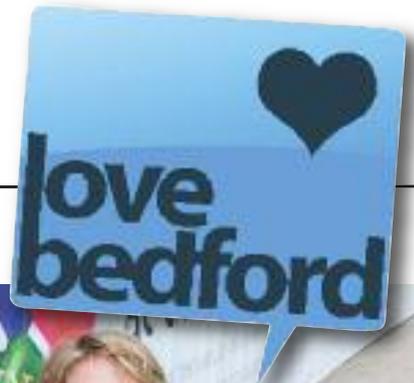


# BedfordBID

*the bottom line for business*

Newsletter for Bedford Business Improvement District - Issue Nine



## And now for the good news...

There is much to look forward with major investment in the town centre, and we at the BID must make sure we keep spreading the good news to customers far and wide.

At our recent BID2BID breakfast at The Park Inn businesses heard about multi-million pounds worth of business coming down the track – not least because of the East-West rail plan. The bus station redevelopment is in progress as is the Riverside North project which includes a cinema.

We are promoting Bedford on buses, on prominent posters, in publications and on radio. The BID is the only organisation with a budget for such major advertising for Bedford. Without a BID, that will stop.

With school holidays approaching, Bedford-BID is promoting the variety of entertainment and activity which goes on throughout the summer months.

July sees many of our Independent businesses pushing their 'Special Offers' through the BID. Independents please note: there is still time to receive votes as a 'favourite' to win the 'Independent of the Year' competition. Deadline for voting is

Tuesday 15th July so visit the Love Bedford facebook page, find your nomination status, get your customers to like it and ask everybody to share the information.

The River Festival will bring in thousands of families to the river and town for July 19th and 20th. This great weekend incorporates water and riverside events. BedfordBID will be sharing a stand with the Harpur Centre and giving away branded re-usable canvas bags. These will contain an opportunity to win £150 Love Bedford Gift Vouchers by downloading the FREE Bedford Town Guide App to find the summer-long Event Programme, links to BID businesses and River Festival special offers.

If you would like to include something promoting your business in these bags, please contact [karen@lovebedford.co.uk](mailto:karen@lovebedford.co.uk) as soon as possible.

Late in July, the Castle Mound by the Embankment is going to be hosting the Love Bedford Open-Air Theatre. Trailer for film buffs too because every Thursday evening in August at Castle Quay, the Love Bedford Pop-Up Cinema will be showing FREE screenings.

Every Saturday in August (and Bank Holiday Sunday) will feature a FREE live outdoor entertainment programme courtesy of Love Bedford within the town centre itself. Castle Quay, Church Square and Harpur Street will host some amazing talent from Sport Freestylers, Face Painters, Beat Boxers, Musicians and many others. September will see the Food Festival, Film Festival and Comic Convention.

Follow us on our Love Bedford Facebook page, visit [www.lovebedford.co.uk](http://www.lovebedford.co.uk) and download the FREE Bedford Town Guide App. Tell your customers to do the same for details of all events and activities.

Don't forget FREE parking for the first two hours on a Saturday at town centre council-owned car parks. On Sundays, parking in the Harpur Centre is FREE and elsewhere FREE or £1 all day.

This summer, the advertising for Bedford town centre has been increased to include local and regional advertising with a dedicated radio campaign in Milton Keynes, on buses and railway stations. The outdoor campaign will also extend into the rural areas of Bedford and up into St Neots.

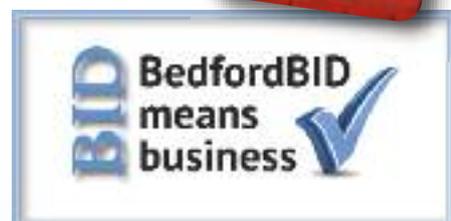


## Why businesses say YES to BedfordBID

BedfordBID represents businesses in Bedford Town Centre, approximately 575 are levy payers, but all benefit from the activities of our Love Bedford brand. By supporting BedfordBID you are supporting your own trading environment and helping to attract new customers and investment into Bedford. Contact your team on (01234) 404500 or ask a Bluecap.

