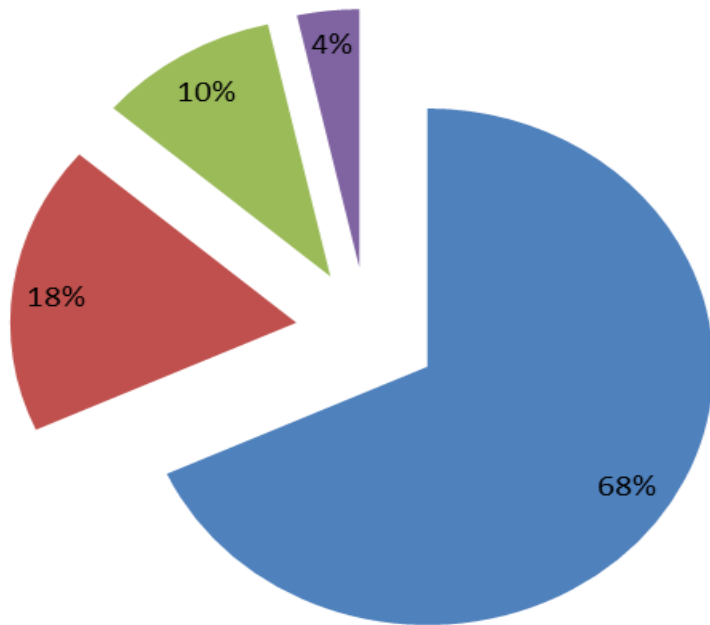


2017 - 2018



- 1 1. Projects @ 68%*
- 2 2. Management @ 18% (x2 staff)
- 3 3. Overheads @ 10%
- 4 4. *Sustainability @ 4%

*Projects:-

- Improving the Visitor Experience 23%
- Love Bedford (M&P) 40%
- Partnerships and
- Sustainability * 5%

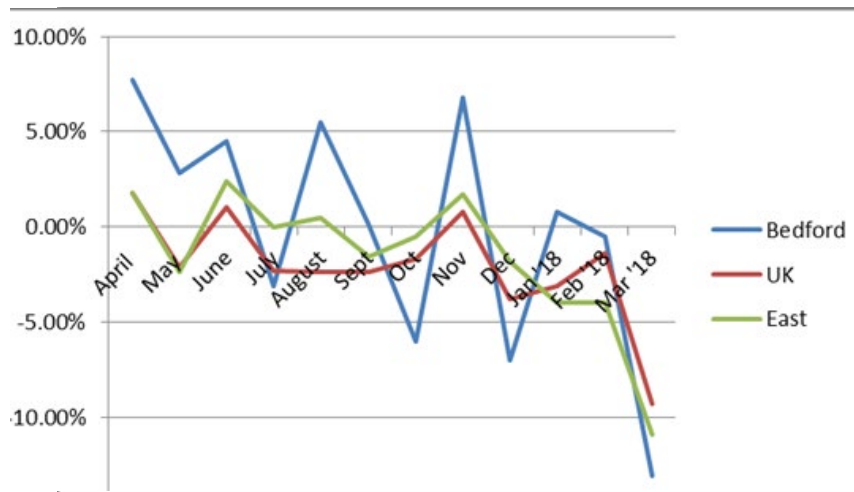
Finance flyer attached to all levy bills.

