

# THE BEDFORDBID COMPANY LIMITED COMPANY BY GUARANTEE



Review period from  
1st April 2021 to  
31st March 2022

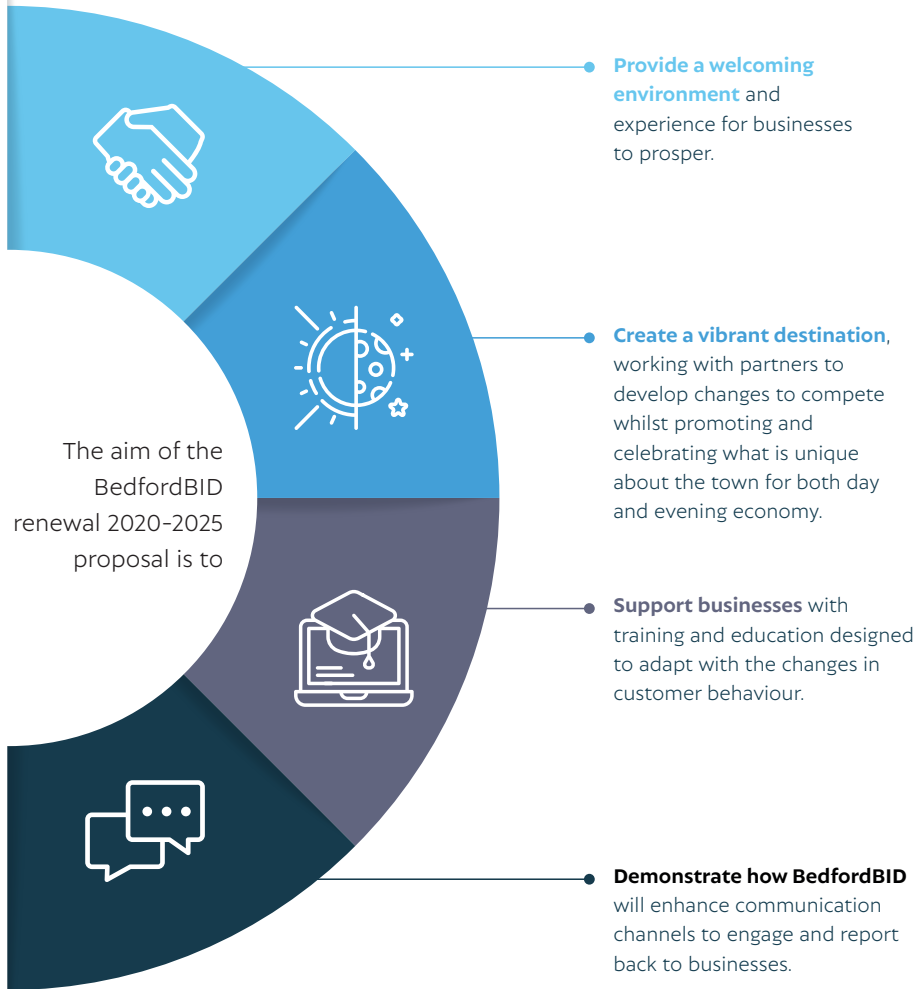


BedfordBID  
Business Improvement District  
Funded by Town Centre Businesses



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Business Improvement District  
Funded by Town Centre Businesses

Bedford Business Improvement District (BID) was one of 12 towns which piloted the independent business-led model back in 2005; over 320 BIDs are now established around the country. Bedford BID has been operating successfully for seventeen years. In October 2019, a fourth term BID4 Renewal was successful with 69% in favour by number and 88% by Rateable Value.



By building on the successful work of the past years and addressing the priorities raised from the pre-proposal business consultations, the 2020-25 Business Plan details four key themes <https://www.lovebedfordbusinesses.co.uk/perch/resources/bb-business-plan-2020-25w-min-1-1.pdf>

# 1 CLEAN, SAFE & WELCOMING

# 2 LOVE BEDFORD

Celebrating what is unique about the whole town highlighting independent businesses; uses and purposes which foster greater social interaction, community spirit, local identity, and characteristics.

# 3 SUPPORTING BUSINESSES

# 4 MEASUREMENT & REPORTING; ENHANCED COMMUNICATION

*BID levy money is ring-fenced for use only on BID projects. BIDs cannot subsidise local authority statutory obligations, however, BIDs can enhance services.*

# REVIEW 2021/22 HEADLINES

Welcome Back! From 12th April 2021, non-essential shops and outdoor hospitality venues were permitted to reopen. The town had been bucking regional and national trends. In May, the need for cautions messaging because of the high COVID data for Bedford along with the closure of Debenhams, the wettest May and the continuation of High Street improvement works, presented further challenges. BedfordBID responded by launching a Welcome Back campaign.

