

# PRESS RELEASE

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The logo for the Watford BID Service Excellence Awards 2017 is a circular emblem. It features a central grey circle with the text 'WATFORD BID Service Excellence Awards 2017' in purple. This central circle is surrounded by a larger, textured ring of purple dots, creating a starburst or sunburst effect.

WATFORD BID  
Service  
Excellence  
Awards  
2017

## SERVICE EXCELLENCE WINNERS CELEBRATE SUCCESS

The winners of the 2017 Watford BID Service Excellence Awards have been announced this evening, during a ceremony held at Watford Colosseum.

The awards, sponsored by Murrill Construction and the Watford Observer, cover the main business sectors operating in the town centre and celebrate those organisations that offer excellent service to their customers.

An individual, employed within a town centre business, was also awarded with the prize of being the Watford BID Excellent Employee 2017.

Kwame Tefe, Chair of Watford BID said: The Watford BID Service Excellence Awards honour the businesses in the town centre that exemplify excellence in their approach to customer service. We are proud of those that do it well and they deserve public recognition.

“It’s the first year we have run the Awards and our fifteen award categories were keenly fought via a public vote - we saw some outstanding competition. All our winners have shown they are among the best in their sector and delivering what their customers value most. They should be immensely proud of what they have achieved.”

“We would like to thank all our sponsors for making the Awards possible: Watford Observer, Murrill Construction, Veolia, Kier, Bookers Wholesale, Watford FC, Fast Signs, Think About It Films, Penknife Integrated Marketing and Laing O’Rourke.”

Winners were selected by public vote, with an additional assessment by Watford Borough Council’s licensing department for those businesses entering the Bar, Pub, Club and Live Music categories.

**The full list of winners**

## WINNER EXCELLENT EMPLOYEE 2017: MATT CAYLOR, JURY'S INN

Matt joined Jury's Inn seven years ago, after a very difficult period of his life. Staff at Jury's warmed to him immediately and saw his cheerful personality as an asset to the company. He moved from being a pot washer to a conference and event porter, where he receives consistent praise from customers and fellow colleagues for his 'work ethic', his 'infectious smile', his 'willingness to help others' and his 'professionalism'.

## WINNER OF THE SECTOR AWARDS

Bank & Building Society: Halifax, 23-27 High Street

Bar: Faborjé, 46 The Parade

Café & Coffee Shop: Ocean Bells, 133 High Street

Community & Voluntary: Peace Hospice Care, Peace Drive

Estate Agent: Proffitt & Holt, 141 The Parade

Hair & Beauty: Hair Connections by Andrea of Wembley, 1 Market Street

Health & Professional Care: Boots, intu Centre

Leisure: Everyone Active, Watford Central Leisure Centre

Live Music Venue: The Horns, 1 Hempstead Road

Night Club: Reflex, 66-70 The Parade

Pub: The Moon Under Water, 44 High Street

Restaurant & Hotel: Barracuda, 45 The Parade

Retailer (independent): The Phone Depot, 24-26 Market Street

Retailer (national): John Lewis, intu Centre

Take-away & Fast Food: Shakeaway, 135 High Street

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**

### **Notes to editors**

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 press/PR enquiries please contact Kate Leach, Marketing & Communications Manager, at [kate@watfordbid.co.uk](mailto:kate@watfordbid.co.uk) or call 01923 919983