BedfordBID AGM 16th October 2018

REVIEW: Foot flow 2017/18



BedfordBID



Year on Year Bedford vs. UK and East region 2017/18

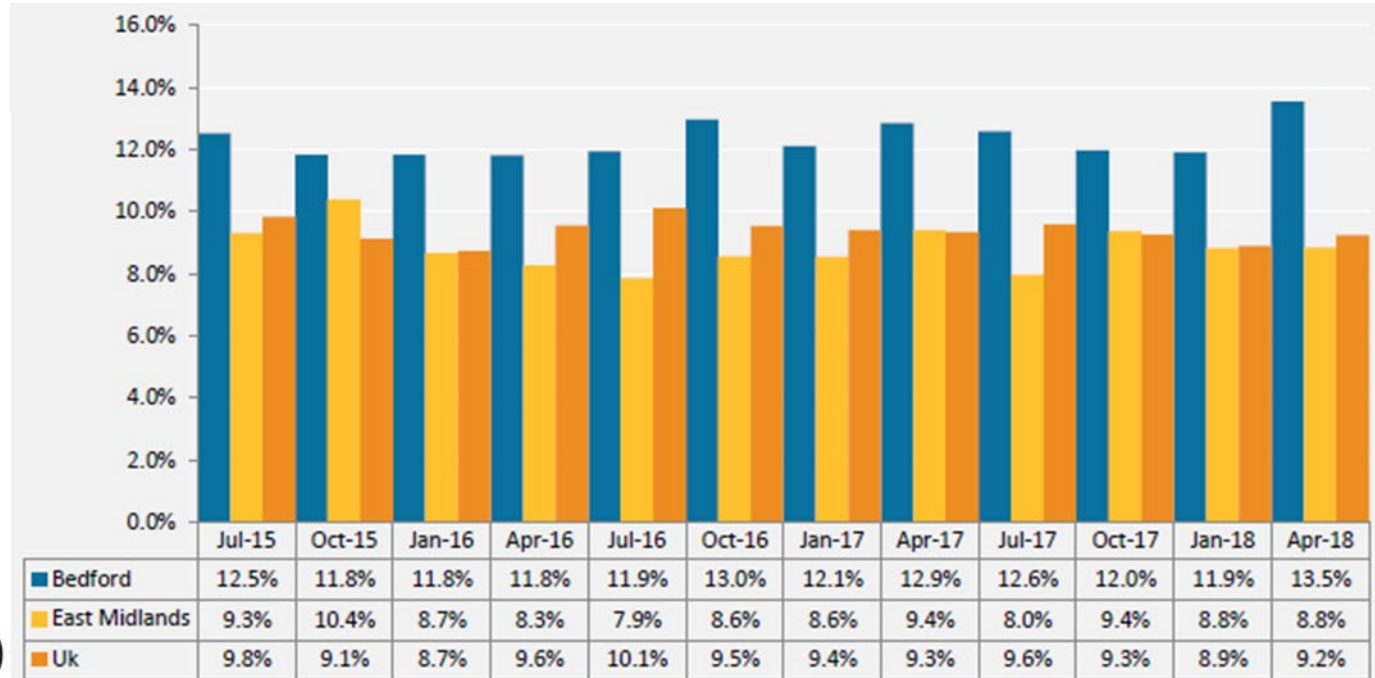
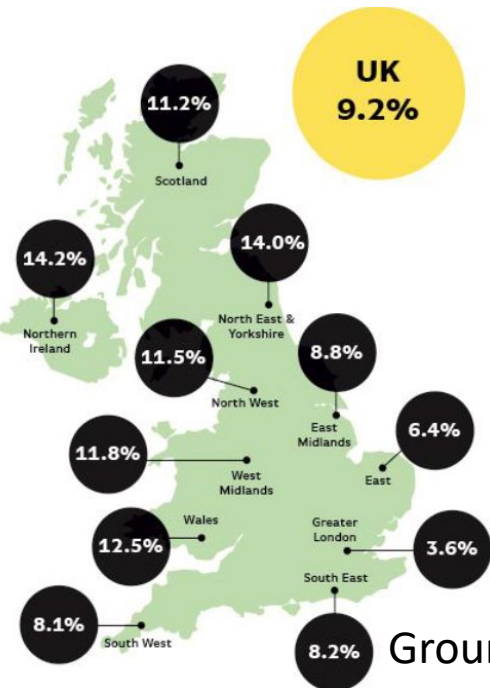
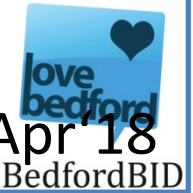
Throughout the year, Bedford has bucked the national and regional trends. The chart demonstrates spikes in the foot flow for the BID zone which corresponds with Love Bedford events including:-

- Easter +7% like for like vs. UK and East 1.8%; July/August +5.5% vs. **-2.4%** UK and 0.5% East Love Bedford Day; November pre-Christmas lights +6.8% vs. 0.8% UK and 1.7% East
- Bedford's performance was very much on trend with regional and national figures fuelled by prolonged period of bad weather as other towns later in the year.

