

Welcome to new Bedford

Find out what's changing in Bedford Town Centre over the next twelve months
Turn over to find out more...

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College signs up with £50,000 of BedfordBID Vouchers

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Making YOUR voice heard

BedfordBID gives town businesses a powerful platform from which to put across key messages to the Council and Government organisations whose decisions affect your business.

Since being formed just three years ago BedfordBID is now consulted by bodies such as the Bedford Borough Council (recently confirmed as the unitary authority), the Government-funded body Bedford Renaissance, Bedfordshire Police, national developers like St Modwen, national stores like Waitrose and House of Fraser, major investors and many more. All these bodies are putting the town centre businesses higher up their agenda thanks to the work of BedfordBID.

Wins for BedfordBID include:

- * slashing of the cost of street cafe licences from £3,800 to £250
- * cutting crime by up to 70% in some business sectors
- * 150,000 visitors a week to the Town Centre
- * Bluecap-led promotions encouraging visitors to come back time & again
- * £100,000s directed straight into local shops via the BedfordBID Gift Voucher
- * TV, radio and press coverage inviting people to come around to Bedford
- * 1000s of hits on www.comearoundtobedford.co.uk where people can see websites and details of all participating shops, restaurants and businesses



College signs up with £50,000 of BedfordBID Vouchers

Bedford College has 14,000 students and 600 members of staff. Crowds of them cross over the Town Bridge from the riverside college campus every week day to spend.

What's more: The College distributes nearly £50,000 each year in vouchers as prizes and support cash, and has now decided to make those BedfordBID shopping vouchers - ensuring local businesses benefit from the funds.

The writing's on the wall

Arrests and prosecutions have been made following a street clean campaign in conjunction with Bedford Borough Council and Beds Police. It's not a problem which can be solved overnight, but work is going on around the clock to identify taggers and see them prosecuted.

Remember, you can contact BedfordBID on freephone
0800 013 0339

Reasons to be cheerful - we are working for YOU

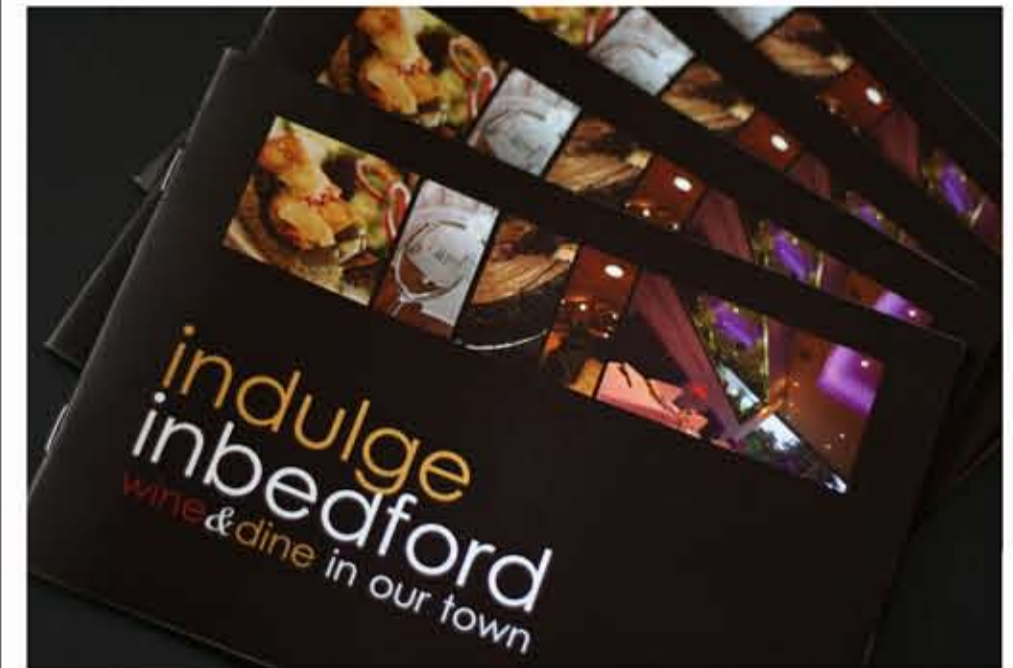
Bedford Indulges itself, in our biggest promotion yet

More than 10,000 people hit on the www.comearoundtobedford.co.uk website to find out more about where to dine during the Indulge in Bedford week. More than 1,500 actually visited restaurants under the promotion.

