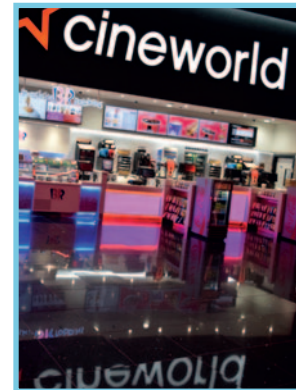


Destination HINCKLEY

Why choose Hinckley Town Centre as your business destination of choice?



version 3, April 2024

Hinckley & Bosworth
Borough Council





Introduction

Hinckley Town Centre today

Hinckley is a vibrant market town centre with a strong local heritage and which serves its resident catchment area (55,000+), local businesses and many visitors. It benefits from a greater number of independent local and specialist retailers than most towns, a very active programme of footfall enhancing town centre events throughout the year and a proactive, committed, and resourced approach to maintaining its value and quality to those it serves.

The highly proactive Town Centre Partnership (comprising the Borough Council, Hinckley BID, retailers, services, County Council and our voluntary sector friends) works very hard to keep Hinckley ahead - and uses its own highly accurate data on footfall, vacancies and activity to help determine where to focus its efforts and resources.

Hinckley has fared better than larger town and city centres which have become more reliant on national multiple retailer representation. This is one of the many USP's Hinckley Town Centre enjoys. This has been proven in Hinckley with two long-standing major independent stores moving from Leicester City centre into Hinckley.

Trading is buoyant, investment continues and we strongly believe Hinckley Town Centre is the destination of choice.

Why do people choose to visit Hinckley?

An attractive and welcoming town centre, with its own unique history and culture, high quality green spaces and affordable places to stay, Hinckley is no 'clone' town. We pride ourselves that 75% of our shops and services are run by committed and product skilled independent retailers offering high levels of customer service.

With both railway and bus stations, access to Hinckley Town centre is very easy. There are 13 car parks surrounding the town, many of which are free of charge at certain times and also on key dates to encourage further footfall.

Hinckley has embraced Climate Change challenges and has created many electric vehicle charging points in convenient locations.





What is there to do in Hinckley?

Every year we establish a wide range of around 40 highly popular and mostly free events to showcase the town centre and drive footfall. Appealing to all ages and bringing in around 100,000 extra visitors a year, they are supported by the many businesses who specialise in providing both daytime and evening entertainment. The café, bar, restaurant, take-away and entertainment (theatre, cinema, Crazy Golf etc) culture is clearly very popular and the easy-reach award winning parks provide plenty of scope for relaxation.

Our diverse Market has been trading since 1311 and our three trading days - Fridays, Saturdays and Mondays - remain the busiest footfall days.

Spring & Summer events in Hinckley Free entry events March to June 2024

Hinckley & Bosworth Borough Council

* small charge applies for some activities

Hinckley BID Easter Bunny Hunt
Sat 23 March to Sun 7 April
Hinckley Town Centre
Follow the clues to find the Easter Bunnies on 10 business windows in the town centre. Every entrant wins an Easter treat, along with an entry to our prize draw for a £50 town centre gift voucher and other great prizes. For more information, visit hinckleybid.co.uk

Sitting Pretty
Fri 19 & Sat 20 April
Argents Mead
A romantic comedy about the invention of the sprung bicycle seat performed by Red River Theatre company.
Performance times:
Fri 19 - 1.30pm
Sat 20 - 11.30am, 12.30pm & 1.30pm

St George's Day
Sat 20 April - 10am to 2pm *
Market Place
Patriotic fun for the family including tales from Tom the Tale Teller, St George on stilts and Armour experience. The scout parade will leave St Mary's School at 1.15pm and finish at St Peters Church.

Music in the Mead
Sat 11 & 18 May, 15 & 22 June
1pm to 3pm Argents Mead
Enjoy Saturday afternoon music events:
11 May - Take it from the top, 18 May - Click
15 June - Steven & Vinny Pickler
22 June - Julie Fowles
There will be a short interval in the middle.

HERC 50th Birthday Celebration
Sat 25 May - 12noon to 8pm *
Hollycroft Park
Come and celebrate 50 years of Hinckley & Bosworth Borough Council with a day of family fun, live music and food stalls.

Proms in the Park
Sat 8 June - 6pm to 8.30pm *
Hollycroft Park
Gates open at 5pm. This open air evening concert will feature the Royal Birmingham Conservatoire Wind Orchestra performing traditional Proms music. Limited capacity in the auditorium.