Source of Statistics: The national high street index is collaboration between Springboard Research Ltd and the Association of Town Centre Management to deliver a national performance index based on footfall in town and city centres. Data for the High Street index has been gathered by Springboard from around 100 million pedestrian flows per month in around 140 UK towns and cities.

BedfordBID AGM 16th October 2018

REVIEW: Vacancy rates: Regional Map and Historic Results to Apr 18



Ground floor retail units not trading at time of survey; source Springboard Research Ltd

2017/18 churn; 69 opened, 58 closed.
10% of openings were relocations/upsizing.

BedfordBID AGM 16th October 2018

REVIEW: Improving the Visitor Experience



During 2017, BedfordBID restructured how we offer services to our town centre businesses to accommodate the changing demands of consumers and businesses following consultations.

A new skills set was needed for our frontline team whilst continuing to offer essential services such as the Retail RadioLink & Exclusion Scheme which was relaunched; new team members are called BedfordBID Champions.

Results included enhanced engagement and interactions with BID businesses incl. 245 members of the Retail RadioLink & Exclusion Scheme; 72 businesses with radios including 6 with Bedfordshire Police. Currently c113 active exclusion orders issued by businesses / police

Police have been utilising alternative powers and issuing CPNs (Community Protection Notices) and CBOs (Criminal Behaviour Orders)

OWN SAFER BUSINESS PARTNERSHIPS



Welcome two new team members Katlyn and Gary



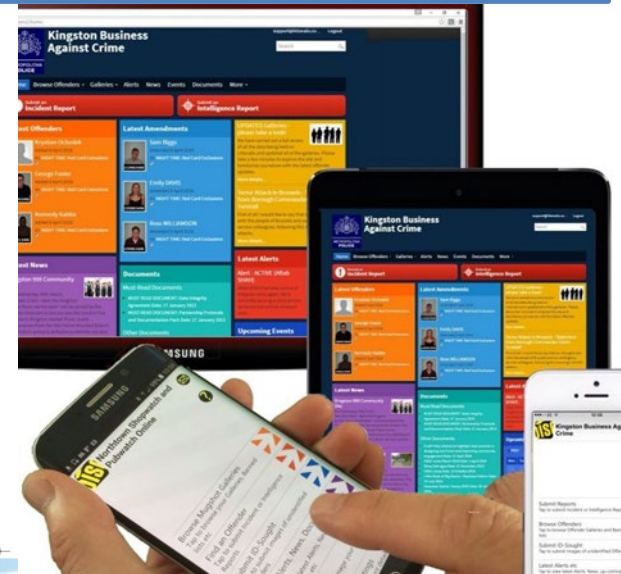
BedfordBID AGM 16th October 2018

REVIEW: Improving the Visitor Experience



BedfordBID

- BID Champions dedicated resource to deliver Retail RadioLink & Exclusion to BID businesses (245 BID Members)
- Launch of DISC (Database and Intranet for Safer Communities) **November 2018!**
- ELNE BedSafe PubWatch BID support
- BedfordBID funded BIIAB level 2 responsible alcohol retailing course x 24 ELNE businesses
- BID Information re: Homeless flyer updated
- Partnership 'Give a Hand Up not a Hand Out' poster launch



Homeless AS Leaflet Layout 1 20/10/2016 11:41 Page 4

Bedford Business Improvement District Information re Homeless

There are many ways in which the homeless are supported in Bedford. If you wish to give your support to the valuable agencies who are providing help and advice, please share this leaflet.

Services and support

Street Link - Contact Street Link in confidence and tell them about someone who is sleeping rough, they will connect that person to the local services available including the successful outreach programme run by the locally-based charity NDAH Enterprises. Go to www.streetlink.org.uk or call 0300 500 0914.

King's Arms Project - run the nightshelter in Clarendon Street, offering 18 beds, call 01234 266035. Plus Rough Sleepers Outreach Service, 'Pathways to Employment' programme and Friday Night Meeting, a weekly meal for the homeless at the Gull House, Harpur St, Bedford, every Friday at 7.30pm in term time. Contact : 01234 350900 info@kingsarmsproject.org.