With the vaccination programme picking up pace, changes in messaging were generated to restore confidence with marketing themes for the town including supporting BID businesses involved in Totally Local Fiver Fest together with the now nationally recognised, Independents Retail month in July. A dedicated SM resource to create positive results was also introduced once the 21st June milestone arrived.



## Love Bedford

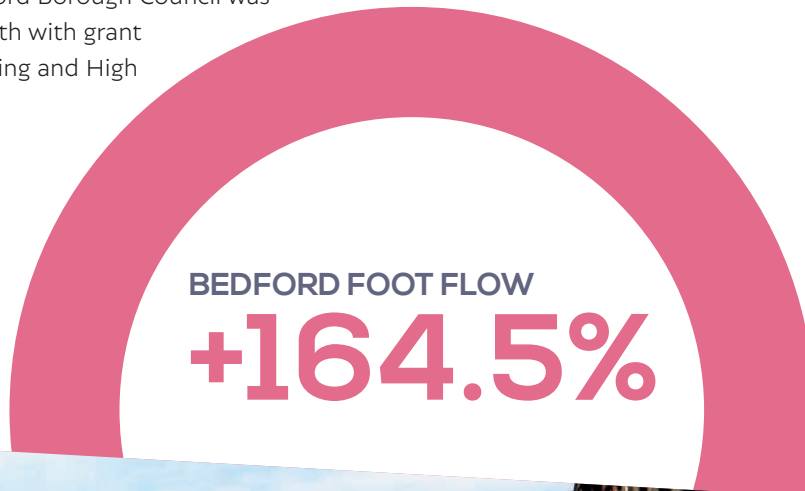
The main thrust of the **marketing communications and promotional activity** was cautious positivity whilst providing easily accessible, up to date real-time information to customers about business' online operations and those who invested hugely to be COVID compliant. Welcome Back guidance to businesses was also provided both online and directly through the on-site BID team.

- ▶ 12th April non-essential shops and outdoor hospitality venues were permitted to reopen. Spring into Summer April/May along with Spring Back SM campaign included a bookings hub for venues with outdoor areas. Advertorials with featured businesses and locations included Riverside, Mama Concetta, Blue Glass, The Flute, Bedford Swan, Primark, Harpur Centre and Bridges Espresso Bar. Beds Bulletin produced a Town Centre Special edition.
- ▶ Welcome Packs to sweep up new business openings for fresh content and direct mail e-shots to businesses with useful reopening information.
- ▶ Bedford foot flow that week vs. Regional, High Street and National = **Bedford +164.5%**, High Street Market Towns Index +110.7% and national +102.6% respectively demonstrating Bedford's ability to once again buck the trend.
- ▶ City Living article for regional press rerun to raise the profile of the town '[A huge area of growth and opportunity for our town](#)' – *Business MK*
- ▶ 17th May saw a further easing of restrictions for hospitality to welcome indoor eating and drinking. Mid-May Step inside SM campaign and Bouncing Back campaign in June with advertising content in BedsLife and variation for Beds Bulletin to 'share the love'.
- ▶ Fiver Fest Totally Locally 12th – 26th June – BID businesses taking part were promoted/shared.

- ▶ Summer Nights – a dedicated campaign for the night-time economy with images for SM.
- ▶ Content for Love Bedford website events section was created pushing new activity and endorsement promotion of BID sponsored The High Street Heritage Action Zone Cultural Consortium Project Spring Bank Holiday.

Collaboration with Bedford Borough Council was widely acknowledged with grant funding support messaging and High Street works progress.

**Source:** March 2022. Springboard specialises in delivering intelligence and insights and was recently named as one of the world's 100 top retail influencers in 2022 by Rethink Retail for the second year running.



## Green Business event

Bedfordshire, online 14th April, created several opportunities for businesses to engage to ...

- ▶ Establish what advice and assistance is currently available to businesses.
- ▶ Identify the appetite amongst businesses to know more, tips and how to go about introducing impacts on their waste and energy etc.
- ▶ Appetite for a group rate membership for ongoing support from the Green Business Network.
- ▶ Local group and partner Utilitrack who provide a service to businesses for best value providers of utilities, have agreements with many of the UK's greenest suppliers and will focus on those for any client who is particularly environment-focused and offer greener options/choices.
- ▶ The Great British Spring Clean and perhaps through the Inclusive Town group and BID there could be a collaboration of sorts for an initiative involving BID businesses.



## » » » Eat Feast is back! » » » »

Kick starting a programme of events (Friday 25th June, Riverside/Merchants Square) demonstrated how a safe, well-executed event along with some music and of course the good weather can complement same sector businesses and bring people back into the town. **Friday 25th June week on week +82.1%**. Follow up dates included 30th July 27th August and 24th September.



