

BedfordBID breakfast 6th March 2019

GOOD MORNING



BedfordBID

7.30am arrival and registration

7.50am Breakfast is served

8.10am BedfordBID Welcome

8.15am Presentations and guest speakers

Followed by open Q&A session & Networking

10.00am Close

Love Bedford is the marketing brand of Bedford **B**usiness **I**mprovement **D**istrict (BID) which promotes the interests of over 500 town centre businesses.

BedfordBID breakfast 6th March 2019

WELCOME – Guest speakers



BedfordBID



BEDFORD
BOROUGH COUNCIL

Transporting Bedford 2020 – draft proposals for Bedford High Street

Jon Shortland, Chief Officer Highways & Planning

Brian Hayward, Project Manager, Bedford Town Centre Transport Strategy



Ministry of Finance, Housing, Communities &

Local Government **Future High Street Fund**

Eleanor Marcham, Bedford Borough Council



insight6

CUSTOMER EXPERIENCE SPECIALISTS

Graham Hill | Customer Experience Director, Beds, Bucks & Oxfordshire

BID4 Have your SAY

Consultation so far

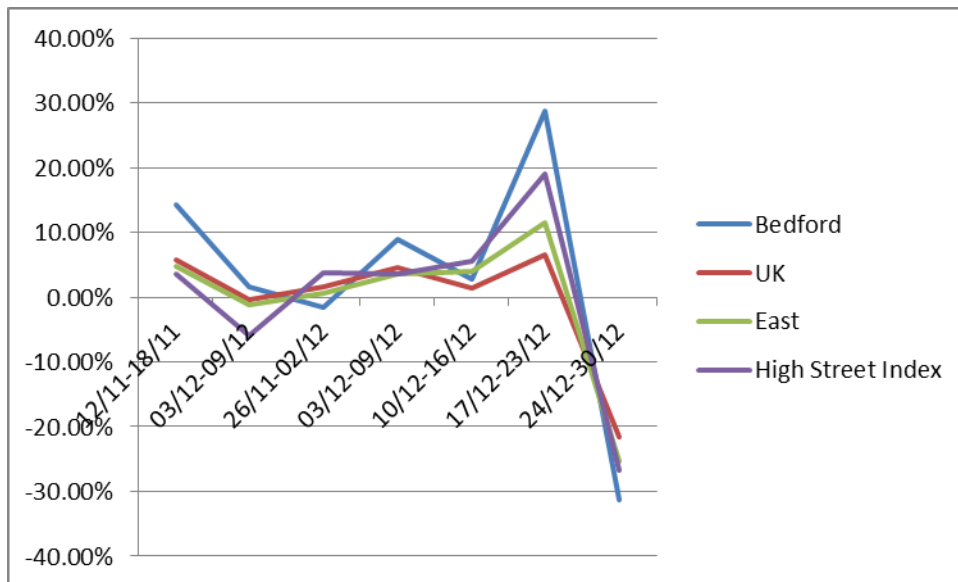
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REVIEW: Foot flow December 2018



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Following the national trend, in December the week before Christmas was the strongest week on week demonstrating the late start in Bedford +28.7% vs. +6.5% nationally.



During the course of the Love Bedford NOW! campaign (from 12th November), foot flow was up +14.2% week on week in Bedford vs. +5.7% UK. All weeks during the campaign were up vs. national trend apart from w/c 26th November when Bedford saw a reduction week on week of -1.6% vs. +1.5% nationally.

Conversions of office to residential together with downsizing of BBC etc. this is reflecting on figures during the week and therefore overall.

Full year analysis YoY headline is (calendar year) footfall for the year to date was 4.9% down on the previous year vs. -5.2% High Street Index, -4.1% South East region and -2.5% nationally.

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.

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REVIEW: Foot flow Christmas 2018

The successful BID pre-Christmas Lights Switch-On event on **22nd November** included reindeer and Santa plus a host of costume characters, entertainment and helter-skelter fun ride.