Langar Project - a joint initiative between Akaal Seva and Amicus Trust to provide free hot authentic Punjabi Curry meals for the homeless, families, individuals and anyone in need. Meals provided in Church Square first Sunday of each month at 7pm. Contact : 07539 319987.



Town centre week of Actions by Bedfordshire Police



BedfordBID AGM 16th October 2018

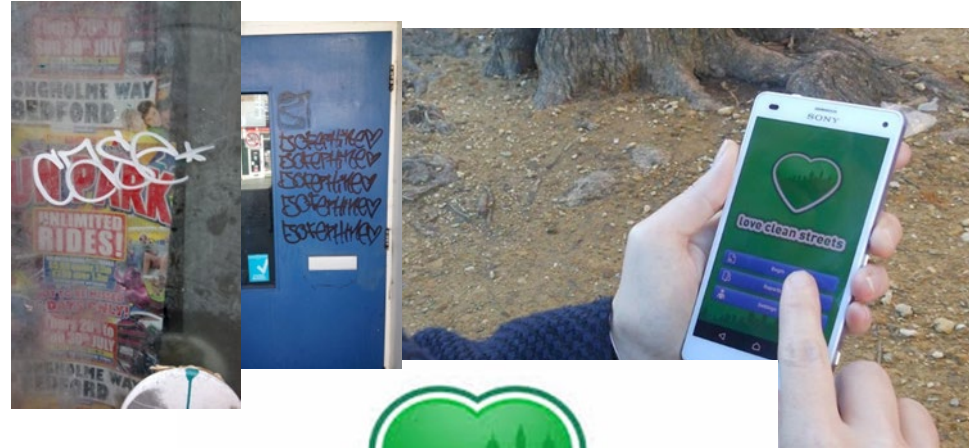
REVIEW: Improving the Visitor Experience



BedfordBID

BedfordBID WIPEOUT Scheme
Zero tolerance on graffiti
Over 240 businesses on the scheme

The BedfordBID Champions also act as the 'eyes and ears' of the BedfordBID business community supporting the day-to-day operational needs of local businesses ensuring that cleanliness and safety issues are rapidly addressed to maintain the town's appearance and appeal.



Street Link



love clean streets

www.lovecleanstreets.com

Connecting rough sleepers to local services

www.streetlink.org.uk

Over 500 reports made and acknowledged

Bedford BID AGM 16th October 2018

REVIEW: Sustainability



BedfordBID

Key Findings – Opportunities



- ✗ Bedford viewed as a convenience town not a destination
- ✗ Key issues – Number of vacant units and rough sleepers
- ✗ Majority of visitors are not spending when they visit
- ✗ Retail mix is key to attract target demographic

What's happening?



- Use the findings to market to specific demographics and areas
- Focus on extending dwell time – Restaurant and café offering and experience key
- Research Destination v Convenience attributes
- Focus on attracting immediate catchment and new housing developments
- Events key – For example Summer River Festival



Intercept study May and December 2017.

Pre and post Riverside launch : Post Rushden Lakes opening : Harpur Centre financial contribution : Harpur Centre Redevelopment : Presentations to businesses at BID breakfast meetings : Driving direction of town centre marketing campaigns

BedfordBID AGM 16th October 2018

UPDATE: Love Bedford (M&P) door to door magazines



Quarterly; Exclusive to BedfordBID businesses,.

Over 130 businesses featured PLUS full listing of each sector. Chances to

- Build/add to your email database
- Play to your strengths
- Prove your specialism
- Demonstrate your point of difference vs say the internet i.e. ...
- promote Click and Collect facility, personal service and customer experience
- A chance to demonstrate your personality!

DESIGNED ARTWORK AVAILABLE

Targeted distribution. **Over 20,000 copies distributed.**

The most effective way to reach the new housing developments is through door drops.

Full listing of BedfordBID businesses with features and advertising from the day, evening and night-time offer.



