




**BedfordBID**  
Business Improvement District  
Funded by Town Centre Businesses



**YOUR BID**  
**BEDFORDBID**  
**INDEPENDENT, BUSINESS-LED**  
**FUNDED BY**  
**TOWN CENTRE**  
**BUSINESSES**



**RENEWAL BUSINESS PLAN**  
**1ST APRIL 2020 – 31ST MARCH 2025**

# SOUTH BANK ARTS CENTRE



**MEDIA TEAM**



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# FOREWORD

BedfordBID is an independent, business-led organisation. Bedford was one of the first to see the benefits of bringing businesses together and pooling money to improve the town through Bedford BID in 2005. The far-sightedness, collaboration and intelligent approach meant businesses and our Borough Council approved the BID again and again, even in periods of recession.

The nature of town centres has changed and Bedford needs a BID to compete. *“Those high streets and town centres performing strongest often have BIDs at their core, driving improvements that boost footfall, encourage consumer spending and ensure our high streets are fit for the future”.*

July 2019 High Streets Minister Jake Berry MP: The BedfordBID is looking for a renewal for the next five years and this plan sets out past achievements, what to expect looking forward and how businesses can be involved.

Consumers now want places to experience; they need a reason to come into town. Community engagement to foster greater social interaction and community spirit will play a large part in future successes. Additionally with the growth of high-quality visitor experiences and a deeper understanding of people’s need to visit our towns for far more than just ‘shopping’, is allowing some town centres and their high streets to change and thrive. BedfordBID will demonstrate how it is working with local stakeholders to help deliver the changes necessary with projects and schemes that together are designed to continue to:-

*“create a business community that together prioritises the support and promotes the change required to enable Bedford Town Centre to continue to adapt to the evolving demands of the retail and leisure sector. This in turn creates a supportive environment for the existing businesses and attracts new businesses.*

*With shoppers looking to combine leisure to create days out, the role of the BID in marketing Bedford Town Centre as a vibrant destination with a wide range of retail, food and leisure offers is crucial to driving footfall and sales.”*

Source: Investors in Riverside Bedford

Apart from “activity-based community gatherings” based on social and community interactions, town centres of the future need to contain business premises, offices and residential (source: the High Street Report 2019). Having an attractive town centre as well as a variety of activities is also an important element of the package needed to attract new businesses, employers and employment to the town. BedfordBID will continue to promote a vibrant town centre to attract new businesses and employment to the town whilst supporting existing businesses.

**We are now seeking renewal for a fourth five-year term.**

**Now is not the time to reduce the voice of businesses in our town.**

# INTRODUCTION

Through BedfordBID, businesses are a key stakeholder. The conclusions from the BID4 consultation process informs us that businesses believe it is beneficial to have the BedfordBID working on behalf of the town and find us proactive and helpful. Businesses value the Love Bedford voucher scheme, Retail Radios, Breakfast networking and briefing meetings plus how we actively work with partners to deliver better outcomes on issues like crime and disorder, they would like to see more emphasis on:-

- ▶ Safety
- ▶ Supporting independent businesses
- ▶ More advertising and promotion of the town
- ▶ Creating vibrancy in the town
- ▶ Helping to address the too many number of people homeless and sleeping rough in the town centre
- ▶ Filling empty shops
- ▶ Cheaper parking

**The aim of the BedfordBID renewal 2020-2025 proposal is to:-**



**provide a welcoming environment and experience for businesses to prosper**



**create a vibrant destination, working with partners to develop changes to compete whilst promoting and celebrating what's good about the town for both day and evening economy.**



**demonstrate how BedfordBID will enhance communication channels to engage and report back to businesses.**



**support businesses with training and education designed to adapt with the changes in customer behaviour.**

Independent businesses can provide the unique attraction for a town centre. Bedford is a town of independents (57% of commercial ground floor premises in the BID boundary are occupied by independent businesses vs. 35.9% UK) with a range of retail, food and leisure helping Bedford to build a reputation as a vibrant destination both day and night. The BID marketing campaigns will support this important sector.

Additionally, as a further boost for smaller businesses, smaller businesses will not have to pay a Business Improvement District (BID) levy when it is voted in for its 4th term in Bedford. Those who were released by the Government from the burden of Business Rates if their Rateable Value (RV) was £12,000 a year will not, from April 2020, have to pay the BID levy.

BedfordBID will also invest in the High Street Heritage Action Zone (HSHAZ) application, a four-year programme of physical improvements, community engagement and cultural activities focusing on the High Street and immediate adjoining roads.

During the course of the Transport 2020 High Street transformation which includes the narrowing of carriageways and widening of foot paths, BedfordBID will be looking to create anticipation and not frustration whilst these major refurbishment works in the heart of our town centre take place.

Change is happening at a rapid rate in high streets and town centres. If online sales continue to grow at their current rate, they could account for around 30% of all retail sales by 2030. Flexibility and fluidity is therefore called for with regular updates. This plan will also demonstrate how BedfordBID aims to capture and reflect changing trends to enable forward thinking and anticipate what will happen in five years' time.

# YOUR TOWN, YOUR VOTE, YOUR BID

In this rapidly changing environment, there has never been a more important time for town centre stakeholders to work together. The BID team is committed to working with all parties, understands the needs of individual businesses and how we can all build on Bedford's strengths to deliver benefits for all of the BID members.

Now is not the time to reduce the voice of business in our town. Businesses in the BedfordBID have a huge stake in this town. High streets and the way we use them are changing. Understanding the changes of how high streets function and how important local communities are to their regeneration requires leadership. In order to evolve successfully, high streets must meet the needs of their local community and the key to this is strong local leadership.

