

HOTTA NEWSLETTER

Issue 009

23rd June 2026

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.

THE CALM AFTER THE STORM ON THE HIGH STREET

After what has felt like a long and challenging few weeks, there is finally a sense of calm returning to the High Street. Emergency utility works forced the closure of the road for two weeks, bringing disruption to businesses, residents and visitors alike. Access restrictions, diversions and ongoing construction activity made day-to-day trading difficult for many independent businesses who rely on regular footfall and passing customers.

The good news is that the essential repairs have now been completed, the road has reopened, and the High Street is beginning to return to normal. While the works were necessary to ensure the long-term reliability of local infrastructure, there is no doubt the closure tested the patience and resilience of everyone affected. It would be great to capture the impact of this to support future planning and challenging of the disruptions. Please share this with Brian at brian@topdecbrush.com



WORLD CUP IS WELL UNDERWAY

The FIFA World Cup 2026 is already building huge global momentum as the biggest World Cup ever, featuring 48 teams and being co-hosted across the USA, Canada and Mexico, with an expanded knockout stage creating even more high-stakes matches and storylines. For businesses, this creates a powerful opportunity to run themed promotions, match-day offers, and "what if" deals that react to live results — for example discounts triggered when a team scores, wins, or qualifies, or limited-time offers tied to key fixtures and knockout rounds. With audiences engaged daily across the tournament, it's a prime moment to turn football excitement into interactive, time-sensitive marketing that drives real customer engagement.



CARD MACHINE WARNINGS

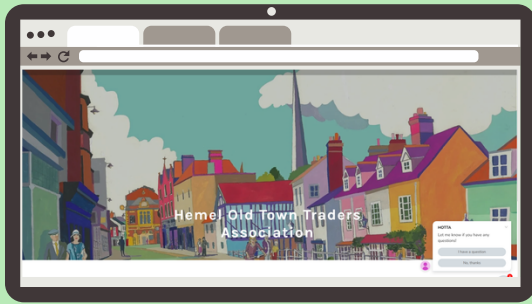
With the current hot weather and increased footfall, it's important for businesses to stay extra vigilant at the point of sale to avoid losing out on transactions. We've noticed a few recent instances where cards have been quickly tapped and customers have left before payments have fully completed. In busy moments this can be easily missed, but it can result in lost sales. A quick check of the payment confirmation screen before customers leave can make all the difference and help ensure every sale is successfully captured.



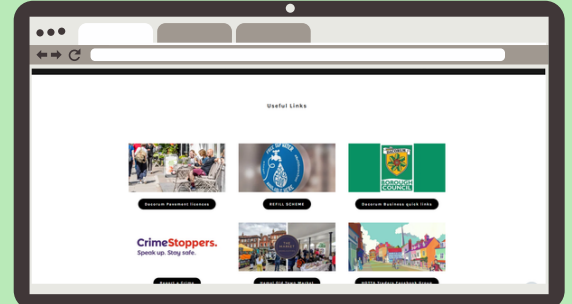
LETS CATCH UP TOGETHER

Let's all catch up over the coming weeks on Tuesday evening, giving us a chance to pause, reflect and properly connect with each other. These sessions are not just about updates, but about understanding the challenges we're facing, recognising the good things happening day to day, and making sure we're supporting each other in the right way as a group. It's important that we stay open and honest so we can keep improving together and not lose sight of the bigger picture.

We're suggesting Tuesday evenings at around 8:00pm, which should give everyone enough time after the day to settle in and join properly without rushing. The idea is simple – bring everyone together, share what's working and what isn't, and make sure we're building a clear way forward together. Your input really matters in these sessions, and the more consistent we are with them, the stronger and more connected we become as a team.



visit the HOTA website here



A WORD FROM THE CHAIRMAN

As we move through this continued spell of warm weather, I want to recognise the effort of our High Street businesses who are working hard in challenging conditions.

The heat makes day-to-day trading more demanding, but our shops, cafés, and services continue to show real commitment to keeping the High Street open, welcoming, and active. That consistency and pride in what they do is what keeps the area strong.

With temperatures set to remain high over the coming weeks, I'd encourage everyone to continue supporting local where possible. Even the smallest visit or purchase makes a real difference to independent businesses during this period.

Please also be mindful of those working inside and outside in the heat – a little patience and understanding goes a long way.

Thank you to all our businesses for your ongoing effort, and to the community for continuing to back the High Street.

Brian Green – HOTA Chairman

WHATSAPP HOTA CHAT- JOIN UP TODAY

Join the Hotta WhatsApp Chat

A go-to space for local retailers to stay connected, informed, and supported. Get real-time updates, share important information, and discuss key issues affecting our High Street—from crime and disruptions to community support and opportunities.

It's a place to collaborate, help one another, and strengthen our High Street together.

To join, simply scan this QR code



www.hotta.co.uk

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