

# HOTTA NEWSLETTER

Issue 003

10th February 2025

## What is HOTTA

**HOTTA (Hemel Old Town Traders Association) was formed in October 2021. We are a small committee who are working on behalf of the wider trading community, to identify and set up a range of initiatives to help improve Hemel Old Town for all.**

### FREE LISTING FOR YOUR BUSINESS

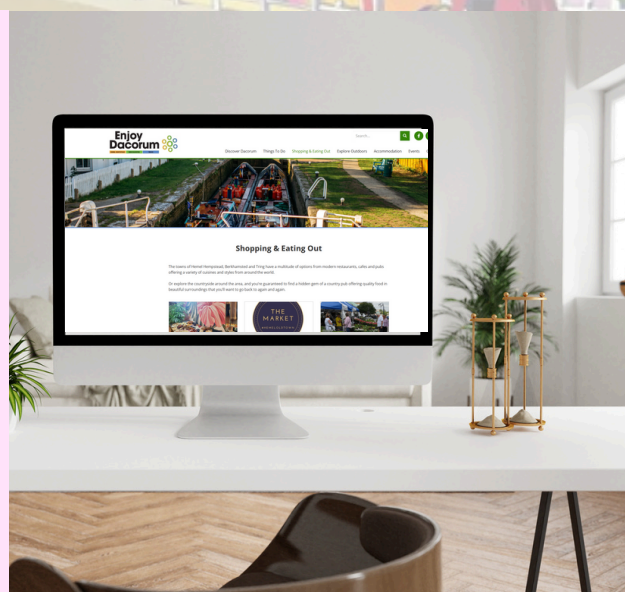
Are you a hospitality business in the Old Town? Take advantage of a free listing on the Enjoy Dacorum website—a tourism platform managed by the Council to showcase local attractions, restaurants, hotels, and events.

Listing your business is simple! Just email [brian@topdecbrush.com](mailto:brian@topdecbrush.com):

- A few images
- Your website link
- Business address
- Contact details (phone & email)
- A short description to promote your business
- We can also feature your events on the website and across Enjoy Dacorum's social media platforms.

Don't miss out—get in touch today!

[www.enjoydacorum.co.uk](http://www.enjoydacorum.co.uk)



### KEEP OUR HIGH STREET LOOKING ITS BEST

"A fresh, welcoming storefront can make all the difference! Whether it's a fresh coat of paint, a tidy window display, or some vibrant planters, small changes help create a High Street that's inviting for everyone. Let's work together to make our local area a place people love to visit, shop, and support. A little effort goes a long way—let's brighten up our businesses and keep our community thriving!"

### SHARE YOUR UPCOMING EVENTS WITH

Do you have an exciting event coming up at your shop? Whether it's a special sale, a product launch, a workshop, or a community gathering, we'd love to help spread the word! HOTTA is updating its website with all the latest local events, and we want to feature yours. By sharing your event with us, you'll reach more customers and help create a thriving local shopping scene.





## HOTTA MEET UP 10th FEB 2025

A huge thank you to all the businesses that attended our last meeting – your input and support are truly appreciated! It's great to see so many local businesses coming together. We're holding another meeting this evening at 6 PM at the Kings Arms, and we'd love to see you all there. It's a great opportunity to catch up, share ideas, and continue working together.

Looking forward to seeing you tonight!



## A WORD FROM THE CHAIRMAN

As we step into another exciting month, I want to take a moment to update you on some of the key developments happening behind the scenes.

Recently, I had a productive meeting with the council, discussing important local issues that affect our community. These conversations are vital in ensuring we continue to push forward in the right direction, addressing concerns and seeking improvements for everyone.

Event planning has been a major focus this month, with exciting activities on the horizon. Whether it's community gatherings, creative projects, or new initiatives, we are working hard to bring fresh energy to the High Street.

Additionally, we're pleased to explore new partnerships and opportunities with DBC, which we believe will open doors for future growth and collaboration. There's plenty to be optimistic about as we move forward.

Wishing you all a fantastic and productive month ahead. Let's keep building together!

Brian Green – HOTTA Chairman

## FACEBOOK PAGE – JOIN UP TODAY

Join the **\*\*Hotta Traders Group\*\*** on Facebook! This group is a valuable resource for retailers, providing real-time updates, the latest information, and a space for open discussions on issues impacting our High Street—like crime, community support, and more. Connect with fellow retailers, share insights, and stay informed on everything that matters to keep your business thriving. Be part of a supportive network dedicated to creating a safer, more vibrant High Street for everyone.