Participating restaurants like Harpurs and Krakow reported a marked increase in trade during what is usually a poor time - especially given this year's post Christmas talk of recession.

Debbie Cave at Harpurs restaurant and bar was not a believer when BedfordBID was launched. However she has commended the Indulge promotion, which boosted trade at her venue: "It was a good idea and the brochure was brilliant. Next year I would do it again."

Below the Indulge Inbedford magazine which was given away free inside copies of the Bedfordshire On Sunday



BedfordBID BE08 Newsletter
Find us on the web
Visit www.comearoundtobedford.co.uk



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Bedford is changing fast, with new developments going up!

The new development by the Castle Mound



From drawing board to reality

A new dawn is here in Bedford - Bedford Borough Council, the proposed new unitary authority is leading the way on developments such as Riverside Square and the new Bedford West bus station/retail complex - these projects will change the face of Bedford.

But there is no gain without pain. In the process of the redevelopment at Castle Quay, car parking spaces have been lost and there has been disruption to local businesses. However the result will be a buoyant "East" aspect of Bedford as the shop and restaurants of Castle Quay attract more visitors.

When the work in the West is underway, and this includes plans for a new bus station, there will be more short term challenges.

But there will be long-term opportunities too. BedfordBID is the best chance existing businesses in town have of making sure their voice is heard and that they share in the boom promised by all this long-awaited activity.



If you have any issues you want BedfordBID to discuss contact us on freephone 0800 013 0339

Illustrations courtesy of Bedford Borough Council

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What the papers say

"Bedford hit the national headlines as a hot spot for regeneration - and with great places to eat"
The Times

"It's all systems go for town centre facelift"
Times & Citizen

"Revitalise the existing bus station area, including Allhallows car park."
Bedfordshire on Sunday on plans for the new town centre redevelopment

"Over Christmas and New Year Bedford again bucked the trend - other towns reported sales falling 4 and 5 per cent. Footfall and sales in Bedford were up by 2 per cent"
Central for Bedford Website

"Bedford is going to be the place to eat and drink"
Discover Magazine on the Indulge Inbedford promotion

"A prestigious prize has been awarded to Bedford's town centre manager for rejuvenating trade"
Times & Citizen

"Key to this success has been the team of Bluecaps who visit 200 businesses a WEEK and deal with 7,000 public enquiries a month"
Sceptre magazine on Award for Town Centre Manager

"Cafe society can flourish now in Bedford thanks to an agreement between the BedfordBID and the Borough Council to reduce license fees from £3,800 to £250"
Bedfordshire on Sunday

"Come to Bedford and enjoy your festive shopping"
Times & Citizen and Ouse Valley Magazine on Bedford's Christmas promotions.

Bluecaps - Busy as Bees

Yes you see Bluecaps at the busy crossroads of Silver Street, Harpur Street & Midland Road - but did you also know that in period of a quarter they offered advice to 10,000 shoppers, met with businesses on 5,000 occasions and gave out more than 5,000 types of marketing and promotional materials. At any one time four or five Bluecaps are out and about, working with the police to prevent crime, reporting example of littering and loutish behaviour and presenting a smiling face of Bedford to newcomers.

Christmas Sales Boost during difficult times

A huge amount of work went into the Bedford Christmas campaign with the result that footfall was up on average 2 - 3 per cent whilst in other towns the number of visitors fell. Two per cent may not sound like a lot - but it does when you consider that without the marketing campaign there could have been a five per cent drop in footfall as in other towns. Innovative schemes like the BedfordBID Town Centre vouchers helped and it will make an even bigger impact next year as awareness rises.



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