*"Great atmosphere, music, food, and drink. Plenty of people enjoying Eat Feast itself as well as the surrounding businesses. Both Albero Lounge and Bridges Espresso Bar were very positive saying it was great to have events going on in the square as it not only created a great atmosphere for all but also brought more attention to their own businesses."*

## July Independents month

BedfordBID supporting businesses by ...

- ▶ News item completed for publishing on SM and printed media supported with advertising.
- ▶ News stories with local printed media including Music Centre and connections with Freddy Mercury.
- ▶ BID supporting and sharing The Arcade activity broadcasting.
- ▶ FB advertising campaign BUY LOCAL to help reach increasing population in our immediate catchment and cultivate Followers. Link to www dedicated indie **section which lists all indies in town** in hand.
- ▶ www landing page banner and link to **all town centre indies**.
- ▶ Favourite Indie competition public vote promoted through customer direct mail and SM platforms. LB vouchers as prize(s). Winner selected by official 'random selector'.
- ▶ **BedfordBID Champs engaging and reporting back business intel on any news, updates, and events.**

**Welcome Back from 19th** July vox pops and talking heads business videos recorded and broadcast. *Events programmed with Love Bedford promotional support included ...*

<b>JUNE</b>	25th 27th	Eat Feast (Riverside) Bedford Artisan Market
<b>JULY</b>	11th 30th 31st	Bedford Flea Eat Feast World Food Market
<b>AUGUST</b>	7th 8th 27th	Jamaican Independence Day Bedford Flea Eat Feast
<b>SEPTEMBER</b>	12th 24th 26th	Bedford Flea Eat Feast Bedford Artisan Market
<b>OCTOBER</b>	10th – 24th – 29th –	Bedford Flea Bedford Craft Market Eat Feast
<b>NOVEMBER</b>		Coordinated town Christmas Lights Switch On
<b>DECEMBER</b>	Three weeks of Festive Fun	Small Business Saturday Cairngorm Reindeer Howard Centre Christmas activity EAT Feast – A Christmas Special! The Christmas Makers Market

Plus  
specialist  
market/small  
event

Throughout the pandemic, the sunflower lanyards were used by many people and has helped others to recognise those that may require additional support or assistance and easily identify that someone may be exempt from wearing a face covering.

BedfordBID recently received funding from the Town Centre Priority Fund to purchase sunflower window stickers and tuition packs for town centre businesses. Almost 50 shops displayed stickers and posters in their windows initially. This scheme allows those customers with hidden disabilities to easily identify those businesses that have trained their staff in recognising hidden disabilities and what the sunflower lanyard means.

*"The sunflower scheme has been a really positive initiative. We do quite a bit of work with various groups, but the message/ advertising/signposting doesn't reach everyone who needs it. The stickers on display have really helped identify us as a friendly, caring, responsible and knowledgeable business to those who need that reassurance, that safe space. It's been a real 'lifeline.'"*

*"While changes from 19 July in the government's roadmap brings us all a little closer to normality, we have to remember that COVID-19 has not gone away, with cases increasing locally so it's important that we all remain cautious, support our amazing local businesses – and shop local, and do what we can to keep everyone safe."*

Business owner Martin Keys at Gallone's Bedford Ice Cream Parlour, The Arcade



**Bedford Borough  
to receive  
£22.6m  
Town Deal grant**

In June 2021, Bedford Borough Council announced the £22.6 million successful bid for a Town Deal. The Town Investment Plan puts forward a clear vision and strategy for how the money will be used in Bedford and identifies value for money projects that will have a positive impact on the town helping to unlock the full potential of Bedford with a legacy for future proofing. Guidance from the government says that projects must be delivered by March 2026.

The volunteer chair of BedfordBID was duly appointed on the chair of Bedford Town Deal Board.



BEDFORD  
BOROUGH  
COUNCIL HAS  
CURRENTLY  
EARMARKED

43

BUILDINGS AS  
ELIGIBLE FOR  
FUNDING



**The High Street Heritage Action Zone (HSHAZ)**, to which BedfordBID and whose Director of Operations as Vice Chair of the Partnership Board, is committed to supporting both the main programme of works and cultural programme.

## About High Streets Heritage Action Zones

The High Streets Heritage Action Zones is a £95 million government-funded programme led by Historic England, designed to secure lasting improvements and help breathe new life into our historic high streets for the communities and businesses that use them.

The cultural programme is starting to emerge through the Cultural Consortium who are finalising its criteria for project funding and delivery partner best practice. The hope is to welcome back events as a key element of the compelling reasons to visit Bedford including the possible return of a High Street Festival in celebration.