Armed Forces Day
Sat 29 June - 10am to 2pm
Argents Mead
In partnership with the Hinckley combined Armed Forces and Veterans Community, this annual service of celebration will be led by Churches Together at 11am. Followed by a parade through the town centre and display of military vehicles.

Hinckley BID Soap Box Derby
Sun 30 June - 11am start (*cost to enter race)
Castle Street
A tremendously fun, family event for the teams and spectators alike. Comprising both a jump or a chicane, it is the driver's choice as they stream down the 200m Castle Street hill cheered on by the crowds. Entry forms will be available from hinckleybid.co.uk

Plus look out for:
Borough Canteen Open Day
Sun 19 May *
3 Cup 80 Biscuits
Thursday 6 June
Mallory Walk
Mon 10 June
Hinckley BID Classic Vehicle Meet
Thursday 20 June

For details of all these and other events please check our website and social media for up to date information.

Plus look out for:
Hinckley & Bosworth Borough Council events
Hinckley BID events
Hinckley High Street Action Zone events

Photos and video: Photos and video may be taken during our events and used for publicity purposes in newspapers, the internet and social media. If you do not wish to be photographed or filmed please let us know on the day on the event.

COUNCIL CAR PARKING CHARGES

Short Stay Car Parks

Up to 1 hour	Up to 2 hours	Up to 3 hours	Up to 4 hours	Over 4 hours
£0.50	£1.20	£2.00	£3.00	£6.00

All charges apply between 8.00am and 6.00pm
Monday to Saturday
apart from Trinity Lane East: 8am to 3pm

Short/Long Stay Car Parks

Up to 1 hour	Up to 2 hours	Up to 3 hours	Up to 4 hours	Over 4 hours
£0.50	£1.20	£2.00	£3.00	£6.00

All charges apply between 8.00am and 6.00pm
Monday to Saturday
apart from Trinity Lane East: 8.30am to 3pm

Castle Car Park (see map)

Up to 1 hour	Up to 2 hours	Up to 3 hours	Up to 4 hours	Over 4 hours
£0.50	£1.20	£2.00	£3.00	£6.00

All charges apply between 8am and 3pm
Monday to Saturday

There are no charges levied on Sundays or bank holidays

NON COUNCIL CAR PARKING

- Britannia Centre shoppers car park
- Centric parking
- Working Men's Club car park, Stockwell Head

FREE HALF HOUR & HOUR PARKING

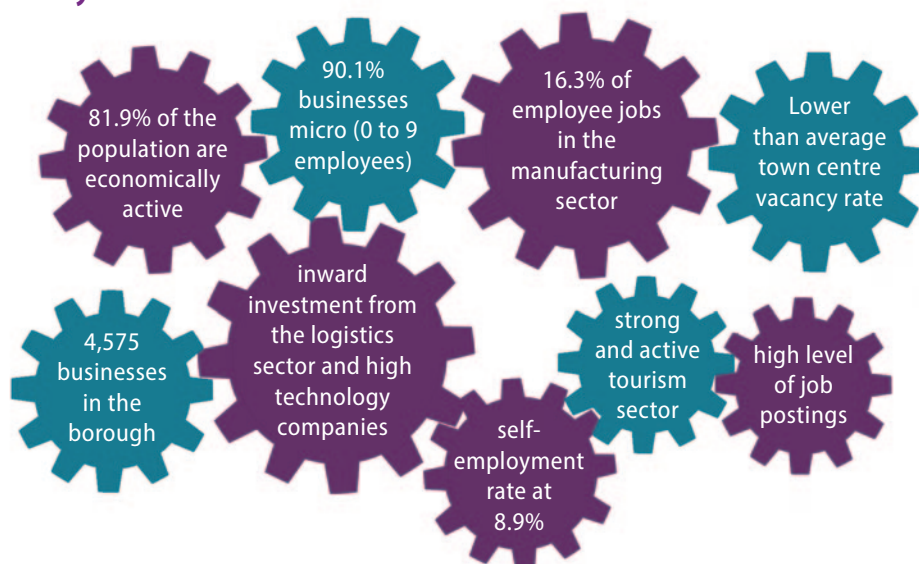
- Free half hour parking on street
- Free hour parking on street



10 reasons to consider making Hinckley Town Centre a profitable business destination

