

HOTTA NEWSLETTER

Issue 004

20th March 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.

RUN THROUGH 10K


Sunday, 18th May

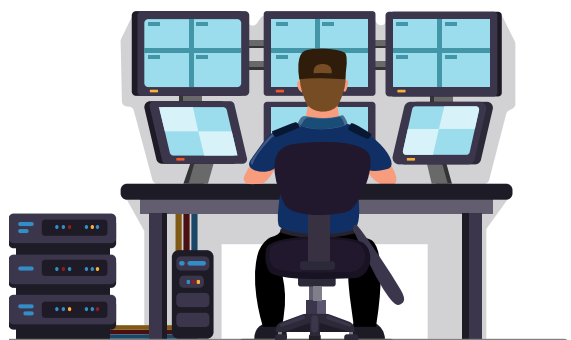
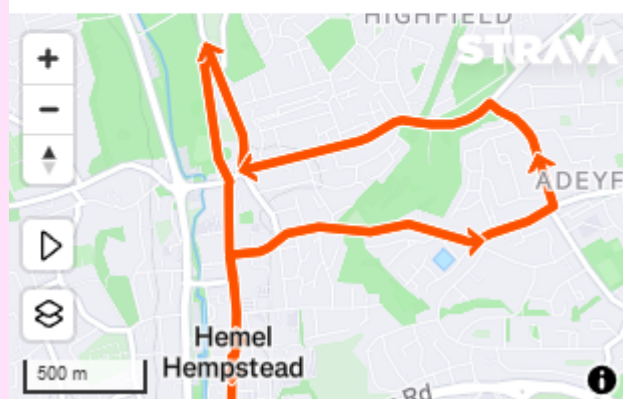
The much-anticipated Run Through 10K is set to take place on Sunday, 18th May, with a growing number of participants already signed up. With a maximum capacity of 1,000 runners. This exciting event is expected to draw plenty of spectators, creating a fantastic opportunity to boost footfall in both the town centre and Old Town.

A highlight of the race will be its route through Hemel Old Town High Street, where organisers are collaborating with the Old Town Market to run a tandem event, ensuring plenty of activity along the High Street.

For more details and to register, visit the official website: <https://www.runthrough.co.uk/event/hemel-hempstead-10k-2025>

Hemel Hempstead 10k | RunThrough

Type	Distance	Elev Gain
	10.2 km	137 m



CCTV ACROSS THE HIGH STREET

"We're pleased to announce that CCTV coverage has been improved across the high street, with four static cameras now in place. These cameras provide surveillance from the start of the high street up to the midway point, ensuring better safety and security for businesses, shoppers, and residents. This upgrade aims to deter crime, provide valuable footage when needed, and create a safer environment for everyone. Your peace of mind is our priority!"

REPORT GRAFFITI IN 2 CLICKS

Help keep our community clean by reporting graffiti quickly and easily through the DBC link on the HOTTA website. Whether you've spotted vandalism on public property, businesses, or residential areas, your report ensures that the right teams are notified for swift removal. By taking a few moments to submit details, you're helping to maintain a welcoming and safe environment for everyone. Visit the HOTTA website today, click the DBC link, and do your part in keeping our spaces graffiti-free!

<https://hotta.co.uk/useful-links>



HOTTA MEET UP 31st March 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 Tea Tree, 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



A WORD FROM THE CHAIRMAN

As we step into sunnier days, we're delighted to welcome the return of warmth, energy, and community spirit. Embracing the sunshine, new opportunities, and the vibrancy of our town. Exciting news—new shops are opening on the High Street! These fantastic additions bring fresh choices and a boost to our local economy. We encourage you to explore, shop local, and support these new ventures. And with great enthusiasm, we welcome back the Markets! A favourite for many, the Markets are set to bring life to our streets once again, offering local produce, unique finds, and a wonderful place to connect. Here's to a season of sunshine, shopping, and community spirit!

Brian Green – HOTTA Chairman



HUQ FOOTFALL DATA – DECLINE

Footfall data from DBC reveals a noticeable decline since 2019, reflecting the broader challenges faced by high streets in recent years. However, December saw a massive surge compared to previous years, indicating renewed consumer interest and festive activity. To help sustain this momentum, HOTTA is working alongside the council to introduce more events and attractions to the high street, aiming to create a vibrant and thriving High Street for businesses and visitors alike.

SHARE YOUR PROMOTIONS



Sends HOTTA your promotions and deals to HOTTA!

These will then be promoted on the HOTTA website

Please email brian@topdecbrush.com with these and they will be added that week



WHATSAPP HOTTA CHAT- JOIN UP TODAY

Join the **Hotta WHATS APP CHAT**

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. message 07557773213 to join