## About Bedford High Street Action Zone

<https://historicengland.org.uk/services-skills/heritage-action-zones/bedford/>

Bedford Borough Council will receive £1.76 million from Historic England to spend on physical building works and to deliver a cultural programme to encourage people to engage with the local heritage. In Bedford funding will be used to reinstate the historic features of buildings across the high street, reducing traffic and bringing the wider community back into the area and help to bring new life to the properties on Bedford High Street. The Southeast Midlands Local Enterprise Partnership and BedfordBID are also contributing funding.

Bedford Borough Council has currently earmarked 43 buildings as eligible for funding under the HSHAZ programme. Restoration and Improvements works have already begun to help preserve the historic environment by:

- ▶ Reinstatement of traditional shopfronts.
- ▶ Conversion of vacant floor space for retail and/or residential use.
- ▶ Repair and reinstatement of architectural details to the façade of buildings.
- ▶ Undertaking structural works to help achieve these improvements.

# Hi! BEDFORD

IN PARTNERSHIP WITH BEDFORD BOROUGH COUNCIL Supported by SEMLEP HERITAGE FUND HistoricEngland.org.uk/HighStreets #HistoricHighStreets

Scaffolding is up and conservation work has begun on the façade, columns and historical features of 19-21 High Street (the Blue Monk building).



*Improvements will include a new traditional shop front, alongside conservation repairs that will re-install lost architectural features on the outside of the property.*



The third property scheduled to start soon is 107 High Street, the former Goldings building. Improvements will include a new traditional shop front, alongside conservation repairs that will re-install lost architectural features on the outside of the property.



Works on 58 A, B and C High Street, the buildings on the northern side of Silver Street Square. These improvements will include the installation of new shopfronts to improve the look of the premises, alongside the creation of two additional smaller retail units in this property on the newly refurbished Silver Street Square.





## Enhanced Partnership

The DfT published their national bus strategy: Bus Back Better. This is where the Government has laid out their vision to dramatically improve bus services throughout England. BedfordBID is a member of the Partnership Board made up of varying stakeholders.



**The Bus Service Improvement Plan (BCIPS)** developed through real collaboration with all bus operators and key stakeholders including BedfordBID is now complete.

The launch of Bedford's first and very own Tap to Donate machine to support the homeless was launched November 2021. Funded by both BedfordBID and The Mayors Community Chest Fund, the design and installation of the donation machine is accessible for the general public to give a sum of £3 per tap to Bedford's Real Change Fund. BedfordBID also provided sufficient funds for over the two year term for updates/replacements and/or additional material.



The BedfordBID mandate is determined by its agreed five-year business plan and budget. The pandemic resulted in unprecedented times and whilst the BID was operating, owing to restricted revenues, all non-essential expenditure was stripped back but whilst continuing to support businesses through these challenging times. **The TCPF** (the Town Centre Priority Fund) applications provided the opportunity to enable additional unbudgeted work to enhance placemaking and welcome back visitors building confidence as restrictions started to lift.

## Vacant units/placemaking

To coincide with the completion of High Street works pre-Christmas 2021, BedfordBID worked with stakeholders to improve aesthetics to 'dress' large-scale empty units formerly Debenhams and Beales (M&S now occupied by B&M). This included the exterior cleaning of these units and online links for development updates as the town continues to grow and move forward. Following the success, further plans are under discussion for key units in advance of River Festival summer 2022.

The additional Christmas lights on Mill Street were welcomed by businesses.



**ARG (Additional Restrictions Grant) fund** was also applied and awarded to fund business support initiatives rather than direct grant funding to businesses to include subject to budget...

- ▶ An online campaign following the successful Love Bedford NOW! videos (news, offers and what's on), professionally scripted and edited as before.
- ▶ Deliver a SM training programme to support businesses offering practical advice and support with digital skills and potentially e-commerce with a FAQ&A's helpful addendum available on www Love Bedford.
- ▶ A placemaking initiatives to include the possibility of town centre community garden(s) and or a sensory installation with children/families in mind and/or solar powered irrigation or self-watering tiered planters for large scale town centre floral displays allowing for low maintenance & long-lasting schemes.
- ▶ Mental health training. All BID staff now have access to an Employee Assistance Programme (EAP), delivered by Health Assured which includes support for up to forty 'members' for two years. A suitable roll out programme to provide FOC to BID businesses will be explored

## ARG (Additional Restrictions Grant) funded Marketing campaign Spring 2022

Hero videos and Social Media Shorts will be created to promote compelling reasons to be in the town through a themed campaign of *Bedford Town Centre the home of diversity.*

5 main content pillars will be



This is also intended to help develop the Bedford offer message beyond a rhetoric of "only coffee shops and charity shops" and extend dwell time beyond just "coming into town for haircuts."