## What is a Business Improvement District?

The Bedford Business Improvement District (BID) is a business-led organisation funded by businesses in a defined commercial area, charged in addition to their business rates. They are established following a vote of eligible businesses within a defined area and governed by legislation. BIDs enable businesses to have a sense of ownership of their local areas and raise funding for the delivery of projects and services, set out in a BID Proposal and business plan, for the benefit of themselves and their locality.

BIDS are for a five year period following a successful ballot and regulated by legislation contained in the Local Government Act and the Business Improvement District (England) Regulations.

During the term of the BID, all businesses defined within the BID Area are required to pay the mandatory levy, irrespective of their vote in the ballot.

BedfordBID was one of the first of twelve BIDs established in 2005 following a vote of local businesses. In 2010 and 2015, this was renewed for a second and third five-year term. BedfordBID has been in operation for almost fifteen years.

There are now over 300 BIDs in the UK; a demonstration of their growing importance to business communities across the country. Locally there are established BIDs in Milton Keynes, Cambridge and Northampton.

The BID model provides a platform for businesses to decide on the priorities for their town and how they want their money spent.

**All funding generated is ring-fenced for the benefit of the local area.**

## Who runs BedfordBID?

The BedfordBID is independent from the local Authority but works in partnership, sometimes as 'critical friends' and engages to deliver what BID businesses agree are the projects they would like to invest in.

The Business Improvement District model provides investment and engagement through a separate, independent body (BedfordBID Limited) with businesses having decided upon the priorities and how they want their money spent.

**Love Bedford** is the successful customer-facing brand created by Bedford Business Improvement District (BID) to promote the interests of over 500 town centre businesses large and small, retail, services and experiences.

## The Board

BedfordBID's Directors volunteer their time and meet approximately every six weeks. The Board of Directors is legally responsible for the management of the Company in the most efficient, effective and accountable manner. The Board consists of representatives of a cross-section of skills and sectors including independent retail, shopping centre management, national multiple retail, evening economy, destination marketing, tourism, the Deputy Mayor, Bedford College and a charity.

Moving forward, the intention is 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.

Whilst there is no maximum number of Members of the Company, the number of Board Members shall not be less than four nor more than fifteen as stated in the Articles of Association.

The Board members comprises:-



**Paul Hunt**  
YMCA



**Zap Hussain**  
McDonalds



**Martin Keys**  
Gallone's Ice  
Cream Parlour



**Samantha  
Laycock (Chair)**  
Harpur Centre



**Mike Lewis**  
Riverside  
Bedford



**Steve  
McBrearty**  
CashConverters



**Dave Roffey**  
Bedford  
College



**Christina Rowe**  
BedfordBID



**Cllr Charles  
Royden**  
Deputy Mayor,  
Bedford  
Borough  
Council



**Greg Warwick**  
Jeeves



**Malcolm Wyse**  
The Bedford  
Swan Hotel

The position of Chair of BedfordBID Board is rotated every three years, elected by the Directors who are ratified by the Members at the AGM. Governance explained [www.lovebedford.co.uk/about/bedfordbid-explained.php](http://www.lovebedford.co.uk/about/bedfordbid-explained.php)

## The Team

BedfordBID is staffed by an experienced team of seven, both full and part time staff, whose role is to implement and deliver the proposal set out in the Business Plan. Managed by the Executive Director, the team provides a broad range of experience and expertise including events coordination, destination marketing, first class customer service credentials and interpersonal skills, multitasking and excellent time management skills which all contribute to helping the BedfordBID run efficiently and effectively to achieve our aims.

Full annual accounts together with governance process, annual review, business meetings documents are published online.



# ACHIEVEMENTS

## BID3

The number, range and associated successes of the Bedford BID are well documented and reported back through a series of agreed performance indicators at Board meetings, regular BID networking & briefing breakfasts, the AGM and Annual Review publication which is sent to all BID levy payers.

**Foot flow** – Bedford has experienced growth on growth and bucked the trend nationally; examples include 2015/16 +10% vs. -1.8% nationally, 2016/17 +5.3% vs. -0.6% nationally. Events funded by town centre businesses have also provided spikes in visitation which has provided a welcome boost e.g. 2015 Comic Convention weekend +26.1% , 2016 Chili Fest +15%, 2017 Easter Trail +7% (vs. UK 1.8%). 2015 Christmas late night launch and pre Xmas lights event overall afternoon foot flow +54.58%, 2016 + 47.7%, 2017 + 82.% and 2018 +247.90%

YOY like for like comparisons apart from 2018 when we extended the duration of the pre lights Christmas event as part of the newly opened Riverside development.

Source: 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.

Promoting the reputation of the town is at the core of the Bedford BID remit. Investment in town centre in the past five years has included a series of major ventures including:-



**The opening of the £30m commercial investment of The Riverside Bedford**



**Harpur Centre's £5million major redevelopment**



**Investment of The Edwardian Arcade new arcade-style premises for small traders**



**Transformation of premises on St Cuthbert's street to create a hub for start-up businesses in the new St Cuthbert's Arcade**