BedfordBID AGM 16th October 2018

REVIEW: Love Bedford (M&P) on-line platforms



Love Bedford is the marketing brand of
Bedford Business Improvement District (BID)

www.lovebedford.co.uk

the 'go to' definitive website for Bedford town centre
113,834 unique visitors between April – March 2017/18

Most viewed pages - Events, town centre guide/directory,
What's On and Love Bedford town centre gift vouchers

24,284 On line directory searches

See landing page for new business openings



@lovebedford.co.uk 8313 Followers



lovebedford 4568 Followers

Instagram @lovebedford1 2199 Followers

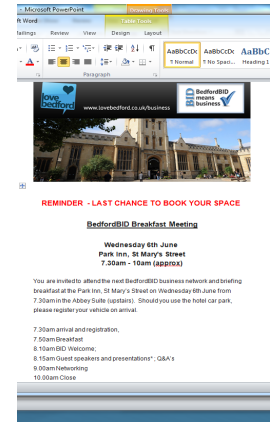


BedfordBID AGM 16th October 2018

REVIEW: Love Bedford (M&P) direct mail



2017/18 – **164,151** e-shots delivered.
Everything we do is free to access



Peak open rate 26.59%
vs. industry standard of 20.96% (retail)

Click- through rates vary subject to campaign message

New businesses 55% open rate and 13.3% click through.
Benchmark 21.21% open rate and 2.33% click through rates.

Business database: Business workshop skills open rate 22%
and click through 1.26%, GDPR open rate 30% click through 3%
Benchmark 20.9% open and 2.73 click through rates

BedfordBID AGM 16th October 2018

REVIEW: Love Bedford (M&P) e-magazine



BedfordBID is now also connected to:-

- 1,200 staff (largest share at Bedford College and The Bedford Sixth Form and both in town centre) and
- up to 12,000 students across a wide range of campuses - but again majority at Bedford College and 6th Form sites. Students aged 16+

Through Connect intranet staff
Connect staff e-magazine
and
Your Space for students.



Both sides share take-up feed-back information

BedfordBID AGM 16th October 2018

REVIEW: Added value, town centre loyalty



BedfordBID



Accepted in over 270 town centre businesses, 70% independently run. With a redemption rate of over 90%, it is possibly one of the most successful town centre schemes in the country, putting money directly back into the town centre businesses; **the scheme has attracted over £1m of sales.**

The Bedford College riverside campus is a critical part of the town centre and has supported the BID since it started in 2005

Online sales – 2017/18 c£3,500

Now also available for sale by BID businesses

BedfordBID AGM 16th October 2018

REVIEW: Brooks Hair & Beauty Show 2018



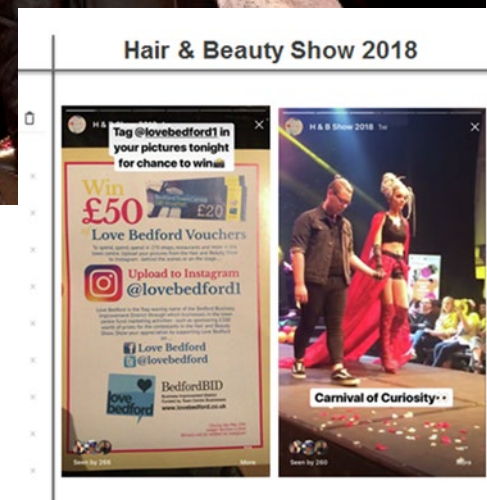
BedfordBID

An audience of 500 families and friends of students took to the stage to demonstrate the latest techniques in style. On the night we created a behind the scenes Instagram story; 233 posts and 2199 Followers on BedfordBID Instagram.

New business notifications to students, Instagram competition to link up with a new young audience on-line and presentation of £500 Love Bedford gift vouchers to some of the successful students.

Employers and BID businesses were involved including The Body Shop and High Street Debenhams who backed the show by giving away goodie bags to add to the glamour of the occasion. An on-going link with both and their teams has also given students an insight into the beauty business and opportunities with all sorts of careers within that sphere.

BedfordBID engaged young social media star Ross Testa to promote the event on Instagram. Ross is best known for his work with the now national brand Jagged Edge, which has a High Street outlet. Jagged Edge has close training links with Bedford College and their star barbers were included at the event.