The duration of the event was extended to 7pm when foot fall vs. 2017 like for like, increased by 8.1% and overall, in total between 15.00 and 19.00 vs. the previous week the flow increased by 9,030



	This Year vs Previous Year		
	23/11/2017	22/11/2018	YoY % Change
15:00 - 15:59	3,235	3,311	2.3%
16:00 - 16:59	3,154	3,117	-1.2%
17:00 - 17:59	3,525	3,515	-0.3%
18:00 - 18:59	3,936	4,255	8.1%
19:00 - 19:59	4,228	3,571	-15.5%
20:00 - 20:59	2,149	1,958	-8.9%
15:00 - 20:59	20,227	19,727	-2.5%

	This week vs Previous Week		
	15/11/2018	22/11/2018	WoW % Change
15:00 - 15:59	1,977	3,311	67.5%
16:00 - 16:59	1,800	3,117	73.2%
17:00 - 17:59	912	3,515	285.4%
18:00 - 18:59	479	4,255	788.3%
19:00 - 19:59	298	3,571	1098.3%
20:00 - 20:59	205	1,958	855.1%
15:00 - 20:59	5,671	19,727	247.9%

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REVIEW: adding value at Christmas



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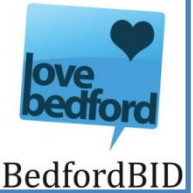
A Festive Welcome with BedfordBID Christmas lights enhancements at:-

- St Cuthberts Street
- Harpur Street
- Dame Alice and
- Tavistock Street
- The Broadway
- St Peters Street
- St Peters Gardens
- Howard Street
- Mill Street and
- Harpur Square
- **Clinton Cards tree NEW!**



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REVIEW: Lighting Up Bedford campaign



Christmas lights enhancements at Clinton Card's tree and Church Square attracted very positive comments following the negative narrative last year.

BID Businesses were involved through the 'sponsorship' of the tree bases including,



The Barley Mow with Michael R Peters contributing towards new lights for the Christmas tree at Clinton Cards.



Feedback regarding Christmas lights generally, -

"This year Bedford looks wonderful in Christmas lights, beautiful Christmas trees and decorations looks nice and fresh. xxx"

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REVIEW: Lighting Up Bedford; Window Dressing comp.



Included ... Art Centre and Gallery, Beerfly, Bluebird, Boyd's of Bedford, Charisma, Debenhams, George James Bridal, Goldings, Home Fragrance Co, Interphase, Kel's Bells, Mayson's, Michael R Peters, RSPCA, Salvation Army, Select Travel and Slide Record Shop.

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REVIEW: Lighting Up Bedford Window Dressing comp

26 different shop windows voted by the general public out of over 40 participating BID businesses. The winner was Sue Ryder on Harpur Street.

Top 5 most popular: -

- Sue Ryder
- Michael R Peters
- Kel's Belles Beauty
- Bedford Guild House
- Urbanite Hair
- Winner selected by Random. org



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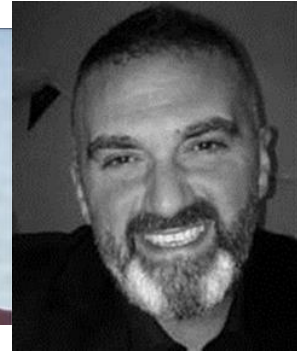
REVIEW: Love Bedford NOW!



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Love Bedford NOW! (News, Offers and What's On). A celebration broadcasting the positive and pushing traffic to Love Bedford website* giving access to the latest advanced social media promotion to everyone in the town centre - large or small!

Volunteer BID business presenters:-
Nicola Harris (Hattie & Co, George James Bridal)
Libby Lionetti from La Piazza and
Alfonzo Bravacco, Mamma Concetta Owner



14 November to 19th December

- 3 presenters x 3 times a week x 6 weeks = over **c430 scripts** throughout the campaign promoting BedfordBID businesses/locations.
- **Total Views 97,117, Likes 2,632, Shares 1,331 and Comments 1,020**
- *Users on Directory up 3% vs. last year
- Users on Love Bedford Offers up 34% vs. last year
- Page views of vouchers microsite up 205% vs. last year
- Page views of Santa's Grotto (Harpur Centre) up 87% on last year
- Page views of Christmas Window Display = 648

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REVIEW: Love Bedford NOW! testimonials



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Feedback from BID businesses included:-

▪ *It went very well. I think we took an extra £95 from 4 sales from 4 people who had mentioned they'd seen the post, loved the video, hence why have asked to promote the birthday parties for us, thanks for your help and support as always"*

Store Manager & SHE Champ - Amanda J Olliver, Team Leaders - Lily Rankine & Dilly Walsh

▪ *M&S said "We saw fantastic results in areas that were promoted through BID and the social media promotion. For example The Beauty Advent Calendar we were the fastest clearance store on our region for this product, Christmas Food To Order has seen growth on last year and considering we are up against M&S at Bedford Interchange who have a car park - this is a great result. Our footfall performance is considerably better than our sales performance through December so this is showing we are getting volume of customer increase - they just need to spend more!"*