**Redevelopment of the 'old' Bhs unit now let to Days Department Store plus**



**The major refurbishment of The Bedford Swan Hotel following the reported £11.5m acquisition by The Distinct Group**



**Seventy seven businesses took the decision to open/ expand their business in Bedford town centre.**



## No one-hit wonder schemes...

- ✔ Business reductions; utility bill savings for local businesses of over £60k in total, an average of £12,481 p.a. during the past four years.
- ✔ The Love Bedford NOW! campaign broadcasting the positive and pushing traffic to the Love Bedford website, has given access to the latest advanced social media platforms to everyone in the town centre – large or small!
- ✔ LOVE Bedford marketing campaigns promote Bedford to over 10,000 people every week through Social Media; over 500 scripts of business News, Offers and What's On events content was submitted alone for last year's Love Bedford NOW! Christmas campaign.
- ✔ 100,000+ unique visitors to the Love Bedford website providing online presence for every business and over 24,500 online directory searches p.a.
- ✔ 7,800+ followers on Facebook; 8,600+ strong twitter following; 3,200+ strong Instagram followers.
- ✔ 5000+ database receiving 198,000+ direct mail consumer and 69 multi-branded business e-shots delivered p.a.
- ✔ Businesses submit content for the Love Bedford Offers micro site every month.
- ✔ Over £1m investment made in town centre shops through the Love Bedford voucher scheme working with over 290 businesses, 70% of which are independents and 90% redemption rates.
- ✔ Distribution to 23,000+ homes/offices four times a year of the Love Bedford BID magazine.
- ✔ c253 businesses are members of the BedfordBID Retail Radio Link & Exclusion Scheme linked to town centre CCTV.
- ✔ c395 businesses are using the BedfordBID Businesses Against Crime (BeBAC) app plus all night time economy businesses reporting to help businesses identify criminals and provide essential evidence to facilitate prosecutions/exclusions from town centre.
- ✔ c223 businesses have signed up to 'Wipe Out' to get rid of graffiti.
- ✔ Training, mentoring, mystery shoppers and customer experience and advice programmes are attended by a variety of BID businesses every year.
- ✔ An average of five hundred reports are made and actions taken each year relating to environmental issues. An average of seventy business representatives attend the quarterly BID networking and briefing breakfasts each year.
- ✔ Retail marketing in collaboration with Bedford Borough Council Economic Development team including industry features, stats and facts for prospective investors/new businesses.

BedfordBID has also sponsored and provided promotional support to numerous events and activities including the Castle Quay Weekender, Talking Statues Bedford tour, Outdoor Cinema, Comic Convention, Chili Fest, Town Centre Food Festival Trail, Love Bedford Busking Festival, annual Fireworks Display, Diwali Festival of Light, Bedfringe, Bedford River Festival, Run Bedford, Brooks Hair & Beauty show plus town centre trails including summer heritage, Easter fun and Christmas window dressing competition and many more ...

Heritage and culture is also a key element to improving the visitor economy. BedfordBID has a track record of support including:-

- ✔ Funding and development of material for the national Coach Tour operator's exhibition and further reception at Bedford Swan Hotel
- ✔ Creation of the promotional town centre film screened at large outdoor events including the highly successful Bedford River Festival (also shared with partners including commercial letting agents) to demonstrate the wider breadth of offer in the town
- ✔ The funding and promotion of the nationally acclaimed Talking Statues Tour
- ✔ Sponsorship of Bedford Association of Tour Guides annual programme publication of guided walks and redevelopment of their website to improve awareness
- ✔ Dedicated Heritage section on the Love Bedford website
- ✔ Countywide and glossy visitors guide publications and Love Bedford NOW! online promotion.



## Achievements continued...

The Bedford BID has had a mandate for three terms; almost fifteen years in operation. It was one of the first Business Improvement Districts set up in the UK in 2005; there are now over 300. Over the years, the Bedford BID has invested and delivered a variety of longer term, successful initiatives providing a legacy aimed at benefiting both businesses and visitors including:-

- ✔ Outdoor café seating; restaurants & cafes that wish to have tables & chairs outside without private land, can apply for a license to put them on the Public Highway. If granted, prior to Bedford BID intervention, businesses will have had to pay £3,172 pa for the license irrespective of size of business, number of tables & chairs, space used. Through Bedford BID involvement, authorisation for tables and chairs on the Highway is now £345 pa.

- ✔ Tourism, making the most of the river; Bedford BID had the foresight to see the positive impact the Bedford & Milton Keynes Waterway John Bunyan Community Boat could have on town centre and so provided part of the initial start-up funding to launch. 'Messing about on the river' has proved immensely popular with visitors to Bedford with the team winning a Pride in Bedfordshire award in 2013 for 'Raising the Profile of the Town'.

To date c40,000 people have enjoyed the various cruises which have not only raised the profile of the area but provided numerous opportunities for businesses and made a big splash for tourism in Bedford. Special cruises, many of which all need catering supplies, have generated additional business for local town centre businesses plus national coach tour operators have been

shown the sights from the water. With five coach operators to Bedford per season, this includes overnight stays in a Bedford Town Centre Hotel and of course visits to other Bedford attractions and local businesses etc. This is in addition to the many coach parties of groups and other local organisations from all over Bedfordshire, Northamptonshire, the East of England, and even the outskirts of London!

- ✔ High Street regeneration; Bedford BID contributed £100k helping to 'unlock' funds through their 'private sector' support status. The project enabled works to sixteen Historic properties (including 6 listed buildings) all of which needed significant repairs ultimately improving the environment, reduction in vacancy rates and, importantly, creating a 'snow ball' effect with neighbours improving the condition of their properties.

# A VOICE FOR BUSINESSES

The BedfordBID acts as a voice for local businesses, representing members' interests and lobbying on their behalf whilst keeping them informed of developments, issues and opportunities at a local and national level. The BID Director represents the BID members in a number of key forums which most recently culminated with attending the Housing, Communities and Local Government Committee's evidence session on High Streets and Town Centres in 2030.

