

# PRESS RELEASE

Watford BID Ltd.  
Suite 5, Kings Court  
153 High Street, Watford  
WD17 2ER

01923 919983

[enquiries@watfordbid.co.uk](mailto:enquiries@watfordbid.co.uk)

[watfordbid.co.uk/service-excellence](http://watfordbid.co.uk/service-excellence)



**EMBARGOED UNTIL 00.01AM, 9 November 2016**

## **FINALISTS ANNOUNCED IN TOWN CENTRE BUSINESS AWARDS**

Finalists for the Watford BID Service Excellence Awards have been announced and will be put to a public vote on Monday 12<sup>th</sup> December.

The Awards aim to recognise businesses in Watford Town Centre that offer excellent service to their customers and clients. Members of the public will have up until Friday 13<sup>th</sup> January to vote for their favourite businesses, via an online vote hosted by the Watford Observer or by visiting each finalist and filling in voting postcards.

Winners will be determined by the public vote and announced at the black-tie awards ceremony taking place at Watford Colosseum on Tuesday 28<sup>th</sup> February 2017. An additional assessment by Watford Borough Council's licensing department will be carried out on those businesses entering the Best Bar, Pub, Club and Live Music categories.

An award will also be presented to an individual, employed within a town centre business, who continually demonstrates excellent customer service.

The awards are sponsored by the Watford Observer, Watford Football Club and Murrills Construction, with a number of other businesses sponsoring individual awards. Further sponsorship opportunities are still available for interested businesses.

Kwame Tefe, Vice-Chair of Watford BID and manager of The Moon Under Water said:  
"Businesses that make up the town centre's night time economy – the bars, pubs and clubs – have valued the friendly competition of the Best Bar None Awards scheme which has run for the past three years, so it's great to now extend that opportunity to all business sectors operating in the town centre."

“The aim of the BID is to encourage a positive image of Watford and the town centre as a destination. By recognising and promoting the importance of good customer service we aim to grow a brand loyalty to Watford town centre.”

For further information about Watford BID visit the website [www.watfordbid.co.uk](http://www.watfordbid.co.uk).  
Alternatively visit the Watford BID offices at Suite 5 Kings Court, 153 High Street, Watford, WD17 2ER or contact them on 01923 919989 or email [enquiries@watfordbid.co.uk](mailto:enquiries@watfordbid.co.uk).

## ENDS

- Full list of finalists attached and available at [watfordbid.co.uk/excellence-awards](http://watfordbid.co.uk/excellence-awards).
- For further information on the Service Excellence Awards contact Jill Faiella on 01923 919982 or email [jill@watfordbid.co.uk](mailto:jill@watfordbid.co.uk)

### About Watford BID

Watford Business Improvement District (BID) was set up in April 2016, after businesses voted on its creation in October 2015. The BID sees a diverse range of businesses in the town centre join forces for the greater good of the town. The BID is funded by Watford town centre businesses in the form of a levy of 1.25% on rateable value on properties over the £10K threshold.

The BID aims to improve the town centre so that it excels as a place to work, a place to do business, a place to shop and a place to visit. Its three key themes are:

- Promotion, Marketing & Events
- Enhance the look and feel of the town
- Working Together to ensure the future of the town

For more information on Watford BID please contact Kate Leach, Marketing & Communications Manager, at [kate@watfordbid.co.uk](mailto:kate@watfordbid.co.uk) or call 01923 919983