▪ *Alfonso at Mamma Concetta is very happy with LBN. He said it brought new customers in; he had lots of recognition from customers saying they had seen both him (he was one of the presenters) and the videos generally with very positive reactions. He would like to be involved again.*

▪ *Barley Mow ELNE was "delighted to take part"*

▪ *Ismail Alom Great job! Love Bedford!*

▪ *Goldings of Bedford Great video as ever .. many thanks for the Shout out!! love from all of us at Team Goldings :)*

▪ *Libby at La Piazza again said the videos definitely made more people come to him and lots were mentioning seeing him and particularly the outtakes!*

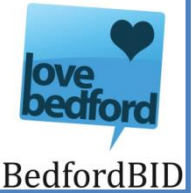
▪ *Bub at Close Encounters was happy for the involvement but can't say for sure if it increased sales although customers did mention the videos so one would assume it at least brought people to the shop.*

▪ *Both Happyfones and Rollback World confirmed good awareness from visitors with lots of mentions.*

▪ *Home Fragrance Company – can't quantify the success, however they had a good Xmas overall but as a new business nothing to compare it too. Would like to be included in future initiatives.*

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REVIEW: Love Bedford NOW! feedback



Customer comments re LBN! Included ...

- ✓ “Coming to Bedford in 3 weeks’ time looking forward to it”
- ✓ “Fabulous idea. Love it. Well done Love Bedford”
- ✓ “Great page promoting our town of Bedford keeping it alive!!”
- ✓ “Looking forward to seeing more!”
- ✓ “Brilliant- very helpful”
- ✓ “Good promoting for independent businesses in the town”
- ✓ “it’s great to see what’s going on! Don’t get into town enough!”
- ✓ “Fabulous idea let’s get Bedford smiling”
- ✓ “Definitely a great way to showcase the best of Bedford”
- ✓ “Aww, Love Bedford! Shops, Restaurants, Parks and people”
- ✓ “Super scheme”
- ✓ “Popped into town today to do a bit of last minute shopping, it's the first time I've seen the old spiral in the centre unveiled, looks great and the Christmas decks are loving fabulous too”
- ✓ “I’m going to be doing my Christmas shopping in Bedford this year!”

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REVIEW: Marketing & Promoting the town



- **Advertising recap:** Multimedia campaign key messages included FREE parking, late nights, Love Bedford vouchers and definitive guide to town centre including events @ www.lovebedford.co.uk
- BedfordBID Christmas magazine 26k distribution door to door and handouts at pre lights event
- Monthly publications with Rosetta inc Bedford Bulletin total distribution c60k
- Social media including new Love Bedford NOW!
- Point of Sale/shop window parking posters for businesses to display
- Heart Radio pay day and weekend tags
- County Life magazine evening economy promotion
- Direct mail e-shots to growing database
- FB within 15 mile radius for pre light switch on generic Christmas messages reached over 46,700 people within a 3 week period.

LATE SHOPPING & FREE PARKING

Late night shopping Thursdays from 22nd November
 Parking FREE FROM 6PM at Harpur Centre underground car park and all Town Centre council-owned car parks (except River Street)
 River Street, Allhallows (bus station) and Lurke Street car parks are 24/7

Late night shopping week Monday 17th - Friday 21st December
 Parking FREE FROM 6PM at Harpur Centre underground car park and all Town Centre council-owned car parks (except River Street)
 River Street, Allhallows (bus station) and Lurke Street car parks are 24/7

FREE Sundays
 Town Centre council-owned car parks FREE all day Sundays including Harpur Centre
 On street parking FREE all day

FREE 2 hours parking every Saturday in all town centre council-owned car parks
FREE 2 hours parking Monday-Saturday at Queen Street car park



Buy Love Bedford Gift Vouchers



Bedford friends! Join the Bedford BID collection at www.lovebedford.co.uk

LIGHTING UP BEDFORD
This Christmas

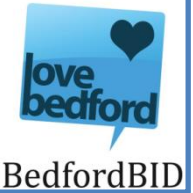


Visit www.lovebedford.co.uk for more information



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REVIEW: Marketing & Promoting the town



Bedford BID Christmas free prize draw cultivating contacts for e-shot mailing list.

Eshots analysis included Customer Database:-

Events 23% open rate, 1.2% click through

New Businesses 22.4% open rate, 1.2% click through

Window Dressing Comp 24.1% open rate

Business Database:-

Love Bedford NOW 18.6% open rate and 1.9 click through

Window Dressing competition 17.3% open rate

M&S 27.6% open rate and 6.3% click through

Industry standards for open rate 19.3% and click through 2.2%

Industry standards for open rates Business and Finance 20% and 2.5%



The promotion of Small Business Saturday was built-in to the website programming including tagging independents on the website so there was a banner on home page and link to list of independents plus highlighting Click & Collect businesses in town.