## Life WITHOUT the BID in Bedford would be very different. There would be...

- ✗ No street team BedfordBID Champions tackling issues facing our businesses on a daily basis
- ✗ No 'Love Bedford', celebrating what's good about the whole town – website, offers, social media, business videos, updates, radio, outdoor, direct mail, door drops and direct marketing (database cultivating)
- ✗ No zero tolerance to graffiti or StreetLink and Clean Streets daily reporting and monitoring
- ✗ No ChildSafe, first aid and reuniting lost children and vulnerable individuals
- ✗ No Retail RadioLink & Exclusion scheme – a valuable security asset for businesses and links to CCTV and Enforcement Officers
- ✗ No BeBAC (BedfordBID Businesses against Crime) day and evening economies reporting and providing essential evidence to Bedfordshire Police.
- ✗ No BedfordBID Night Team to operate taxi marshalling and tackle town centre matters
- ✗ No coordinated marketing to a local and regional audience of Bedford town centre as a whole
- ✗ No seasonal marketing campaigns including bus sides, car parks and railway station billboard/ posters to attract a wider reach.
- ✗ No business services magazine, multi branded business e-shots, raising business profiles and publicity
- ✗ No business networking forums, briefing and updating businesses on important town centre matters that impact upon their business
- ✗ No Love Bedford events, festivals or town centre trails,
- ✗ No wider reach seasonal advertising campaigns
- ✗ No coordinated Christmas marketing at one of the busiest times of the year
- ✗ No Christmas lights enhancements around the town and at major gateways
- ✗ No Love Bedford gift vouchers and cash redemptions (over £1m to date)
- ✗ No business utilities savings through BID partner Utilitrack
- ✗ No direct link for help and support for queries
- ✗ A reduced voice for businesses on issues affecting the town and championing independent businesses
- ✗ No business support providing training, mentioning, mystery shoppers and customer experience and advice programmes.
- ✗ No support to BedSafe or BIIA Responsible Alcohol Training for evening economy businesses
- ✗ No business representation at a national level



## 2020-2025

With online shopping only set to grow in the future, to compete and be successful, high street retail needs to carve out a separate role, focusing on providing “experience” and “convenience”.

Source: House of Commons Housing, Communities and Local Government Committee. High Streets and town centres 2030.

*Pretty well connected with Love Bedford and when there are problems they have a contact there to refer to so happy with what's been done so far.*



*Need to engage more with businesses, more outside events that all businesses can engage with*

*Love Bedford are the first port of the call for information for the town*

*You work hard to champion your local Independent retailers, listen to their requests and do your best to make Bedford a better place to trade and visit.*

# WHAT OUR MEMBERS SAY...

*Perhaps you're getting there. Small businesses are a substantial part of the shopping experience in Bedford and are a valuable resource in dealing with crime. They need more involvement and attention.*

*Help to make Bedford town centre a more attractive place*



*You create a community rather than simply represent one*

*Always helpful and smiley with a regular presence in the town and at my cafe*



*It's good to have someone like Love Bedford working on behalf of the town.*

*You actively support local businesses, via Town centre vouchers, keeping money in Bedford. Run helpful business courses to make us better in our business. Help resolve local issues. All personnel are approachable and make the effort to investigate issues. Regular get togethers including Bid Breakfast.*



*I love the energy, drive and passion all the staff have to make Bedford a better place.*

*Although I have only recently become involved in BedfordBID, it feels like it is making a huge difference and having a positive impact. I look forward to getting more involved with BID and the various projects it leads to make a difference to Bedford.*

*Excellent service and communication. All the staff members have been really supportive with us to face the challenge of being a new business in town. Thank you*



*I think that you guys do a great job. I am happy that you are approachable and you offer a real hands on approach so I don't have any complaints.*

*I like the fact that there is an organisation in Bedford that supports businesses and that provides additional services not provided by the Council to businesses.*

*BID proactive. I can't attend things. BID come round to store, good, working hard.*

*We are always kept up to date as to what is happening in the Town. Thank you all*

*The Bedford Bid people are excellent. I phoned for assistance, and someone came out to help me right away when I had shoplifters.*



*Being Bedford born and bred, I have been proud to be associated with BedfordBID since it was delivered in 2005, when our town was among the first twelve to pilot a Business Improvement District.*

*Perhaps no one back then had any idea the impact that on-line shopping, changing customer needs and expectations would have on town centres. Government, investors and business leaders now recognise BIDs as the best way to keep our towns alive. Consequently, there are now three hundred BIDs across the UK.*

*The BID is a sustainable, professional means of maintaining a local vibrant town centre. An organisation, speaking with authority on behalf 500+ businesses to the Police, Local Authority and other agencies is key to a collaborated approach in ever changing times.*

*BIDs are recognised by our Landlord and major retailers as a useful "all for one" body. It provides local expertise and support to the town 24/7, whilst proactively reinvesting the funds into the area, therefore supporting and subsidising our unique independents. Collectively, we unlock c£400k of investment into the town to be spent on initiatives driven by businesses. There is no similar model or likely to be in the near future so honoured to have held the position of Director and BID Chair by volunteering my knowledge and experience to make a positive difference.*

Samantha Laycock



# THE CONSULTATION

In preparation of this Business Plan, BedfordBID conducted consultations with all BID member businesses in the town centre. As part of the consultation process, businesses were asked to rate their most popular services and priorities for the town centre. No responses to the themes did not indicate opposition.

## You said...

The consultation highlighted what businesses believe are the top priorities for town centre

- ▶ Safety
- ▶ Marketing & Promotion /footfall
- ▶ Parking too expensive
- ▶ Rough sleeping and homelessness
- ▶ Cleanliness
- ▶ Empty shops

## Value

The consultation showed that businesses placed considerable value on the BID and it's activity highlighting good communications – very Bedford Town Centre focused – and always positive.

It also identified where businesses feel the BID needs to place more emphasis in a fourth term. This included the need for the BID to work harder at updating all businesses about BID performance and communicating clearer how best to get involved with promotions and process for joining the Board of Directors.

In these tough economic times, this additional expense on top of businesses rates and payment in advance is becoming tougher particularly for small businesses.

## Challenging Times Our Response

The problems facing the high street are well documented. A mixture of the growth of the internet, declining real spending power, increased rents, increased business rates, changing lifestyles and habits have all affected the look and feel of the high street.