Visit our new website for more info on our Parking Guide, Love Bedford Vouchers, Reward Card and App

Voucher sales on target for £1 Million  
Twitter / Facebook accounts followed by 1,000s



# BID means Business **2**



## Last month saw the Park Inn host the second successful business networking breakfast for BedfordBID.

A number of businesses attended the exclusive event designed for fellow BID businesses to meet and network, share experiences, learn more about BedfordBID and take up the offer of a FREE promotional stand.

Guest speakers included East West Rail, a funded scheme that will enable direct train journeys between Bedford, Oxford and Reading; SEMLEP VeloCITY, the FREE Business Support Programme for South East Midlands; Dave Hodgson, Mayor of Bedford and Rae Levene, Chair of BedfordBID.

A significant subject was how it is vital that the local businesses understand the benefit of the BID to them and whilst their money is collected by the Bedford Borough Council, the money is ring fenced and spent on what they as a town want. Without a BID the town cannot be supported by the council in the same way hence the necessity for local businesses to keep the BID going.

Responses back from those businesses attending was highly complementary and the event also gave BedfordBID the chance to 'test drive' elements for the BedfordBID3 mandate and business plan.

**A third breakfast meeting is being arranged for 1ST OCTOBER 2014. Put in your diary, please!**



Scan our QR code for the Bedford Town Guide App



Cut energy and telecomms costs with this local company. Got to [www.lovebedford.co.uk](http://www.lovebedford.co.uk) for more details.

## Bedford Swan Hotel **loves** Bedford vouchers

The Bedford Swan Hotel is now selling Love Bedford vouchers which support businesses across the town centre. Run by the Bedford Business Improvement District organisation, the BID vouchers are accepted in more than 250 retail, restaurant, service and support outlets.

"Unlike other gift vouchers, these put money directly back into the tills of Bedford businesses – so by buying Love Bedford vouchers you are supporting your local town centre," explained BID Director Christina Rowe.

"We want to put £1 Million directly back into the local economy and we are 70% of the way there already."

Swan Hotel Sales and Marketing Manager Natasha Trudgill said: "It's a win win for the BID and us. We are glad to be backing our fellow businesses in Bedford by selling the Love Bedford vouchers. Christmas is on our radar with our new brochures. Consider buying Love Bedford vouchers from us and back Bedford."



*Mission - £1 Million into local tills*

Until now Love Bedford vouchers have only been on sale to shoppers in the town at the Tourist Information Centre – which will be relocating from St Paul's Square to the bus station.

The Bedford Swan Hotel is in the premier visitor location at the edge of the High Street and alongside the river. People travel from all over the world to stay at the hotel, and it welcomes UK coach parties. Afternoon Tea, invented by a Duchess of Bedford, is popular too and selling Love Bedford gift vouchers is a perfect fit for ladies who lunch, or drink cocktails on the new look Riverside Terrace.

\*Businesses who want to buy Love Bedford vouchers in bulk can contact the BID direct on (01234) 404500. Bedford College rewards its staff and students with Love Bedford vouchers and has added to the £700,000+ already invested.

**LOVELOVELOVELOVELOLOVE**[www.lovebedford.co.uk](http://www.lovebedford.co.uk)**LOVELOVELOVELOVELOLOVE**

## LOVE LOVE LOVE Love our Markets

BedfordBID Bluecaps have been supporting Love Your Market Week by giving out shopping bags containing booklets with details of Bedford: A Town of Markets.

The latest print run was sponsored by the Portas Town Team who agreed that Bedford's many markets added interest to the retail offer to visitors from far and wide.

Love Your Local Market is a national campaign celebrated in Bedford.

Bedford Portas Town Team were awarded £51,000 two years ago to help promote and support the High Street. The money has been spent on supporting start-ups, festivals, events and training to encourage new and existing businesses in and around the High Street. The Bedford Town Team gave a £5000 donation to Bedford Borough Council in support of Bedford High Street Showcase which took place on June 14th.

