



**BedfordBID**  
Business Improvement District  
Funded by Town Centre Businesses  
[www.lovebedford.co.uk](http://www.lovebedford.co.uk)

# All Aboard!

## for a fantastic Summer season

and BedfordBID has been helping to make it happen

The volunteer directors have set a new course for BedfordBID with a recession-busting approach to revised levy spending which includes:

- Regional radio advertising for the town and special discounts for individual businesses with Heart Radio - contact us on 01234 404500.
- Widespread advertising in out-of-town publications to bring in more customers.
- Promotion of the latest tourist attractions such as the community boat and high profile events like BedFringe and much more...



All meaning that businesses will be ready to take advantage of the national interest in the town which will take off around the re-opening of The Higgins Bedford museum. The museum will re-open on 21st June with a dawn to dusk series of activities.

Bedford's most famous son John Bunyan will be the name of the community boat which will 'set sail' on the Great Ouse this summer. Make sure you make the most of the tourism potential this will bring. BedfordBID contributed £5,000 towards the boat, a small but worthwhile investment towards the years of work by Graham Mabbutt, right, and the Bedford-MK Waterway Trust.



## Get in on the act

Last year BedFringe filled 3,000 seats – this year will be bigger and better with more town centre events.

Get involved, stage your own mini show, put on a special offer. Follow the example of Bedford Swan Hotel which is getting in on the act, by hosting family-friendly events.

*Bedford Swan Hotel General Manager Dominic Mills and James Pharaoh of BedFringe.*

### Town Centre Update

Riverside North will mean a multi-million investment in the town centre. Planning permission has been granted, allowing the developers to begin securing tenants.

The Bus Station – is not owned by the council, but there are plans to refurbish Allhallows car park to make it a more appealing first port of call for visitors. See local press for updates.