Town centres across the UK are facing huge challenges and Bedford is no different. BedfordBID is committed to responding to the needs of the town centre businesses, in all sectors; evening economy, retail, the professional & public sector, hospitality, food & drink, culture and heritage. All these make up our town centre and all need to thrive in order for the town to benefit more widely.

Over the years BedfordBID has proven to be responsive to the needs of town centre businesses in order to tackle immediate issues and will continue to do so.

The commercially-minded team is aware that customers and visitors want an experience. Therefore attracting foot flow, spend and return visits is vital. In turn, this means that positive management of the public realm, be it begging and/or any ASB including crime, is also crucial.

Businesses face rising costs and increased competition from alternative locations as well as online retailing. We will help our members face these challenges through an all-encompassing programme including cost-saving measures and access to training, advice and support.





# OVERARCHING VISION

## INTERIM TOWN CENTRE VISION

The vision for Bedford is to recreate the traditional County town by maximising the townscape & heritage quality and making it a multi-functional destination for people of all ages at all times. Bedford has distinctive strengths namely; river frontage, independent retailers, regular events, heritage assets and markets. The town centre will become bustling, prosperous and safe; we want to be proud of our town centre. This will be achieved by

- ▶ providing a year-round programme of events thus creating a diverse town centre that celebrates its heritage and is friendly and open to all
- ▶ enhancing the unique independent retail offer in the town centre, by embracing and developing, through officer support, our energetic and flourishing new and existing businesses
- ▶ developing river based activities, so as to enhance our river frontage and the recently completed Riverside Bedford development
- ▶ improving the layout of public spaces and environment in the town as well as providing digital connectivity
- ▶ delivering innovative improvements to the public realm, signage, gateways, lighting and the parking offer on key routes to the town. Thus ensuring that these important pedestrian and vehicle routes are attractive, support businesses and complement the quality of environment created in the heart of the town
- ▶ identify viable uses for all town centre premises so that they remain assets for the town. This will be achieved by working with owners

This vision will be delivered through effective, meaningful and strong community engagement so that the town centre flourishes.

Source: Bedford Borough Council



# BEDFORD BID; OUR MISSION

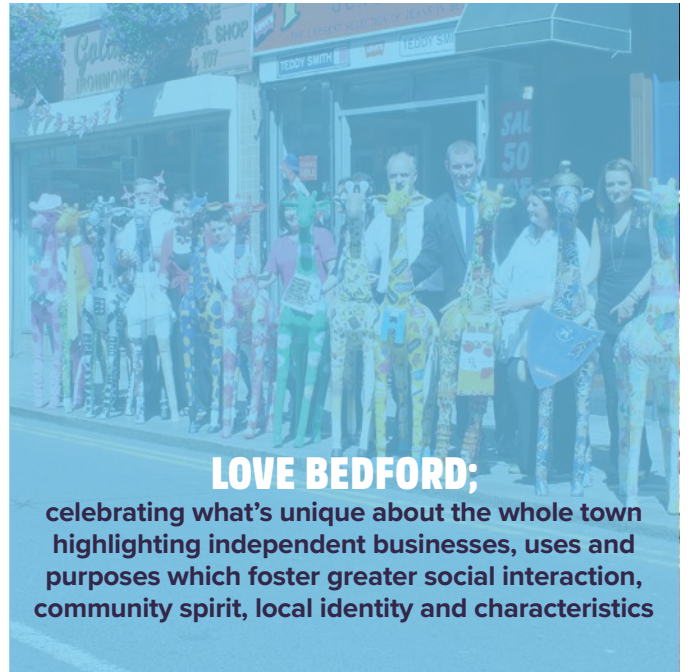
To create a vibrant and sustainable environment by broadening the role of the town centre beyond shopping towards being a great place for people to spend time – work, visit, stay and live.

## Our promise

To build on the hard work of the past fourteen years and address your priorities head-on through the delivery of the Business Plan set out in the following pages under four key themes:



**CLEAN, SAFE & WELCOMING**



**LOVE BEDFORD;**

celebrating what's unique about the whole town highlighting independent businesses, uses and purposes which foster greater social interaction, community spirit, local identity and characteristics



**SUPPORTING BUSINESSES**



**MEASUREMENT & REPORTING;**  
enhanced communication

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



## BID4 overview summary; new for BID4 proposals include:-

- 1.** 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
- 2.** 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. Plus launch instalment payments upon request subject to conditions.
- 3.** 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.
- 4.** 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
- 5.** 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.
- 6.** Make permanent the trial BID night team extension to Taxi Marshal service
- 7.** 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.
- 8.** Development of Love Bedford website and create a B2B facing section to benefit new business searches
- 9.** Collaborate with partners to take part in the National High Street Perfect Day
- 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



**CLEAN,  
SAFE AND  
WELCOMING**

We offer a warm welcome to visitors and locals and connect the BID to businesses.

## We will continue to...

- ▶ Work with partners to tackle rough sleeping homelessness, begging, graffiti, improve the street scene and operate 'Wipe Out' to get rid of graffiti
- ▶ Manage crime and disorder reduction initiatives for businesses e.g. the BedfordBID Business Against Crime Scheme (BeBAC) to help businesses identify criminals which includes membership of all night time economy businesses.
- ▶ Manage the Retail Radio Link & Exclusion Scheme (RRL&E), deliver training for businesses, handle service requests from radio users, offer discount battery rates and administer BedSafe for the night time economy sector.
- ▶ Provide Bedford BID Champions on-street presence all week to help keep people safe including taxi marshalling and weekend night team.
- ▶ Liaise with businesses, carryout business audits, regular visits, host and follow through actions from quarterly (RRL&E) and monthly (BedSafe) meetings.

- ▶ Provide first aid cover to BID members and visitors
- ▶ Operate Child Safe to reunite lost children and vulnerable adults
- ▶ Provide direct investment in Christmas lights enhancements at gateways and peripheral areas of the BID area to help make the town look attractive and make Christmas shopping more pleasurable.
- ▶ Provide a welcome to visitors with directions and answering queries plus information and support to Bedford Visitor Information Centre including pocket book maps.

