



Press Information

For immediate release

Romford BID Is Re-elected for A Further Five Years

Romford Business Improvement District (BID) is thrilled to announce that it has just been re-elected for a further five-year term. An incredible 65% of local votes were cast in favour of retaining the BID and investing in the future of Romford.

The BID represents 404 businesses within Romford and is funded through levies paid by these businesses. Over the last five years they have achieved incredible results, including increasing the town's profile, driving footfall to the town, helping reduce anti-social behaviour, tackling environmental issues, holding innovative events, and improving the overall experience of people visiting the town. They've won London in Bloom twice, installed iconic Christmas decorations, sponsored vital community organisations, and helped raise over £40,000 for the 'Give A Child A Christmas' Time FM campaign.

Following this positive vote, the BID's second five-year term will begin in September this year. Their second term will see the BID building on the strong foundations established over the past five years. They will work hard to provide leadership and representation to champion business within the town and ensure a strong voice on the issues that matter. They will enhance the town centre to become more inclusive and modern, reflecting the strengths, characteristics, and heritage of Romford. In the next few months some incredible events will be coming to the town including 'Celebrate The Street' in July, which will celebrate the streets of Romford with a spectacular weekend of free live music, dance performances, roaming entertainers, a children's circus, craft workshops, fair rides, Carnival processions and more.

Moving forwards 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.



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Julie Frost, Romford BID Director said, *“Waiting for this result has been one of the most nerve-racking periods of my life. I am Romford born and bred and I have put everything into raising the profile of the town, celebrating its diversity, and making it a more beautiful and welcoming place to visit. We have achieved remarkable things in the last five years but there is still so much I want to do so I am ecstatic with this result and grateful for all the levy payers’ positive votes. I will also work tirelessly over the next five years to ensure all those that didn’t vote realise how essential we are to the town and to appreciate we are creating real change for future generations.”*



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For more information, please contact Sarah Gregory on 07725 041862