

# 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](http://watfordbid.co.uk)

The logo for the Watford BID Service Excellence Awards 2017 is a circular emblem. It features a central white circle containing the text 'WATFORD BID Service Excellence Awards 2017' in a purple serif font. 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

**21 November 2016**

## **SPONSORS ANNOUNCED FOR TOWN CENTRE BUSINESS AWARDS**

Watford BID is delighted to announce that the [Watford Observer](#) and [Murrill Construction](#) are headline sponsors for the Watford BID Service Excellence Awards.

The Awards, which will take place at Watford Colosseum on Tuesday 28<sup>th</sup> February 2017, aim to celebrate the businesses in the town centre that exemplify excellence in their approach to customer service.

There are sixteen awards categories covering the main business sectors operating in the town centre area, with an award for an individual who continually demonstrates excellent customer service.

Other organisations have been keen to back the BID awards. Environmental Services company [Veolia](#) is sponsoring the Community & Voluntary Services category award, in which the YMCA, Citizens Advice Bureau, Alternatives Watford Pregnancy Support and the Peace Hospice are finalists.

[Watford Football Club](#) is sponsoring the Leisure category award, where finalists Everyone Active Leisure Centre, Watford Colosseum, the Palace Theatre and The Langley Banqueting Suites are vying for the top spot. Local sign writers and manufacturers [Fast Signs](#), located on St Albans Road, will present the award to either Proffitt & Holt or Elliott Lettings in the estate agency category.

In addition, [Kier](#), the organisation currently working with Watford Borough Council to regenerate West Watford via the Health Campus scheme are sponsoring a prosecco drinks reception. While [Booker Wholesale](#) on Greycaine Industrial Estate will sponsor the café and coffee shop category, which sees Ocean Bells, Reasons Coffee Shop &

Bookstore, Fresh Shop, Creams and Joe & The Juice competing against each other to win the award.

Kwame Tefe, Chair of Watford BID said: "Our sponsors are key to making this event a success and we truly value their support in what we intend to be the first of many BID Service Excellence Awards."

Watford BID is also pleased to have the support of Watford Borough Council, who are carrying out licensing checks on all finalists in the bar, pub and club categories, as well as Herts Police and Watford's elected mayor Dorothy Thornhill.

Further sponsorship opportunities exist for other businesses interested in getting involved. More information can be found on the website [www.watfordbid.co.uk/excellence-awards](http://www.watfordbid.co.uk/excellence-awards). 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 sponsoring the Service Excellence Awards or any other information, 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