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14<sup>th</sup> March 2019

To whom this may concern,

The Hitchin Business Improvement District (BID) was formed in 2009 and delivers a 5-year investment plan undertaking projects and initiatives aimed at enhancing the vibrancy, cleanliness, and safety of the town. It serves as a support mechanism for over 600 businesses and a collective voice on key issue and public realm redevelopment projects.

In helping to further that aspiration, Hitchin BID fully supports North Herts District Council's application to the Future High Street's Fund to evaluate potential options for redeveloping Hitchin High Street into a sustainable 21<sup>st</sup> Century Market Town.

Yours sincerely

A handwritten signature in black ink, appearing to read "SK", written over a vertical line.

Simon Kirbyshire  
Hitchin BID Chairman