Social Media Shorts Aim

'Where to spend your Love Bedford vouchers: All the places to spend your vouchers, what your Bedford vouchers can get you.'

Targeting ...

"... With restrictions only being fully removed during February 2022, we are still at a very early – possibly premature – stage in the post-Covid cycle, but the signs are that small local high streets are clearly at a pivotal point, with an opportunity to emerge from the Covid period with a larger and more loyal customer base than they have had for decades. However, to achieve this it's critical they fully understand the current and emerging dynamics of consumer behaviour and use this understanding to shape their offer to match the demands of the new hybrid worker – after all, "if you don't use it you lose it".

- Residents of Bedford that need a reminder of the establishments and venues available to them on their doorsteps.
- Residents living within 20 mins commute of Bedford that may be looking at other commutable towns for a source of shopping opportunities and entertainment.
- People relocating to the area.



Metrics to monitor success will include reporting on the Reach, Engagement, Likes/Comments/Shares as well as report those metrics more specifically to a given geography.

**FREE SM training** in tandem with the online campaign, shows businesses how to make effective use of social media as well as capitalise on forthcoming calendar of events and promotional opportunities. Delivering online training will make it far more accessible for a wider range of businesses and remove the cost of renting a space. To do this in person, could potentially alienate smaller businesses (who would really benefit the most) that may be unable to 'close up' to attend the session for an hour or two. Moving the session into the evening then alienates the night-time economy.

Online sessions will be recorded and upload it to a 'BED business' only area of the website. Anyone that can't make the online session can watch the replay, so no one misses out. Over time, this would build into a useful hub of information and resources for both new and current BID businesses. An allowance of time will be made for the preferred delivery partner to field questions from businesses thereafter providing a wealth of information, and direct access to industry experts who made the content – which offers them real value.

There is also a specific grant available to businesses for digital development activity which is being explored at the time of going to production.

## Christmas 2021 including Three Weekends of Festive Fun

**Halloween Trail** involving a wide variety of businesses in BID zone.

**Lights on from Monday 22nd November** across the town included BID funded Christmas lights and additions at Mill Street. **Christmas Window Dressing Competition** – start date 22nd November (business' windows coincided with town lights switch on)



**Window Dressing Competition**

1st Cat Café	127
2nd Michael R Peters	42
3rd Sue Ryder	35
<b>Total Individual Votes</b>	<b>328</b>
- Email Opt Ins	142
Windows Nominated	22

Other elements: Voters Prize Draw, AND THE WINNER IS..., WELL DONE TO OUR RUNNERS UP, Photos, Video Reels & Custom Posts, Email Promotion, Paid Ad reached 4,478 people.



The Love Bedford Town Centre **voucher scheme membership** was overhauled with the issuing of new window stickers in preparation of the post-Christmas redemption period. This also provides ease of identification to coincide with the dedicated SM and DM campaign to highlight those businesses participating. **Over £3,600** of vouchers was processed over the pre-Christmas period.

*Showing the love for Bedford Town Centre, keeping it local, is further demonstrated by top ups for both **Gallone's and Michael R Peters** who kindly provide a retail outlet for voucher sales. Currently there are 290 members of which over 70% are independent businesses on the scheme.*



HM Government



In December, BedfordBID worked with industry groups including the BID Foundation, British BIDs, ATCM, British Beer & Pub Association, UKHospitality, Night Time Industries Association and others, to send a letter to the PM and Chancellor of the Exchequer calling for urgent assistance for the Retail, Hospitality and Leisure sector.



The frontline team supported businesses managing COVID safely regulations, including queue control and barriers. The relaunch of Retail RadioLink (RRL), BeBAC (BedfordBID Businesses Against Crime) day and evening schemes, supporting BedSafe and attending Highgate meetings, identifying squats, graffiti and assisting Days of Action all restarted as businesses returned. This also included RRL equipment and base station servicing, radio protocols (usage and maintenance) and radio support for COVID marshals.

During October, recruitment, training and 'bedding in' dominated internal operations with the arrival of two new BedfordBID Champions plus a full-time Marketing Manager, all making an excellent start.

B2B database contacts were all updated. This is imperative to re-establish and maintain productive **business engagement** with BID businesses. Between October and December, a total of **85 reports** were completed including 42 for graffiti, 30 fly tipping, 8 street cleaning and 5 for damaged power boxes, all of which the Council have resolved. A hot spot for fly tipping is now under consideration for dedicated CCTV.