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REVIEW: Marketing & Promoting the town



BedfordBID

www.lovebedford.co.uk December most popular viewed pages on

main site: Events, What's On, Late Night Shopping, Town Centre Guide, Home, Christmas, Vouchers and Christmas Window Display.

- Top most viewed businesses include Argos, Beales, Iceland, Taka Barber Shop, Starbucks and Vape Fever
- BedfordBID Christmas magazine c26,000 door to door households within 20 minute drive time of Bedford including new housing developments
Over 200 copies were given out at the pre-lights event on 22nd Nov.
Over 86 businesses were involved including the Christmas FREE prize draw, adverts, editorials and promotional features.
- **mystery shopping and customer surveys and research**



BEALES
DEPARTMENT STORES



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BedfordBID

REVIEW: adding value

Autumn mystery shopping and customer surveys

- 1 x Initial Customer Experience Review (Mystery Shop).
- 1 x 1 Hour Business Mentoring/Coaching Session 1-2-1 with Graham Hill, Customer Service Director
- 1 x Follow-Up Initial Customer Experience Review (Mystery Shop)



Outcomes: Businesses that join this program will get:

- 2 detailed insight reports into the experience being delivered to their customers
- Time to talk through their business challenges and opportunities with a customer experience expert and trained coach/mentor
- An action plan, tailored to support the business with a focus on delivering more revenue through better customer experiences. However, support can be provided for any area chosen.

Participating businesses:-

- Riobello
- ReUse
- Arcadia Sweets (Lisa)
- Bedford Swan
- Cash Converters
- Bedford College
- Companions Real Bread
- St Peter's Dental (Hema Mistry)
- Bedford Central Library
- Howorths Shoes Mill Street



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REVIEW: national TV this Christmas



BedfordBID

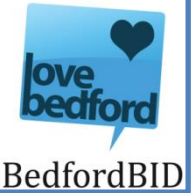


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UPDATE: promoting Bedford town centre



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

www.lovebedford.co.uk

the 'go to' definitive guide for Bedford town centre
over 95,317 unique visitors between April – December

Most viewed pages - Events, town centre guide,
What's On and Love Bedford town centre gift vouchers
See landing page for new business openings



FB 6695 followers

Twitter 8600

Instagram 3020



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UPDATE: adding value

**Love Bedford Town Centre Gift Vouchers
£1,162,360 issued to date; over 90% redemption rate.
296 town centre businesses participating**



In addition to favourite major stores, c70% of the businesses who accept the Love Bedford vouchers are independently run.

NEW! Microsite

Available to buy online and at Arcadia Sweet Shop

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REVIEW: adding value at Christmas

New to the scheme for Christmas included Decant, Monty the Cat, Rose's Bridal, Vape Fever, Starbucks and TK MAXX! **Pizza Express COMING SOON!**
Online voucher sales £3,335 (Oct-Dec)
Direct voucher sales £2,025 (Dec)
Arcadia Sweets £13,135 to date
Account voucher sales £4,650

More opportunities for businesses to sell



Redemption rate to date 91.44%

Top businesses for redemptions (Dec to date)

On-account and other B2B direct sales to Bourns, Fuji, Bedfordshire Police, Santander and NHS pending.

Bedford College £69,805; **THANK YOU!**

Bedford College staff and student Intranet

receive BID promotional broadcasts to over 12,000 students and 1,200 staff members .

Argos	Waterstones
Wilko	River Island
Marks & Spencer	Michael R Peters
Boots	Specsavers
Beales	Bedford College
WH Smith	The Fragrance Shop
New Look	The Works
Mayson's	The Body Shop
Iceland	
Superdrug	

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UPDATE: Enhancing visitor experience



BedfordBID

Retail RadioLink & Exclusion Scheme: 253 members of the Retail RadioLink & Exclusion Scheme of which 66 businesses have radios

November; Launch of BeBAC (BedfordBID Businesses Against Crime (Day and Evening Economies))



- An easier, more efficient way of circulating information to combat ASB in town centre.
- Greater access to police intel on known offenders for businesses.
- Gives BID businesses a platform to monitor and escalate prolific new offenders who are not known to the police and for the sharing and reporting back updates to its Members directly.