The BedfordBID Champions have been an integral part of Bedford's business life. They act as the 'eyes' and 'ears' of the BID and link between members and the BedfordBID team passing on issues and concerns as well as communicating information and opportunities for all business sectors. They also act as the face of BedfordBID to visitors, giving information and ensuring a safe, clean and welcoming environment.

## In BID4, we will:...

- ▶ Support and invest in the High Street Heritage Action Zone application from April 2020, a four-year programme of physical improvements, community engagement and cultural activities
- ▶ Develop an Affiliate Membership scheme to enable the targeting of areas which form part of the important gateway into the town centre where likeminded businesses want to benefit from the track record of BedfordBID schemes.
- ▶ Collaborate with partners, stakeholders, schools, voluntary groups and take part in the National High Street Perfect Day whilst local schools will be working with the Keep Britain Tidy Eco Schools programme to learn more about protecting the environment.



*"Since Wilkos has been a part of BeBAC, we are now able to recognise known shoplifters and put names to their faces from the photos, and also contribute any incidents that happen in our store. So far we have reported nearly 70 incidents in 2 months. Some of these incidents we have recovered the stolen items and some we have prevented theft from taking place.*

*I have also encouraged other staff to have the BeBAC app on their phones too. We all use it regularly for any updates and new incidents that are added. We have also found that using the town link radio in conjunction with the app, we are able to recognise names and faces, and are more aware of what is happening in our town.*

*I would encourage more businesses in our town to join and use it. It is a very useful tool to deter and address the problem of shoplifting that we unfortunately have to experience with retail."*



# LOVE BEDFORD

Our marketing and events attract visitors and customers to Bedford. Creating a vibrant destination, promoting and celebrating what's unique about the town, is at the heart of the Love Bedford campaign.

We will continue to ...

- ▶ Invest in [www.lovebedford.co.uk](http://www.lovebedford.co.uk) the 'go to' site for all the latest information and regular updates about businesses, events and offers
- ▶ Develop, deliver and support events and campaigns that promote our town attracting visitors both day and evening whilst encouraging them to discover all that Bedford has to offer extending dwell time and increasing local spend in town centre
- ▶ Engage with and build a growing focus on the promotion of independent-owned businesses who can help provide and demonstrate the unique attraction for town centre
- ▶ Build loyalty through the Love Bedford gift voucher scheme providing measures aimed at increasing local spend in the town centre and promote savings opportunities through micro site Love Bedford Offers
- ▶ Engage with and build a growing presence across the various Love Bedford social media platforms for both BID business services and consumer audiences
- ▶ Send direct mail e-shots to consumer database every month
- ▶ Cultivate contacts to build consumer database
- ▶ Produce BID branded hard copy magazines and distribute c24k door to door to new residential estates and surrounding business parks

- ▶ Gain positive coverage of Bedford and its businesses across local and regional print and digital media including offering individual PR support to BID members to gain positive coverage
- ▶ Develop the Love Bedford NOW! campaign broadcasting the positive and pushing traffic to the Love Bedford website giving BID businesses access to the latest advanced social media platforms to BID businesses – large or small!
- ▶ Devise multimedia seasonal marketing campaigns including regional radio, PR, outdoor and buses to extend reach
- ▶ Support Bedford College Brooks Hair & Beauty show and Fresher's event.
- ▶ Promote free parking. Bedford is more reliant on cars particularly at weekends and for businesses free parking can be a deciding factor when looking for premises whilst also encouraging the use of footfall-promoting click and collect

In BID4, we will ...

- ▶ Implement a brand development exercise to develop a marketing strategy to promote on site in town centre the BID businesses, what's New, Offers and What's On to extend dwell time and encourage repeat visits.
- ▶ Collaborate with partner organisations in projects to promote the town which create a 'sense of space' foster greater social interaction, community spirit, local identity and characteristics attracting local people to take part in a variety of activities including:-  
Dining, leisure (shopping) & sport, culture & the arts and entertainment

- ▶ During the course of the Transport 2020 High Street narrowing of carriageways and widening of foot paths transformation, BedfordBID will be looking to create anticipation and not frustration whilst these major refurbishment works take place in the heart of our town centre.

*With shoppers looking to combine leisure to create days out, the role of the BID in marketing Bedford Town Centre as a vibrant destination with a wide range of retail, food and leisure offers, is crucial to driving footfall and sales.*

*Independent businesses can help provide the unique attraction for a town centre. Bedford has more independently-owned businesses (57.1%) than East Midlands (44.8%) and the UK (35.9%)*

*Events attract foot flow and can extend dwell time. BedfordBID has a track record of delivery and will continue to stage and support third party events in the town centre that will benefit businesses and raise the profile of the town centre.*

*Love Bedford is the successful customer-facing brand created by Bedford Business Improvement District (BID) to promote over 500 town centre businesses large and small, retail, services and experiences.*



# SUPPORTING BUSINESSES

“High Streets are a crucial part of our local economies and people care about them because they are also the centres of their community.

But we recognise that changing consumer behaviour and the rise of online shopping presents a significant challenge and that’s why we are taking action to help them evolve.”

High Streets Minister Jake Berry MP

Having an attractive town centre as well as a critical mass of retailing and entertainment, is an important element needed to retain and attract new businesses plus employment to a town.

