

# Brilliant Berkhamsted



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## What's it all about?

### COMMUNITY

Community Gardeners



Berkhamsted Rotary



BERKHAMSTED CITIZENS

Others too numerous to mention but hugely important to the community

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### BUSINESS

**SHOPS**

**Markets**

**Hospitality**

**Industrial  
Estate**

**Commercial**

**LIBRARY**



# Project Origins and Inspiration

Neighbourhood Plan consultation underlines importance of both community & High Street, - with some caveats.

We were asked what the TC was doing for local business? Times are tough. How could we help?

We visited High Street shops, cafes, pubs, restaurants and asked what they needed. It's clear it's more business. We researched what others were doing.

We talked to Chamber of Commerce, Markets, and community groups.



## Origins and Inspiration

The council agreed, and planned ways to drive business to the town, recognise and appreciate customers, driving home the message that **SUPPORTING LOCAL MATTERS.**

Local spend has direct impact on local economies. Keeps our High Street vibrant. Collaboration key to success.

It's a great place to shop, eat, visit but we need to encourage more to come, from further afield and throughout the year.

Free parking would make a huge difference at least at weekends  
TRING has one hour free at all times.



# 01

# Progress to date

**Agreements** First local businesses signed up to Berkhamsted Signature Card at launch event. Networking and working together valuable. Potential for Citizens to run a summer shop window competition once planters are in place.



# 02

**Pilot** Signature Card scheme initiated with dedicated webpage. Awareness will grow.

Value in networking. Working collaboratively to support local economy. Wider marketing.

# 03

**Framework** FREE to everyone in business in the town including shops, hospitality, professionals, markets, manufacturers and industrial.

**Berkhamsted in Bloom plans a significant positive impact on street scene**



### **Dacorum Borough Council**

Communications team will engage wider audience to publicise what the town has to offer visitors. Lobbying for some free parking & tidying streets.



### **Chamber of Commerce**

Enable networking, joint events and advice and help.



### **Market Stallholders & Vendors**

Gain from promotion. Additional markets including night market and a market every Sunday.



### **Community Groups**

Engage residents, promote inclusivity, and run grassroots activities.  
Interaction: Moderate, building community spirit and feedback.

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# Community Engagement and Ongoing Support

## Engagement Initiatives

Quarterly BTC News magazine. Free advertising for all participating businesses backed by social media presence.

Berkhamsted in Bloom integrated with LOVE LOCAL message improving the aesthetic of the town with vibrant colourful flowers and planting. Meets biodiversity aims and aspirations.

## Feedback and Monitoring

Participation rates, satisfaction scores and comments will be fed back to partners.

## Outcomes and Support Mechanisms

Increased and wider social and other media exposure will increase local spending and general footfall in the town which is of concern given the reduction in numbers of visitors during holiday periods which is not experienced elsewhere. Berkhamsted has much to offer which must be communicated to encourage people to come to the town and stay a bit longer.

## Conclusion: Empowering Berkhamsted's Future

Brilliant Berkhamsted emphasises the importance of community collaboration, strategic partnerships and innovative initiatives.

We are better together. The scheme will evolve but we've made a start, reflecting the power of united community action.

Everyone working in the same direction to broadcast the message that

***'Berkhamsted is Brilliant – come and see'.***