- 1 11 new businesses have arrived in Hinckley in the past 6 months (Sept 2023 – March 2024) and are trading well
- 2 Creating extra trade, the town centre resident population continues to increase as more private flats and apartments are either built or created through change of use
- 3 Established in 2009, our progressive Business Improvement District (BID) provides a wide range of valuable services. Both the HBBC and BID extensive and diverse popular events package brings in 100,000 + town centre visitors a year. In November 2023, the BID secured a fourth term and will continue its excellent work from May 2024 for another 5 years
- 4 We provide free wifi in all open areas within the town centre, including parks
- 5 Our comprehensive CCTV and Radio-Link system ensure safer streets and allow instant contact with authorities
- 6 Our outdoor cafe culture is thriving and our wide range of popular events appeals to all business sectors
- 7 Accurate footfall data is instantly available
- 8 The ever-popular Hinckley Market has been trading since 1311
- 9 Independent businesses are in the majority
- 10 We have a 'forward-thinking' Council and a pro-active Business Improvement District (BID)

Key statistics





Hinckley BID

The Last 5 Years in Summary

Hinckley BID was first established in 2009 after a successful BID ballot and has since been playing a major role in helping with the management of the Town Centre, representing approximately 400+ businesses in its first, second and third 5 year terms. The work and success of BIDs has been shown to be cumulative, with each 5-year term building upon and setting a foundation for the next. After 14 years, Hinckley BID has implemented many innovative projects and rewarding initiatives which is unusual for a town of our size. The BID team has worked ceaselessly to improve the overall trading environment for BID businesses, residents, employees and visitors, and enabled several businesses experiencing difficulties to survive by fighting their corner.

Hinckley BID Delivers

Hinckley BID has invested over £2.5 million and delivered award winning business initiatives, since its inception in 2009. Hinckley BID continues to make a significant, positive impact by driving footfall and promoting daily through social media the USPs that its member businesses have to offer. It also publishes a monthly 'BID BUZZ' e-newsletter which is sent to over 14,000 local residents who have requested it, containing details of new businesses as well as any news or special offers its members have announced. In addition, it now has 12,000+ Loyalty card members to which currently around 60 town centre businesses are making a special offer which can be changed or withdrawn at any time. Hinckley BID also sends regular email updates to all its BID member businesses, passing on any funding opportunities or information which it considers important and useful to them.

Business Support

The BID's Free Weekly Recycling scheme has proven extremely popular, with over 200 businesses benefitting from it. The value of this service alone often exceeds the BID levy that businesses pay each year.

Our Radio-Link security system has proved an essential tool for businesses in the fight against crime and theft, and has empowered them to work directly with CCTV and the police to combat the criminal behaviour that not only undermines profitability and security, but also damages the sense of the town as a safe and welcoming trading environment. This successful project has grown over the years and now encompasses most of Hinckley town centre.

Due to the popularity of the FREE training courses that the BID has provided for businesses (including Emergency First Aid) there are plans to continue to develop IT and technical training into Hinckley BID's fourth term, alongside other training initiatives requested by and agreed with BID businesses.

The BID works closely with Hinckley & Bosworth Borough Council, Leicestershire County Council, Hinckley & District Chamber of Trade and several other organisations to ensure that businesses are assisted in every way possible.

The website www.hinckleybid.co.uk gives much more information on all that Hinckley BID offers, and has achieved.



Map of Hinckley Town





Comments from retailers in Hinckley for Destination Hinckley

Holiday Lounge on Station Road

“**Holiday Lounge** has been trading in Hinckley for the last 19 years and our company has gone from strength to strength as the market town expands and has a great amount of independent shopping retailers.

Since Hinckley BID has been involved within the town they have organised many fabulous events year after year which in turn brings in thousands of people. This both showcases the town centre and brings in additional revenue to many of the BID's 400+ member businesses.

Hinckley is a safe place to shop and has a highly advanced CCTV system run by HBBC which works in line with the BID's radiolink system. This has enabled the Police to detain many shoplifters and return goods to the shops and stores involved.

A proper vibrant market town that holds a fantastic market 3 times per week as well.”

Johnsons on Castle Street

“Hinckley is a wonderful, friendly and safe place for shopping. Hinckley is privileged to have many top class multi-award winning independent shops, cafes and services who enjoy regular customers to return, time after time.

There are also excellent network support teams such as Hinckley BID and HBBC. Our shop has enjoyed 75 successful years trading in Hinckley.

Johnsons Lingerie and Ladieswear, Lingerie Retailer of the Year, Best Small Shops UK.”

Betty Ann's Boutique on Castle Street

“Many amazing events are held in Hinckley Town centre which attract thousands of people. A very safe and clean environment to both live and work in, supported by many helpful organizations who assist with business matters.

Teresa Ellingworth, **Betty Ann's Boutique**, Castle Street, Hinckley.”



Key contacts



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