Between 13th December and Christmas Eve, **Operation Bless** resulted in the arresting of 11 individuals within town centre for various different offences ranging from Thefts, Breach of CPN, Robbery, Theft from motor vehicles, Burglary and possession of drugs etc. Two stop searches were also

conducted along with a number of community engagements where provided police crime prevention advice and utilised both covert and overt patrols to reduce retail thefts.

With the support of BedfordBID, a **Community Behavior Order (CBO) was obtained** on a persistent offender which was a huge success and BeBAC reports were used to aid the police in the CBO case alongside a written statement from the BID.

The **continuation of Operation Highgate** (the tackling of 'vagrancy, begging, street drinking drug use and low-level criminal activity within Bedford Town Centre') has increased attendance at Highgate meetings. It now incorporates several other partner agencies including bus station representatives, local councillors and council street cleansing and property management. There have also been representatives for the Police and Crime Commissioners Office.

In October, the National Pubwatch recognised excellence and commitment at an awards event at the House of Lords with **BedSafe**, the Bedford Pubwatch, awarded the top accolade – the **National Pubwatch Award 2021**.

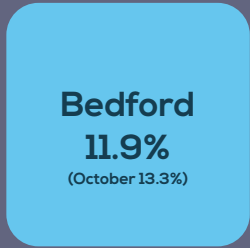
The judges commended the social responsibility of the BedSafe scheme and its very active engagement with the team at the local Business Improvement District (BID) who with its support, the scheme has implemented a number of good practice initiatives to improve its communication processes and the safety of customers and staff. For example, through BID funding, door staff are employed to deal specifically with street drinkers and beggars.

**BID evening weekend team continue** to visit NTE businesses and venue door staff as well as provide the Taxi Marshal service. Their interactions with the police and public, help to provide a safe and effective services which also signposts rough sleepers and persistent ASB offenders specially relating to illegal begging.

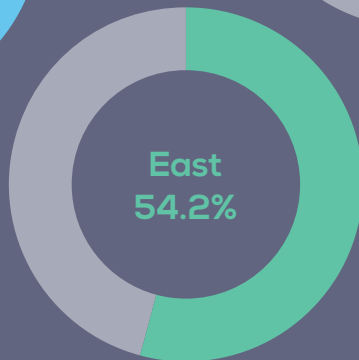
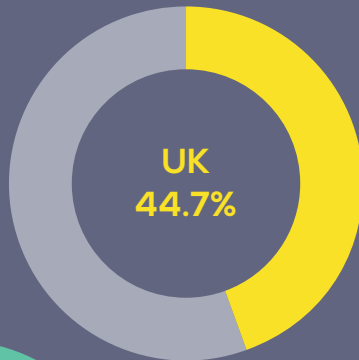
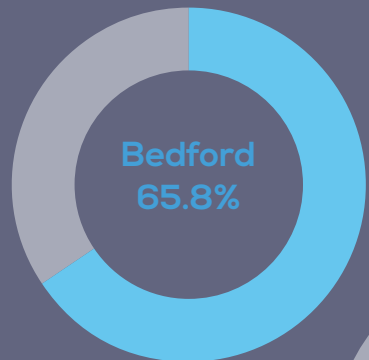


# Vacancy report Town Centre BID zone January 2022

(%) ground floor units



Independent units (%)



# Looking ahead for 2022 ...

Subject to BID levy status,

- ▶ Voucher scheme makeover to reduce the heavy admin and resource commitment.
- ▶ BeBAC roll out to dedicated partners and Retail RadioLink & Exclusion scheme audits.
- ▶ Review of Voluntary Contribution scheme.
- ▶ Review Mill Street additional Christmas lights for greater effectiveness.
- ▶ Produce and publish an events calendar with highlights for businesses.



**Easter trail, 2-19th April. Businesses include: -**

- St Peter's Studio Dental Clinic, St Peter's Street – Collection Point
- Baker Brothers, St Peter's Street
- All Ears, High Street
- Deborah Jayne Boutique, Mill Yard
- River Coffee, High Street
- Portuguese Mini Market, St Mary's Street
- Bridges Espresso Bar, Riverside Square
- Bellissima Accessories, Howard Centre – Collection Point
- Claire's, Harpur Centre
- British Heart Foundation, Silver Street
- West 4 Café, Harpur Street
- Gallone's Ice Cream Parlour, The Arcade – Collection Point & END – FREE TREAT

