. those covered by your business rates. These include; a level of street cleansing and maintenance, highways and roads and emergency services. Hinckley BID can choose to enhance and add to these services using BID levy income (such as free recycling for independent businesses), which it currently does.

Hinckley and Bosworth Borough Council & Leicestershire County Council have provided baseline statements as part of the BID renewal for both its statutory and discretionary services. These can be viewed on request.

How much will I pay?

On behalf of Hinckley BID, Hinckley and Bosworth Borough Council will collect a levy from each BID business that will be transferred to the BID Company and used to implement the projects laid out in this plan. This is collected annually and may be paid in equal instalments over the first 4 months.

My business is not a part of the Hinckley BID – can I still be a part of the BID?

Subject to the BID's rules, any businesses that are formally exempt from paying the BID levy can contribute voluntarily. If you join the BID in this way, you have exactly the same rights to the governance and management of the company as any other business. To discuss voluntary contributions please contact the BID Team using the contact details on the last page.

When will the 4th term projects begin to be delivered?

The third term of the BID is due to end on 30th April 2024. The fourth term will then start to be rolled-out from 1st May 2024 and levy bills will be issued. If the renewal ballot is unsuccessful, all BID services will be stopped as of 30th April 2024 at the latest.



“

The Hinckley BID team add significant value to the ongoing sustainability and vibrancy of the town centre. Representing over 400 local businesses it brings the voice of business to the heart of its plans for attracting shoppers to the town. There continues to be a fantastic partnership with HBBC that continues to blossom for the benefit of this award winning Market Town.

”

Bill Cullen – CEO, Hinckley & Bosworth Borough Council



**Vote
YES**

Hinckley BID Levy Rules & Ballot

Levy Rules

- The BID Regulations of 2004, approved by the Government, sets out the legal framework within which BIDs have to operate, including the way in which the levy is charged and collected, and how the ballot is conducted.
- The term of the Hinckley BID will be for a period of five years.
- Inflation to the BID levy will be applied based on the Consumer Price Index (CPI) at the beginning of each BID year.
- VAT will not be charged on the BID levy.
- The BID levy will be applied to all eligible business ratepayers within the defined area of the Hinckley BID with a rateable value of £2,000 or more.
- The following exemptions to the BID Levy apply.
 - » Those with a rateable value of less than £2,000.
 - » Non-retail charities with no paid staff, trading income arm or facilities.
- The levy will be a fixed rate of 1.95% based on the rateable value per hereditament as at 1st May each year using the most current Non-Domestic Ratings list. It will be updated for any changes in ratepayer appeals, additions, or removals.
- The Levy rate is capped at £15,000 for rateable values of £1m or more.
- The BID levy will be paid by any new ratepayer occupying any existing hereditaments (a business rated property) within the BID area.
- New hereditaments will be charged from the point of occupation based on the rateable value at the time it enters the rating list, even though they did not vote on the initial proposal.
- If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated daily.
- Empty properties, those undergoing refurbishment or being demolished will be liable for the BID levy via the registered business ratepayer with no void period.
- The BID levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemptions, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988.
- The BID Company will operate a 'closed year system'. In cases of revaluations/ backdating of business rates for premises, the BID Levy payments will not be backdated and/or refunds provided
- Under the BID Regulations 2004, Hinckley & Bosworth Borough Council is the only organisation that can collect the levy on behalf of the BID Company.
- The levy income will be kept in a separate ring-fenced account.
- Collection and enforcement arrangements will be similar to those for the collection and enforcement of non-domestic business rates with the BID Company responsible for any debt write-off. The BID area and the levy rate cannot be altered without a further ballot.
- The BID projects, costs and timescales can be altered subject to Board approval providing the changes fall within the income and overall objectives of the BID.
- The levy rate or boundary area cannot be increased without a full alteration ballot. However, if the BID Company wishes to decrease the levy rate or change those BID Levy rules that they can, during this term, it will do so through a consultation, which will, as a minimum, require it to write to all existing BID levy payers. If more than 25% object in writing, then the proposed course of action or changes will not proceed.
- The BID Board will meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company.
- The Board will produce a set of annual accounts available to all members.

BID Ballot

- All eligible businesses have the opportunity to vote.
- The ballot will be conducted through an independent, confidential postal vote by Civica Election Services, on behalf of Hinckley & Bosworth Borough Council, which is the responsible body as determined by the BID legislation.

- Each eligible business ratepayer will have one vote in respect of each hereditament within the BID area, provided they are listed on the National Non-Domestic Rates List for the defined area as provided by Hinckley & Bosworth Borough Council. Organisations occupying more than one hereditament will have more than one vote.
- A proxy vote is available and details will be sent out by the Returning Officer at Hinckley & Bosworth Borough Council.
- Ballot papers will be sent out to the appropriate person/organisation on 17th October 2023, to be returned no later than 5pm on 16th November 2023.
- For the BID to go ahead, two conditions must be met:
 - » More than 50% of businesses that vote must vote in favour.
 - » Of the businesses that vote, the 'yes' votes must represent more than 50% of the total rateable value of all votes cast.

The results of the ballot will be declared on 17th November 2023.

Measuring Results

Throughout its three terms, Hinckley BID has kept BID businesses updated with all BID activity on an annual basis through an end of year report, newsletters, details on the Hinckley BID website, face-to-face meetings and surveys.

You as a business will be kept up to date on all the projects that the BID will implement in its fourth term to demonstrate to you that it is delivering against its objectives. The Board will set the key performance indicators (KPIs) and criteria upon which to measure the BID's performance. Examples of the criteria the BID will use include:

- Footfall Figures
- Vacancy Levels
- New Business Activity
- Annual Surveys
- Business Feedback
- Consumer Feedback
- GEO-sense Findings
- Monitor Spend Figures
- Media Coverage
- Website/Social Media Interactions
- National Comparisons

Next Steps

- October 2023 - Final Business Plan mailed to all eligible businesses in the BID area.
- 17 October 2023 – Postal Ballot opens.
- 16 November 2023 – Postal Ballot closes.
- 17 November 2023 – Declaration of results.



Get in Touch

Thank you for your support and time. If you would like further information or have any queries, please contact:

Steve Wegerif

BID Manager & HTCP Director

@ steve@hinckleybid.co.uk

☎ 01455 698494 (T) / 07709 394841 (M)

Martina Smullen

BID Assistant Manager

@ martina@hinckleybid.co.uk

☎ 01455 698494 (T)

www.hinckleybid.co.uk

“ I believe in Hinckley BID. I believe in the integrity of the staff, and the intention of the team of Directors to work together for the betterment of Hinckley and its Town Centre, to the benefit of all who work and live herein.

”
**Reverend Malcolm Clarke,
Churches Together**

