



Bedford
Town Centre
Company

Welcome to **BE 01**, the BedfordBID Newsletter

HELP US MAKE IT HAPPEN

Business Improvement Districts (BIDs) is an exciting, new initiative to help businesses take control of and improve their trading environment. Having been successful in over 1500 US towns and cities Bedford has the chance to be one of the first towns to benefit in the UK.

This first issue of **BE 01** sets out comments from some of the businesses in town when they had BIDs explained to them. If you want to know more read our leaflet and fact sheet or contact Mo Aswat on freephone 0800 013 0339.

"As a major stakeholder in the town centre, my tenants and I expect to see the best possible return on the considerable investment we have made in Bedford.

We believe that a Business Improvement District here will quickly give us a competitive advantage and greater profitability in the future."



Mark Needham
The Harpur Centre
Manager Bedford

"It seems to me that a BID in Bedford is an ideal way of enriching the whole community by providing greater employment opportunities in an environment in which skills from life-long learning are appreciated."



Ian Pryce
Chief Executive & Principal
at Bedford College

"I am delighted that Bedford has been chosen as one of only twenty-two pilot locations to be the first to take advantage of new legislation to create Business Improvement Districts in the UK. The BedfordBID will greatly benefit the Swan Hotel, giving me a substantial return for a very modest outlay and I firmly believe it will similarly influence every business that provides goods or services to our customers, old and new."



Glenn Farrar
Managing Director of
the Bedford Swan Hotel



"At ASDA we believe in providing value for our customers, exceeding their needs and making a real difference.

BIDs, I believe will help greatly in doing these things for Bedford Town Centre. It is a major step in making sure that traditional town centres achieve the standards of cleanliness, safety and marketing that are the norm for the shopping centres.

ASDA has invested heavily in Bedford and we are fully committed to the local community. Initiatives like BIDs are a major encouragement."



Huw Jenkins
General Manager, ASDA

"Business Improvement Districts (BIDs) are not a new invention. Successful towns and cities across America have proven that local businesses can work together to improve their economic fortunes. By taking control of the business and shopping environment we can raise the bar for standards of choice, cleanliness and safety, the three key indicators that attract shoppers and improve local labour recruitment.

This can be affected by a small increase in business rates paid directly to the BIDs fund. No one in the public domain will get their hands on it, it goes directly on the improvement of your business potential. The task requires all of us to work together, and even though turkeys wouldn't necessarily vote for Christmas, I firmly believe this is a cause worth paying for.

With both the main newspapers in town on the board of the BTCC, I can also assure you that the spending will be scrutinised and well publicised. This is a chance for Bedford to really make a difference for our shoppers, workers and economic future."



Michael Richardson
Chief Executive,
Bedfordshire on Sunday

"Bedford businesses work hard to create a quality, welcoming and friendly environment inside their stores or offices. The time has come to see the same attention to detail, and the same care and concern reflected right across our entire town centre."



Eric Evans
Proprietor of Pollyflinders

"For Bedford to be chosen as part of the pilot for the BIDs initiative is indeed a feather in the town's cap. Therefore, it is vital that we all pull together in voting for the initiative, paying a small sum for the greater good of the business community as a whole and then as a pleasant consequence enjoying the benefits of a more prosperous Bedford."



Stephen Clark
Managing Director
Times & Citizen

"Business Improvements Districts (BIDs) have been in over a thousand areas in the USA, I have been involved right from the beginning in looking at and how we might use this opportunity in Bedford Town Centre. It is one of my six key priorities to help make your businesses more prosperous.

For over a year we have been working as 1 of 22 national pilots that will lead this new and exciting initiative. Over the next few months you will hear lots about the BedfordBID. I will simply say that this is a unique chance for it allows businesses to set out and do exactly what they want to do in the town centre.

Bedford Borough Council will continue to provide and improve its existing services. Your money will pay for the additional services that you agree are needed in the Town Centre"



Frank Branston
Mayor of Bedford

Now we want to know what you think, please take the time to fill in our consultation card and send it back FREEPOST

BE 01

Supporters of Bedford Town Centre Company



Phone us on 0800 013 0339 The call's free!

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Business
Improvement
Districts
A BID Pilot Scheme from ATOM