BedfordBID AGM 16th October 2018

REVIEW: Love Bedford Day 2017 overview



BedfordBID

Sunday 23rd July 11am – 4pm

Foot flow +9.7% Love Bedford Day like for like; 40th birthday celebrations year on year % daily change
Thurs +6.8 %; Friday +32.3 %; Saturday +10.3 %; Sunday +27.2 %; Weekly yoy change total Bedford +5.4 %
vs. UK -3.9% and High Street Index -5.5%

- Harpur Square stage MC, dances celebrating the last 4 decades.
- Workshops for children to participate
- Bubble 'Showman' with bubble tricks demonstrations for the children
- Meet and greet Very Hungry Caterpillar,
- Danger Mouse plus on stage story telling.
- Roller Skating mobile roller rink
- GIANT Kerplunk or Giant Operation or Giant Jenga or Giant Connect 4
- Coconut Shy and Hook a Duck.
- Balloon modelling FREE take away
- Love Bedford 'Where's Wally' competition (TBC).
- Stalls from Bedford College, Heritage Bedford and Handmade in Bedford



BedfordBID
Business Improvement District
Funded by Town Centre Businesses
www.lovebedford.co.uk



Originally from the 80's the infamous 'Delorean' car from
Back to the Future with lights on and sounds !
Photo opportunities for all the family!

BedfordBID breakfast 21st February

REVIEW: Foot flow Christmas 2017



BedfordBID

The successful pre-Christmas Lights Switch on event **23rd November** included a reindeer Santa parade and Paw Patrol costume characters.



The parade enabled the public to follow the sleigh and something positive for the businesses as everyone walks past.



It demonstrated strong community spirit and the chance to kick-start Christmas celebrations and later trading times.

This week vs Previous Week			
16/11/20	23/11/201	WoW % Change	
17	7		
3,093	3,235	4.6%	
2,894	3,154	9.0%	
2,151	3,525	63.9%	
1,066	3,936	269.2%	
679	4,228	522.7%	
15:00 - 19:59	9,883	18,078	82.9%

