



## Press Information

### **E Romford BID Presents Five Year Vision to Romford Stakeholders**

Romford BID invited several town stakeholders to a presentation of their business plan for the next five-years on Tuesday 28th March at Atik Nightclub in the town centre. Attendees included BID business levy payers, Town Councillors, Shopping Centre Managers, Police Sergeants and more. In May 2023, The BID will be asking businesses to reaffirm their commitment to the BID, and further improve Romford through a vote to deliver a second five-year term.

On the night Romford BID Director, Julie Frost, talked through the successes the BID has achieved over the last five years including the delivery of a diverse, comprehensive, and award-winning programme of activity to help revitalise and regenerate Romford. This includes promoting the town to visitors, creating a welcoming experience, delivering a full calendar of events and attractions, sponsoring local initiatives and awards, encouraging greater investment, setting up environmental initiatives, creating a street ambassador programme and helping implement long-term solutions to reduce crime.

Their second five-year term will see the BID building on the strong foundations established over the past five years. They will work to provide leadership and representation to champion business within the town and ensure a strong voice on the issues that matter most. They will schedule diverse and vibrant events, both large and small, to drive footfall and encourage people into the town. In the next few months some incredible events will be coming to the town including the King's Coronation celebrations in May and Celebrate The Street in July.

The BID will continue to work with various agencies to make improvements to the safety and security of the BID area including investment in the Crime Reduction App, providing daytime security teams, and bringing extra lighting to the town. They will promote Romford using innovative and creative means to improve its profile as a destination including PR, radio, press, outdoor and digital marketing campaigns. The BID will also continue to improve the look and feel of Romford through green space, floral displays, and installations, whilst improving recycling services and air quality for all.

Cllr Graham Williamson, Cabinet Lead for Development & Regeneration said,

*"The BID is a vital part of the Town Centre. They are the eyes and ears of local businesses as well as its voice. They are also at the forefront of promoting and attracting customers to support the Romford business community. A valuable resource for Romford!"*

Julie Frost, Romford BID Director said,

*"Wanting to see Romford as a welcoming, thriving, exciting and distinct destination is not just a professional duty, it is of significant personal interest. Romford has an incredibly diverse community, and my aim is to continue to promote a deeper appreciation of all cultures and traditions among people from all walks of life within the town."*

Julie continued,

*"It is a truly great place to live, work and be. But I also believe it still has so much more to give. As discussed on Tuesday much has already been delivered, but there is still so much*



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*work to do. It is my great hope that the businesses pledge their support for renewal and join me in driving forward our vision for this wonderful place."*

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**For more information, please contact Sarah Gregory on 07725 041862**