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UPDATE: Enhancing the visitor experience



BedfordBID

BeBAC update, Since November 2019

- The BID is working with Bedfordshire Police on a targeted basis identifying prolific offenders and with the support of the BeBAC scheme, providing essential intelligence and evidence to aid prosecutions. Not only is engagement a crucial factor, the level of prosecutions is paramount. Summary of activity involving our regular town centre offenders since November:-
- CPW/CPN's (Community Protection Warning / Notice) Issued: 6
- To be issued imminently: 5
- Prosecutions: 12 (8 retail theft)

Day

- Members: 158
- Known Offenders: 208, Unknown Offenders: 47
- Incidents Reported: 280
- Cumulative User Logins: 4,597
- Monthly: 1,439

ELNE

- Members: 46
- Known Offenders: 33, Unknown Offenders: 11
- Incidents Reported: 4
- User Logins:
- Cumulative User Logins: 1,088
- Monthly: 214



Statement and security training to follow.

Direct-to-Police reporting, being investigated

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REVIEW: Enhancing customer experience



BedfordBID

Redeeming large numbers of Love Bedford vouchers for businesses before, during and after Christmas period

Reporting graffiti tags via Love Clean Streets.

Continued monitoring of rubbish and fly-tipping hot-spots

Monitoring the movements of rough sleepers and working with Police to build intelligence reports of known and unknown individuals, as well as begging and rough sleeping hotspots. Riverside development a good example of action resolved.

Dealt with issues of busking when causing disruption for businesses .

On hand to provide any first aid assistance when necessary and upon CCTV's request.

Being informed with opening and closing of businesses, making new visits/introducing BID schemes.

Launch of BeBAC (BedfordBID Businesses Against Crime) initiative for both day and evening economy sector.

Continued to handle service requests from Retail Radio Link users

Continued patrol of major car parks at close of business to ensure public safety and discourage begging.



Connecting rough sleepers to local services
www.streetlink.org.uk

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UPDATE: Enhancing the visitor experience



BedfordBID

▪Renewed momentum and significant partnership working on the back of the BeBAC initiative enabling greater ownership from businesses and intelligence gathering being used by the Police for 'prosecutions'; 8 in the last two months. BID working as their 'scouts' and information gathering to complete the necessary evidence required. There will be more opportunities for CBO's for prolific offenders and it is anticipated that "within the next 6 months there will be significant impact on ASB in the town with the support of BID and its businesses. "

▪Operation Highgate /Days of Action below are the dates for the operation Highgate's from now until end of September 2019

- | | | |
|----------------|-----------------------|----------------------------|
| ▪23rd February | 10 th May | 18 th July |
| ▪6th March | 22 nd May | 5 th August |
| ▪20th March | 7 th June | 15 th August |
| ▪5th April | 19 th June | 3 rd September |
| ▪17th April | 2 nd July | 20 th September |



Bedford
Homeless
Partnership



Bedford Borough
Community Safety
Partnership
working together to make communities safer

▪The objective of the day is to deliver on Operation HIGHGATE, the long term problem solving plan to tackle persistent beggars and street drinkers, Support Vulnerable Homeless persons and with partners tackle discarded waste and other community impact issues in the town centre that develop from the **Joint Action Group** meetings.

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DATES FOR YOUR DIARY 2019



BedfordBID

- Easter Trail 6th – 23rd April working again in collaboration with the successful Mini Map Makers, a special Easter Trail Pad around Bedford including maps and pencils and the collection of a letter/Symbol to spell out a phrase associated with Easter: Something like Chocolate eggs!
- St George's Day , all things English! - Tues. 23rd April
- Business Magazine distribution 10th April to targeted locations within a 20 minute drive time of Bedford concentrating on industrial estates plus door to door residential
- BedfordBID Board /open meeting Tuesday 30th April @ 10.00am, Bedford Swan
- Brooks (Bedford College) Hair & Beauty Show, May Bedford Corn Exchange
- Food & Drink magazine copy deadline – 17th May
- In & Around Bedford glossy magazine DPS BID feature
- Guided Walks 2019 around Bedford publication
- Retail RadioLink & Exclusion Scheme meeting – Look Out for details
BedfordBID Breakfast Wednesday 5th June @ 7.30am, Park Inn
- Love Bedford Day Medieval Festival 27th & 28th July



Pick up your 2019/20 planner here TODAY!

**NEW DATE AND TIME for the BedfordBID Board and 'open' meetings
TUESDAYS @ 10.00am at Bedford Swan Hotel**

BedfordBID breakfast 6th March

HOW TO CONTACT US



BedfordBID

www.lovebedford.co.uk

 info@lovebedford.co.uk



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