

ROMFORD BID

Working Together

A YEAR IN REVIEW



Forward

I can't quite believe it's nearly the end of 2023, but what an incredible year it's been.

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 and to make Romford a desirable destination for people to visit. We have achieved remarkable things in the last five years, including outstanding award wins, but there is still so much I want to do so I am ecstatic with May's ballot result and thank you again for all your positive votes – the best Christmas wish I could've hoped for!

I hope everyone enjoys their festive break and can take a well-earned rest, and I look forward to working with you all even more closely in 2024, to achieve even greater success for the town. Afterall, proudly we say, WE ARE ROMFORD.

Julie Frost, BID Director





Romford Awarded Silver Gilt in RHS Britain in Bloom Awards

We were delighted to be awarded a Silver Gilt in the 2023 RHS Britain in Bloom Awards. The winners were announced at the awards ceremony in London on Monday 23rd October. This is an extraordinary accolade for Romford given this is the UK's largest community gardening competition. Romford were awarded a Silver Gilt in the BIDS, Town Centres & City Centres category and was up against Darlington Council and Harrogate BID. Romford BID won over the judges in July when they escorted them around the town and showed them how floral and wildlife creations installed throughout Romford have greatly revitalised and enhanced the town. This year's win follows Romford BID's past successes in the London in Bloom Awards. In 2022 Romford won two coveted awards - the first award came in the "Business Improvement District of the Year" category and not only did the BID receive GOLD they were category winners. The second award came in the "Living Wall" category and saw Romford BID recognised with a silver gilt and were category winners.



Halloween is a Thrilling Success

We were really pleased with how well our Halloween events went in October. We had frightfully brilliant stilt walkers mingling with visitors to the town, face painters transforming shoppers' faces, spooky selfie stations, sweet treats handed out and free Halloween inspired fairground rides on South Street and the Market Place for people to enjoy.

Here is a snapshot of Saturday 28th October. We'd love to hear your thoughts on the day's events too – just email julie@romfordbid.co.uk



Our Biggest Christmas Yet!

We'll be holding our greatest Christmas event to date with four consecutive weekends of festive fun, starting on Saturday 25th November and ending on Sunday 17th December. They'll be Christmas characters galore enchanting shoppers including Cinderella and Prince Charming characters, Elsa and Anna characters from Frozen and Nutcracker character performances, plus festive stilt walkers adding to the fun. In anticipation of one of the biggest movies of the year, on Sunday 10th December we've arranged for Willy Wonka characters and stilt walkers to roam the town. Santa's Reindeer will also be popping to the town on two separate occasions in December.

To make everyone feel even more festive, we have arranged for magical snow experiences to take place at different locations in the town on select dates between 2nd December to 24th December. This is a first for the town and will create very memorable experiences for shoppers. Harold Hill Craft will be bringing master glass maker, Jon Lewis, to Romford Market and we've also arranged for several community choir and dance performances to take place across the town over the festive season. There will also be a giant wreath installed outside Tollgate House from 23rd November for the ultimate Christmas selfie and free fairground rides will also be available by Tollgate House and along South Street from 16th to 24th December.

Romford BID Announces Support for 'Give a Child a Christmas' Appeal

We're pleased to announce that we'll once again be supporting Time FM's annual 'Give a Child a Christmas' campaign, which gifts donated toys and presents to under-privileged children across Havering, Barking and Dagenham and Redbridge. All toys and gifts will be distributed to those in need via charities such as Women's Aid, Salvation Army, Peabody Trust, Havering Social Services, Queens and King George's Hospitals and many others ahead of Christmas Day. The 2022 Give a Child a Christmas campaign meant that over 3,000 local children received a gift with the funds raised – an incredible achievement and testament to the generosity within the Romford community.

Second Term Launch Event

Thank you to everyone who joined us at our second term launch on Thursday 14th September at Atik Nightclub. It was incredible to reflect on our past achievements and to discuss our objectives for our second term including 'shouting louder' about Romford and promoting the town with innovative and creative means, as well as working in parallel with town centre stakeholders to increase the BID's attractiveness to future inward investment. A follow-up session will be announced in due course.



My Local Bobby and TM Eye Success Rates

My Local Bobby and TM Eye continue to provide a re-assuring presence throughout Romford with regular patrols and proactive management of anti-social behaviour - enabling persistent offenders to be prosecuted.

The results have been astounding, between August – October, My Local Bobby and TM Eye intercepted and prevented 301 thefts and offences. TM Eye alone were able to prevent the theft of goods totalling £7,585.



We'll be Celebrating Chinese New Year in 2024 too!

Following the success of our Chinese New Year event in 2023, on Saturday 10th February 2024 we'll be celebrating Chinese New Year again but in an even BIGGER, CELEBRATORY WAY! We've planned several thrilling performances, including two traditional Chinese lion performances, dragon performer, dolly head performances and show-stopping stilt walkers to entertain visitors to the town.

Please email julie@romfordbid.co.uk if you are planning any Chinese event activity this weekend, which we can help to promote too.



AGM Review

It was great to see so many of you attend our Annual General Meeting on 21 November. Chair Tom Stobbs introduced the session and then Treasurer David Belbin was able to give us an update on the BID's financial position and annual accounts. BID Director Julie Frost then gave an update on all achievements across the last 12 months and then marketing partner, AL Marketing, presented the BID's current creative look and feel and the advertising that has been placed throughout 2023 including train and underground advertising, lamp post banners, hoardings, press and radio advertising, PR and social media. Julie also recapped on the BID's second term objectives. It was a thoroughly informative session.



Meet the BID Director – Julie Frost

Julie would love to meet you to talk through anything detailed in this newsletter and to answer any additional questions you have.

Simply email julie@romfordbid.co.uk to organise a session.