The BedfordBID Champions street team work closely with the Council’s Enforcement team, Harpur Centre Security, town centre business’ security, Bedfordshire Police and CCTV seven days a week to help keep the town safe, clean and offer a friendly welcome,

## BedfordBID will also continue to...

- ▶ Offer discounted rates for Retail Radio and BedSafe nite net battery replacements
- ▶ Enable free utility cost evaluation service through local company Utilitrack
- ▶ Influence policy-making through constant dialogue with partners and representation of business interests on working groups and provide a representative voice for businesses including planning applications, street vending and cafe seating authorisation charges.
- ▶ Provide a conduit for business support ,help and contacts on challenges businesses face
- ▶ Provide quarterly forums to meet with key stakeholders to raise issues and concerns direct.
- ▶ Offer networking and bespoke training events including , customer experience, business development and skills, social media and BIIAB Level 2 Award for Personal Licence Holders
- ▶ Support business awards to recognise and reward excellence within our business community.

- ▶ Work with stakeholders including property owners to monitor the business mix and commission research when needed to monitor the town’s economic ‘health’. Provide an informed position to respond practically and proactively to issues and concerns including planning consents and customer demographics, behaviours and attitudes.
- ▶ Represent at national networks including BritishBIDs and Association of Town Centre Management.
- ▶ Maintain and update business database and the closed FB page.

## In BID4 we will...

- ▶ Increase in BID threshold from £8100 to £12000 to align with the statutory 100% small business rates relief relieving over 130 independently-run small businesses of the BID levy. Plus payments by two instalments upon request.
- ▶ 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



# MEASUREMENT & REPORTING; ENHANCED COMMUNICATION

Enhancing communication channels to keep business up to date as well as informed about results and impact of the BID services and initiatives, will be a priority for BID4.

## We will continue to...

- ▶ Evaluate all of our work
- ▶ Provide details of all key activities, insights and learning
- ▶ Demonstrate a return on investment
- ▶ Work with BritishBIDs and their Nationwide BID Survey (which is now welcomed by policy makers and businesses alike) as an essential resource in charting the development and evaluation of the BID industry.
- ▶ Provide annual reporting of the main sections of the Business Plan activities and results using the RAG scorecard rating system (red, amber or green) to provide BID businesses with a simple and accessible way to evaluate our performance against:-
  - ▶ Agreed KPIs and financial statements
  - ▶ Nationwide BID Survey
  - ▶ Business feedback and satisfaction survey
  - ▶ Consumer perception and behaviour surveys
  - ▶ Numbers of issues reported and sorted by BedfordBID within set timescales
  - ▶ Extent of cost saving initiatives offered
- ▶ Gather data to monitor the town's economic 'health' to enable an informed position (footfall, customer profiles, feedback and customer/business surveys ) to respond practically and proactively to issues and concerns.

- ▶ Carry out research and evaluation on important issues that impact on our business community and which will assist in policy formation. Provide regular updates to capture and reflect changing trends and forward looking i.e. to find out whether opening hours are meeting the people's needs and adjust them in accordance with the results on a local, shop-by-shop basis. If they cannot shop on the high street at their convenience, they will shop online or at an out-of-town retail centre instead.
- ▶ Work with the Bedford Borough Council and Economic Development, landlords and agents to monitor the business mix, understand demand and work in partnership to attract investment and commission research when needed.
- ▶ Provide 1-2-1 forums for businesses to hear what BedfordBID is doing for businesses by:-

**OPEN MEETINGS** BedfordBID holds regular 'open' board meetings when representatives of the wider business community of the town centre are invited to attend along with ward and local councillors. Dates will be displayed on our web site [www.lovebedford.co.uk](http://www.lovebedford.co.uk)

**BEDFORDBID BRIEFING AND NETWORKING BREAKFASTS** will be held once a quarter providing businesses the opportunity to meet and promote to fellow businesses, learn more about BedfordBID and hear about developments affecting the town.

**BUSINESS VISITS** All businesses will be visited regularly by a member of the BedfordBID team. BedfordBID Champions capture regular feedback from businesses in the BID area and exchange information, particularly in relation to invitations to participate in marketing and promotional activity to their benefit.

[www.lovebedford.co.uk](http://www.lovebedford.co.uk) is regularly updated with details of our activities and how to get involved as well as key information regarding latest news and developments within town centre.

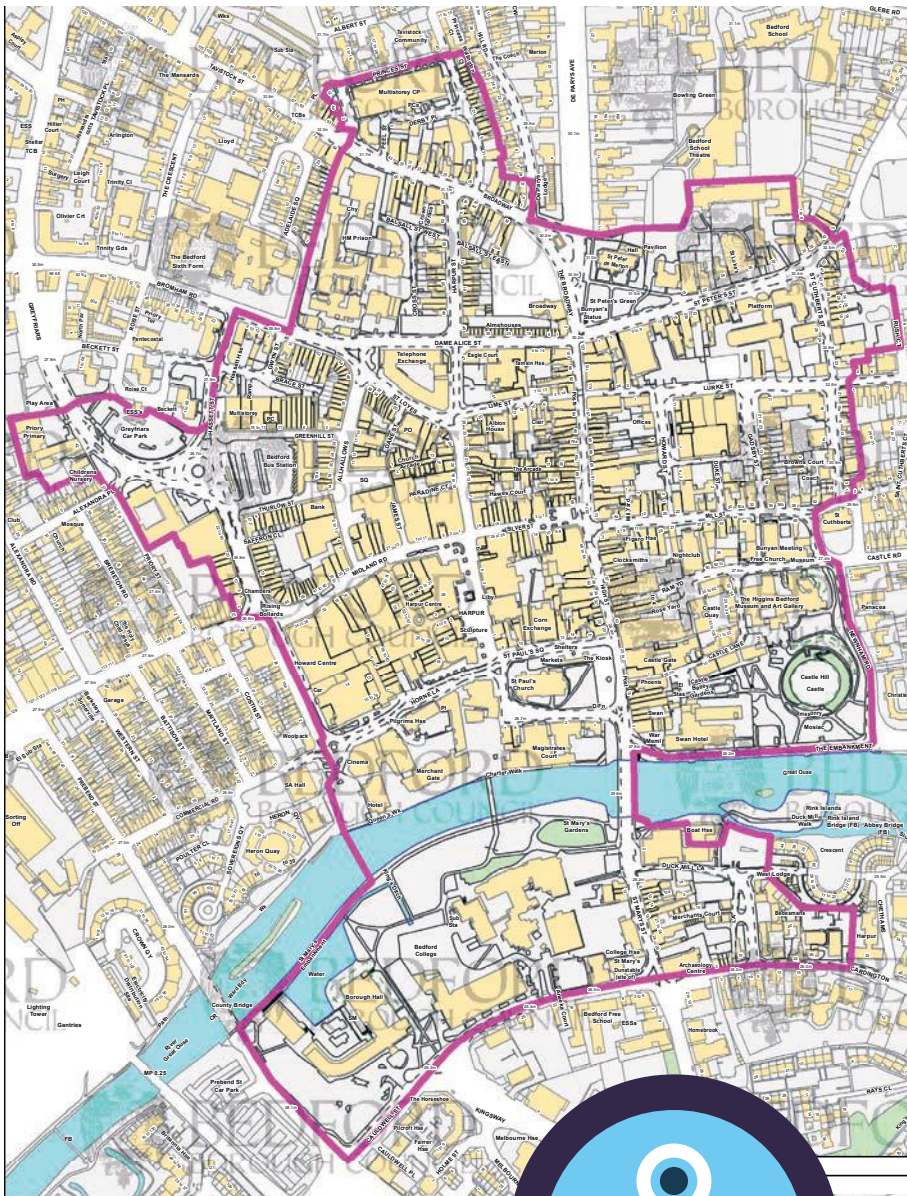
**THE LOVE BEDFORD PRIVATE 'CLOSED' FB PAGE** provides confidential information of interest to businesses.

