

BedfordBID

the bottom line for business

Newsletter for Bedford Business Improvement District - Issue Ten



Xmas Switch On

Bedford will be 'switched-on' to Christmas on November 26th - thanks to town centre businesses and the BedfordBID. The business organisation is sponsoring the annual riverside fireworks display on that night, and at the same time the town centre Christmas lights will go on. Late night Christmas Shopping begins on the same day and there will be Father Christmas and his reindeer outside the Harpur Centre. PLUS sounds from Bedford Theatretrain and Bedford Rock Choir. The fun starts from 3pm. BedfordBID Director Christina Rowe said: "Businesses are working with Bedford Borough Council to pull out all the stops to make this the best Christmas ever in our town."

FREE Parking

FREE parking for the first 2 hours on Saturdays at Council-owned car parks. On Sundays parking is FREE at Council car parks and in the Harpur Centre. In addition FREE parking is available on 'shop late' Wednesdays 26th November - 17th December from 5.30pm at Lurke Street, Allhallows and in the Harpur Centre. Posters will be delivered to you to promote the Christmas FREE parking. To download an electronic version for use on emails and social media, visit the downloads section on www.lovebedford.co.uk or call us on 404500.

Celebrate Sales

Celebrate Christmas in the Heart of Bedford is the theme of a major advertising campaign funded by BedfordBID to bring people into town this season.

- ♥ Posters and banners will be seen on bus sides and in railway stations.
- ♥ A Love Bedford Christmas magazine will be delivered to 30,000 homes, plus there will be promotions in local publications and on-line.
- ♥ All this, and more, aimed at bringing customers into town this Christmas, thanks to the BedfordBID.

Why businesses say YES to BedfordBID

BedfordBID represents businesses in Bedford Town Centre, more than 500 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 404500 or ask a Bluecap.

Visit our website for more info on our Parking Guide, Love Bedford Vouchers and App. Voucher sales on target for £1 Million. Twitter / Facebook accounts followed by thousands

AGM

Thursday 20th November

6pm - 8pm at Bedford Swan Hotel
Open to BID Businesses only. Look out for your papers and make the most of your opportunity to have a say or be involved in how the BID is run. Membership forms are available on www.lovebedford.co.uk or call 404500

Major stores and independent shops

**FREE*
PARKING**

**FREE
LIGHTS
SWITCH-ON
AND
FIREWORKS**

**TOWN
CENTRE
CHRISTMAS
FAIR**

CELEBRATE CHRISTMAS IN THE HEART OF BEDFORD

...and enjoy our character, culture and choice with FREE town centre events, museums, galleries, cafes, restaurants & bars including the new cultural quarter.

*festive
restaurants
& pubs*

**LATE-NIGHT
SHOPPING**
STARTS 26th NOV

**ICE
SKATING**

two
shopping
centres



Download the free Bedford Town Centre app here OR search "bedford town guide" at your app store.

*FREE parking for the first 2 hours on a Saturday at Council owned car parks. On Sundays parking is FREE at Council owned car parks and in the Harpur Centre. In addition, FREE parking available for late night shopping at Lurke Street and Allhallows and from 5.30pm in the Harpur Centre.



BedfordBID

Business Improvement District
Funded by Town Centre Businesses