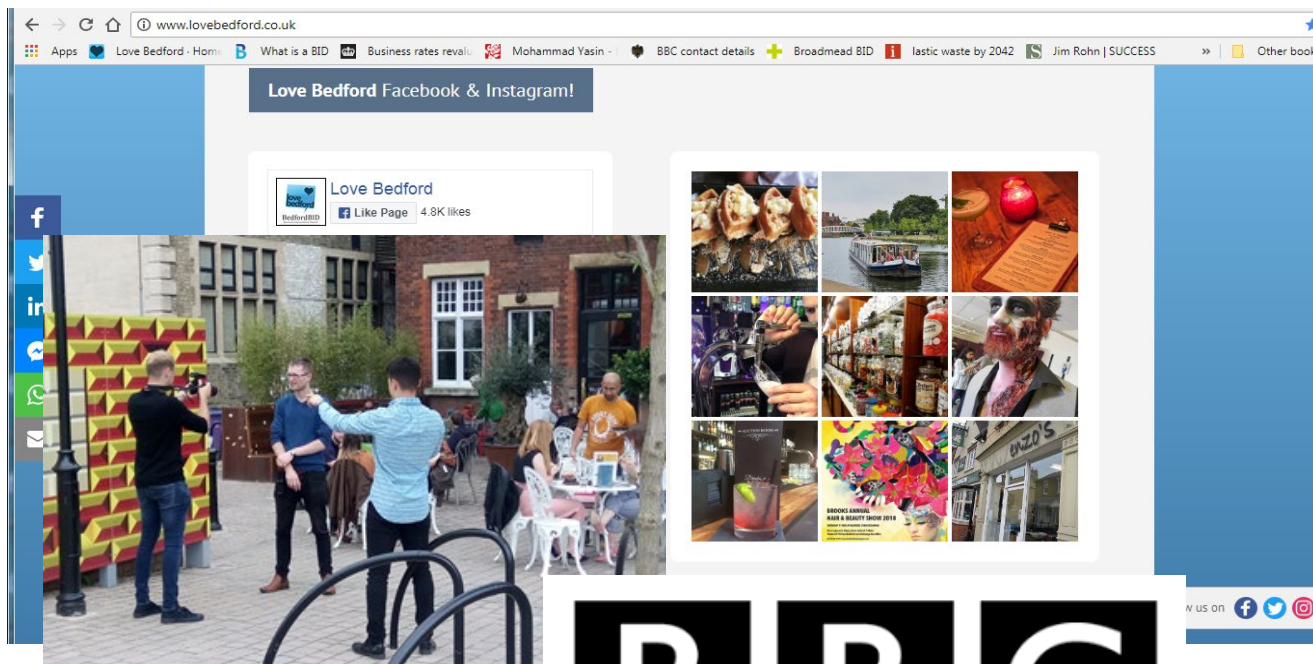
BedfordBID AGM 16th October 2018

REVIEW: Love Bedford (M&P) social media



BedfordBID

New Spring Instagram campaign to coincide with key promotional themes linked to door to door 24k+ magazines:- Hair & Beauty, Food & Drink, B2B and then Christmas!



Filming in action
Outside Albero Lounge



First phase includes: Brooks Hair & Beauty Show, Nicholas Anthony, Image Hair & Barber, Boutique Planet, Third Place St Peters, The Rose, Mamma Concetta, La Piazza, Albero Lounge The Flute, Creams Bedford, Seventh Heaven and Frescoes Coffee House. Feedback from Boutique Planet was *"The guys were amazing and really professional. They managed to encourage me to be interviewed which I think will be great. I have already had an email from a local photographer off of the back of the Love Bedford Instagram story offering me some free product shots. Amazing!"*

Item back dropped in BBC transmission news item 01/06/18

BedfordBID AGM 16th October 2018

REVIEW: Love Bedford (M&P) wider reach



BedfordBID



**Regional Radio this summer key messages
Include Independents, FREE parking, Eve
economy, outdoor dining & beautiful river views**

heart⁹⁶⁻¹⁰⁷
turn up the feel good!

BedfordBID AGM 16th October 2018

UPDATE: Love Bedford (M&P) wider reach; OUTDOOR



**Summer 2018
Railway stations and buses in
Bedford, Milton Keynes and St
Neots**

Enjoy Summer at the heart of Bedford!

...and enjoy the riverside walks, River Festival, Kite Festival, independent shops, museums, galleries, restaurants and pubs, and cultural activities including the new cultural quarter.

www.lovebedford.co.uk

Enjoy free parking at the heart of Bedford!

...and enjoy the riverside walks, River Festival, independent shops, museums, galleries, restaurants and pubs, and cultural activities including the new cultural quarter.

*FREE parking for the first 2 hours on a Saturday at Council owned car parks. On Sunday parking is FREE or £1 all day and free in the Major Centre.

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

www.lovebedford.co.uk

BedfordBID AGM 16th October 2018

REVIEW: Added value – financial savings



BedfordBID

Utilitrack continue to partner BedfordBID providing a 'One Stop Shop' to help levy-paying businesses check their current energy and telecoms/broadband tariffs against the market's best buys.

Clients include :-



Barovic Jewellers

The ReUse Centre Mill St

The Exec Club

Arcadia Sweets

The ReUse Centre Gadsby St

St Peters Dental Studio

Limes of Bedford Ltd

**In the last 12 months
BID clients have been saved £7,685.92;
in total c£60,685 overall.**

BedfordBID AGM 16th October 2018

REVIEW: BedfordBID B2B snapshot



BedfordBID Business Magazine 2018

Over 26k distributed to surrounding business parks and residential within 20min drive time.

Bigger edition with features, advertising and full list of BID businesses

Business Summit ; the internet is revolutionising the way we do business and social media spreading into every home and business.

In just 1 day, businesses can delve deep into every area of the proven, tried, and trusted 7-Sector Business Accelerator model.



BedfordBID AGM 16th October 2018

REVIEW: Bedfordshire Business Awards 2017



BedfordBID town centre businesses awards



WINNER: George James Bridal of Bromham Road owned by Nicola Harris

RUNNERS-UP: El Picante Mexican Grill, Allhallows, and High Street's Harrison & Simmonds Gentlemen's Emporium, also a runner up in the Family Business category.



In other categories, **BID town centre businesses** featured in:-

Large Business of the Year winner was **Bedford College** - a strong supporter of the BedfordBID since it was founded in 2005. In addition **Ian Pryce CBE**, who has been CEO for nearly two decades, was presented with a Lifetime Achievement Award.