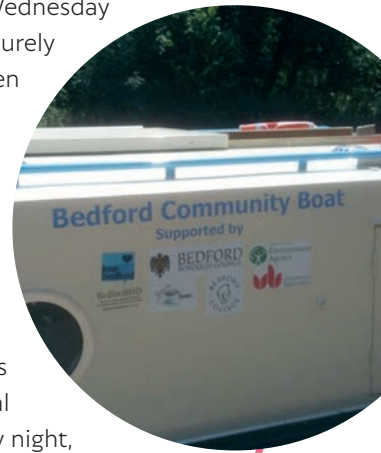


**Jubilee weekend celebrations** will include town centre bunting and potential collaboration with SpectaculArts Bedford Barber Expo Sunday 5th June <https://www.facebook.com/events/651174939255782>

Bedford Parks Concerts – Tom Grennan live at Bedford Park 4th June 2022 – photo trail competition SM

## John Bunyan Community Boat Returns to the Great Ouse with a celebrity chef!

From April, popular returns to the line-up include the Wednesday Mercure Bedford Afternoon Tea Cruises. Following a leisurely cruise from Priory Marina, disembark at St. Mary's Garden and enjoy a traditional afternoon tea, prepared by Will Smith – the Mercure's new Head chef, and a finalist on T.V.'s Master Chef. Visitors can savour both the delicious menu and the spectacular view over the Town Bridge, Embankment and river, before boarding and cruising back to Priory Marina.



As part of the community, the John Bunyan Boat's aim is to provide something for everyone, whilst involving local businesses. New additions to the line-up include a curry night, in conjunction with Bedford's Thali and Tandoor on the 12th May, and a Gin Tasting experience with The Secret Bar, as well History tours, and Eye Spy cruises – designed to keep young and enquiring minds busy during the school holidays.

## Bedford River Festival is Back – with New Exhibition for High Street 23rd – 24th July

For the first time in the River Festival's history, Bedford High Street will be closed for the whole weekend, to bring the fun and celebrations into the heart of the town centre. The newly developed High Street will host the Festival of Motoring, sponsored by Bedford BID, with 100 unique and eclectic vehicles on display.



Having good internal controls and corporate governance procedures are important for a BID. This leaflet is to demonstrate that income received is spent in accordance with plan and that there are authentic internal governance controls to ensure that this happens. Full Accounts and performance reports including the BedfordBID networking and briefing breakfast presentations, AGM papers, previous Annual Review documents and five year business plan are all available for download at [www.lovebedford.co.uk](http://www.lovebedford.co.uk) or call 01234 404500.

The Bedford Business Improvement District (BID) is a democratically elected organisation, with a voluntary (elected) Board of Directors who represent the town's businesses. Bedford BID is a member of British BIDs and ATCM and subscribe to the National Survey for best practices. The list of Directors approved at the last AGM are also included online <http://www.lovebedford.co.uk/about/bedfordbid-board.php>

