

2013

lucky for some if you get your business involved and seize the opportunities for new business and customers

Community Boat, June

There will be an opportunity for businesses to advertise and promote to passengers who are travelling on the Community boat from Sovereign Quay. BedfordBID will be purchasing 1000 canvas bags promoting the town centre. If you would like us to include an offer or promotional voucher or item in the bags please contact us by 10th May 2013 on 01234 404500 or email info@lovebedford.co.uk

Love Bedford Time Trail, 14th-28th June 2013

Take a step back in history through the streets of Bedford. In celebration of the opening of The Higgins Bedford we are planning an interactive trail around Bedford Town Centre in conjunction with the Bedford Town Guide App. BedfordBID would like you to email info@lovebedford.co.uk to add your business history to the Love Bedford Time Trail by the 30th May 2013 in order to participate in the trail or phone 01234 404500.

Love Bedford Love Fashion, 12th – 26th June 2013

An opportunity for businesses to promote their hair, beauty and fashion products for a two week period showcasing the best that Bedford can offer with events and a full colour magazine. If you would like to express an interest in being involved with this promotion email chris@lovebedford.co.uk or phone 01234 404500.

Bedfringe, 12th July – 3rd August

Bedfringe is coming back to the heart of the town centre for this year's event with 130 acts already signed up, making this festival one of the largest outside of Edinburgh. A stage area is being set up in the Harpur Square and venues around the town centre are taking part. For more information on this event visit www.bedfringe.co.uk

Walking with Dinosaurs, August

Follow the dinosaur trail around the town. There will be a spectacular animatronic dinosaur show plus a range of 'dino' related activities involving face painting, colouring competition and family events for the month of August.

High Street Festival, 27th July

The High Street will be filled with events, music and colour for a one day spectacular event. Around the town there will also be a stage in Harpur Square courtesy of Bedfringe packed with live entertainment and a stage area in Silver Street. The Love Bedford Love Busking Festival will also be dotted around the town centre. If you would like to get more involved please contact info@lovebedford.co.uk and we can point you in the right direction.

Comic Convention, 7-8th September

A spectacular weekend bringing some of the greatest talent working in the comic industry, with signing and sketching headlined by Garth Ennis.

Love Bedford Love Food, 12th September - 24th September

Calling all food lovers! Starting with the gourmet and local business market on Thursday 12th September there will be a four day line up of speciality food-based markets and events all around the town centre. Saturday 14th September plays host to food demonstrations with local businesses and produce. If you would like to get involved please contact chris@lovebedford.co.uk for more information, or call 01234 404500. There will also be a publication to support the festival with an opportunity to further promote your business and to feature in the events and activities.



Businesses that say YES to BedfordBID



Michael R. Peters is a business built on customer service. Managing Director Paul Mead is keeping up the tradition of the late founder, by the simple solution of paying for customers' parking.

"All we hear about is businesses moaning about parking and the cost of parking. Here when people buy a cooker, fridge, TV, vacuum cleaner or sound system we give them a £1 which is the price of two hours in the Queen Street multi-storey. It is a talking point and people go away smiling," said Paul,

"Yes times are hard but that simply means we as businesses have to try that bit harder to make customers choose to spend their hard-earned money with us, not the out of town retail park warehouse, or with a supplier on the internet."

The late Michael R. Peters, whose face is still shown on the shop windows and vans, founded the company in 1966. Since then it has served three generations of Bedford people wanting TVs, radios, vacuums, kitchen equipment - and today even offers services like transferring home videos to DVD.

Michael R. Peters has hit the national headlines several times over the years - The Sun reported that Rupert Murdoch visited Bedford to congratulate Michael on selling the one millionth satellite dish.

Michael R. Peters is a business which makes the most of the opportunities offered by BedfordBID and has benefited from £1,000s of Love Bedford vouchers being redeemed with them.



Businesses continue to applaud the BedfordBID initiative to introduce cost-cutting Utilitrack to them. Bedford-based Utilitrack has helped more than 20 businesses make substantial cuts or savings to rising fuel bills – in one case £1,100 a year. In others the free "compare the market" investigation by Utilitrack has lowered % increases significantly.

"In the current economic climate, and with more peaks and fewer troughs in power bills, businesses must make the time to ensure they are getting best value. And as that uncertainty continues, the safest bet may be two or three year deals," says Jenny Cullen who is visiting shops, restaurants and offices. "And even if you do not pay the bills yourself you might want to ask your landlord or head office to consider looking at their contracts."

Two organisations that have cut their bills are The Kitchen Outlet Store in St Mary's Street, and The Bedford Guild House in Harpur Street. The former saved £1,100 a year across two premises and the latter has six meters, on different pricing structures which are being consolidated into one money-saving deal.

Another coffee shop saved £478 a year, which is more than the BID levy it pays, and a helpful addition to the bottom line.

...News Flash...

Now Telecoms Too! Businesses talking to Utilitrack can also find out if they are overpaying on their landline to mobile calls, broadband and mobile packages.

The same super service.
Love Bedford – Love Savings.
Tel 0845 604 1484 or email enquiries@utilitrackonline.co.uk quoting Love Bedford



"At B'dazzled Hair and Beauty we feel the Love Bedford App is a quick and efficient way of promoting daily deals. A great business boost," Amy Taylor