Customer Service of the Year Award winner was **Rose's Bridal** of the High Street; runner up **Baby and Play** of Castle Quay.

Small Business of the Year runners-up **Stem4Stem** of Mill Street

Young Business Person of the Year runner up **Mobasher Qayyum** of the Creams franchise on High Street

BedfordBID AGM 16th October 2018

REVIEW: DATES FOR YOUR DIARY 'shout outs'



- Kite Festival, Russell Park 9th & 10th June
- Business Summit 11th June 9.00am – 5.30pm Bedford Swan Hotel
- Retail RadioLink & Exclusion Scheme Steering Group meeting – 21st June
- BedfordBID Fashion & Beauty Magazine. Deadline closed. Distribution from 13th June
- Independent Retailer month July – promote your offers through <http://lovebedfordoffers.co.uk/>
- Bedford's River Festival 14th & 15th July 40th Anniversary
- Bedfringe 2018 18th – 22nd July, The Quarry Theatre
- *Outdoor cinema, Castle Mound Thursdays 9th, 16th and 23rd August*
- BedfordBID Board and 'open' meeting 21st August, Bedford Swan
- Bedford Park Concerts – 3rd, 4th & 5th August
- Beach Week 5th-14th August inclusive
- Fashion & Beauty Magazine deadline 24th August
- Comic Convention 1st and 2nd September, Corn Exchange
- BedfordBID breakfast 5th September, Park Inn @ 7.30am
- BedfordBID AGM 16th October @ 6.00pm at Bedford Swan Hotel
- Christmas magazine copy deadline 17th October
- Fireworks and town centre lights switch on – Thurs. 22nd November

BEDFORD RIVER FESTIVAL



**BedfordBID Board and 'open' meetings
Tuesdays @ 10.00am**

BedfordBID AGM 16th October 2018

UPDATE: Events; Christmas 2018 pre lights



BedfordBID

Love Bedford's Christmas begins
Thursday 22 November 2018

Santa Claus and his reindeer help Christmas get under way at Bedford in the afternoon.

Join the Love Bedford-sponsored event, before darkness falls and then see the switching on of the Christmas lights, sponsored by BedfordBID businesses who finance Love Bedford events and activities.

Have your picture taken in the Snow globe
See the iridescent Bubble man and
Meet Marvel comic costumer characters ...



From 7pm onwards the fabulous fireworks display, again supported by Love Bedford, will take place along the river.

Businesses do all they can to make Christmas magical in Bedford – be sure to support them by doing at least some of your seasonal shopping in the town

BedfordBID AGM 16th October 2018

UPDATE: 22nd November 2018 pre lights



BedfordBID



Snow Globe



**LED Icicle
Stilt Walker
(walkabout)**



**MARVEL
Spiderman and
Batman
meet/greet**



Balloon Modellers

Plus! UV Bubble show

BedfordBID AGM 16th October 2018

UPDATE: Christmas dates for diary 2018



- 17th October: Christmas magazine deadline
- 22nd Nov-New Year's Eve: Bedford Festive Fair, Harpur Square
- Thursday 22nd November: Christmas lights switch on; fireworks later by the river from 7pm
- Every Saturday from 24th November 10-2: Salvation Army Band
- w/c 26th November: Bedford Homelessness Awareness Week
- Saturday 1st December: Small Business Saturday
- Sun 2nd December: Artisan Fair (Made in Bedford) Corn Exchange
- 5th-8th December: St Pauls Xmas Tree Festival (local schools)
- 15th & 16th December: local choirs and music
- 23rd Dec & Xmas Eve: Victorian Carol Singers
- Harpur Centre Wishing tree (local charity) from late November.



**THURSDAYS open late from 22nd November
PLUS all week, every week day from 17th December**

**BedfordBID Board and 'open' meetings
10.00am at Bedford Swan Hotel; Tuesday 5th February 2019**

BID Networking & Briefing breakfast Wednesday 6th March 2019 @ 7.30am

BedfordBID AGM 16th October 2018

HOW TO GET INVOLVED



BedfordBID



Register your email for regular updates and opportunities

info@lovebedford.co.uk



01234 404500

Follow us on



www.lovebedford.co.uk