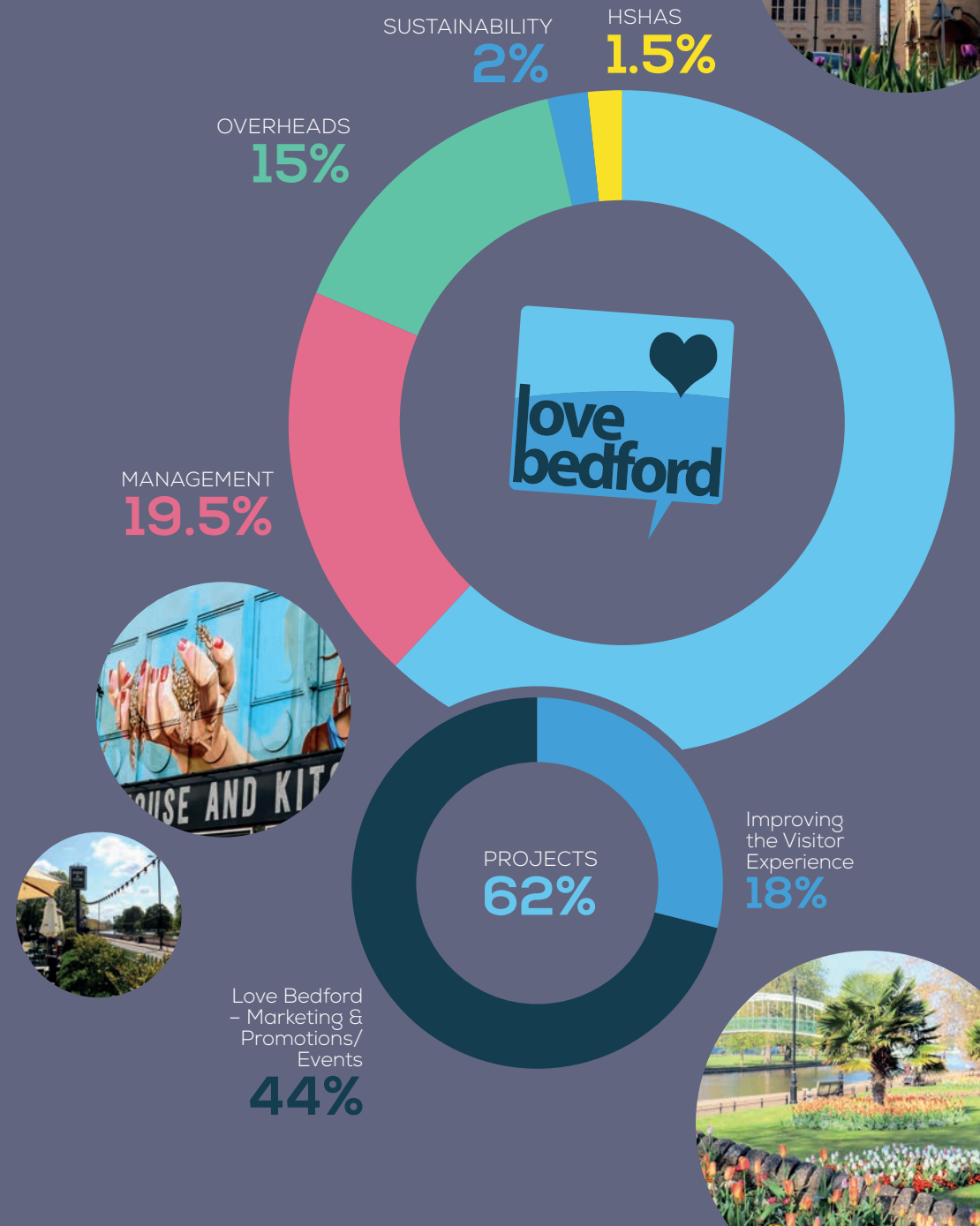
## Transparency and Accountability

BedfordBID is open and accountable to its levy payers. The use of social media, an up-to-date website, news releases, e-shot news to levy payers, regular meetings and producing annual accounts, are some of the ways we ensure that the work of the BID is open and available for scrutiny by its levy payers. Every new business is visited to obtain business contacts for further communications.



*Shaun Barnett, Regional Lettings Director, Leaders Lettings & Estate Agents Bedford. Latest member to join the BedfordBID voluntary group of Directors.*

## How your money is spent...



## BID4 overview summary; new for BID4 Proposal: –

1. Affiliate membership to generate revenue but not to the detriment of service to BID zone members whilst facilitating extension of BID schemes at areas which impact upon the town i.e Midland Road East. In principle agreement received to proceed. *Working up processes. Resource review currently under consideration.*
2. New capital project – supporting High Street Heritage Action Zone (HSHAZ), four-year programme of physical improvements, community engagement and cultural activities focusing on the High Street and immediate adjoining roads. *Progressing. Director of Operation appointed Vice Chair of Partnership Board and attends the 'HSHAZ Cultural Workgroup'. Updates through BedfordBID Board meeting.*
3. Provide tailored education and training to help businesses make an asset of their physical retail space and their staff by creating opportunities to interact with customers that cannot be found online. *In hand, delivery from Spring 2022.*
4. To invite community group representation to further support the balanced approach to the work of BedfordBID and development of a culture and central purpose that unites the community and attracts them to the town centre. *Delayed but preparations will begin exploring best practice with other groups and organisations.*
5. Collaborate with partners to take part in the National High Street Perfect Day. *This was a government initiative pilot in 2019. Nothing further was heard on this so we have assume this initiative did not get the traction it needed. Important to note that the High Streets Minister has changed COVID has meant there have been two years where this has been nearly impossible to run properly so not a great surprise. Will continue to monitor and report further if applicable.*
6. Increase in BID threshold from £8,100 to £12,000 to align with the statutory 100% small business rates relief relieving over 130 independently run small businesses of the BID levy. Launch instalment payments upon request subject to conditions. *Completed.*
7. The introduction of town centre outdoor screen(s) to promote on site BID businesses, what's New, Offers and What's On to extend dwell time and encourage repeat visits. *Under review*
8. Make permanent the trial BID night team extension to Taxi Marshal service. *Done within budgetary constraints.*
9. Development of Love Bedford website and create a B2B facing section to benefit new business searches. *In hand and progress being made with a view to relaunch May 2022.*
10. Collaborate with partner organisations in projects to promote the town centre which create a 'sense of space' to foster greater social interaction, community spirit, local identity and characteristics which attract local people to take part in activities including:- Dining Leisure and sport Culture and the Arts entertainment. *Eat Feast, the HSHAZ Cultural programme and other outdoor events will help to reignite this important item.*