## In BID4 we will...

- ▶ Investigate British BIDs Accreditation to ensure our quality management systems are robust
- ▶ Work with businesses to establish suggested improvements to be made in our reporting and engagement practices.

# THE BEDFORD BID BOUNDARY AREA MAP RENEWAL

Upgraded version using improved technology to better define property outlines on the boundary line and street listings included in the BID area.



**The BedfordBID area boundary (above) covers the following streets in Bedford Town Centre:**

Allhallows, Balsall Street East, Balsall Street West, Bedesman Lane, Brace Street, Bromham Road (2-16, up to Hassett St), Browns Court, Cardington Road (2-30), Castle Lane, Castle Road (Castle Lane to junction with St Cuthbert's Church roundabout), Cauldwell Street (North Side), Clair Court, Church Arcade, Cross Street, Dame Alice Street, Dane Street, Derby Place, Duck Mill Lane (part), Duke Street, Gadsby Street, Greenhill Street, Greyfriars (1-25 & 2-Priory School), Gwyn Street, Harpur Centre, Harpur Street, Hassett Street (East side), Hawes Court, High Street, Horne Lane, Howard Centre, Howard Street, James Street, Lime Street, Lurke Street, Mayes Yard, Merchants Court, Midland Road (1-65 & 2-40), Mill Street, Mill Yard, Newnham Road (West side), Paradine Court, Peel Street, Prebend Street (Cauldwell St junction to County Bridge), Princes Street, Queen Street (up to Princes St), Ram Yard, River Street (East side), Riverside Square, Rose Yard, Saffron Close, Silver Street, St Cuthbert's Street, St Loyes Street, St Mary's Street, St Paul's Square, St Peter's Street (including Bedford School and Church), Tavistock Street (1-49 & 2-60), The Arcade, The Broadway, The Embankment (High St to Newnham Rd), Thurlow Street, Wellington St (up to Princes St).





Bedford BID  
Mini Map Makers  
**Symbol Spot**  
in Bedford Town Centre

Capt Alice  
Mini Map Makers

Silver7 Mapping

love bedford

BedfordBID  
Business Improvement District

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

# BEDFORD BID LEVY ARRANGEMENTS

## 1ST APRIL 2020 - 31ST MARCH 2025

Includes levy rate, de minimus, exemptions, affiliate voluntary membership and arrangements, vacant units, the ballot/proxy votes and financial management.

Bedford Borough Council will carry out the ballot. It will be conducted through a postal vote. Ballot papers will be sent out to the appropriate person/organisation with any relevant documentation by 16th September 2019, to be returned no later than 17 October 2019 by 5pm. The result will be announced the following day.

Each business ratepayer will have a vote provided a) they are shown on the Billing Authority's records as liable to pay National Non-Domestic Rates (Business Rates) for a hereditament located within the defined BID area on the day the notice of ballot (29th August 2019) is given by Bedford Borough Council and b) they will be liable to pay a BID levy should the proposals be approved. Where a hereditament (rateable property) is vacant, undergoing refurbishment or being demolished, and there is a liability for Non-Domestic Rates, the registered business ratepayer will be entitled to vote.

Each person entitled to vote will have one vote in respect of each hereditament in the defined area where business rates are payable.

A proxy vote is available and details will be sent out with ballot papers.

The vote will have to meet two tests for Bedford BID to go ahead. First a majority in favour (more than 50%) of those that vote is required and secondly the aggregate rateable value of those that vote in favour must be greater than those that vote no.

The BID levy will be charged on all hereditaments listed in the local Non-Domestic Rating List and which are located within the BID area (as defined in this Plan) (subject to the exemptions detailed below). Where any hereditament newly created during the BID term is located wholly or partly within the geographical area of the BID as defined in the plan the ratepayer shall

become liable to payment of the BID levy subject to any exemptions or discounts as set out below. In the event that the curtilage of an existing or newly created hereditament lies partly inside and partly outside the boundary of the BID area shown on the plan, then the boundary of the BID area shall be construed as to extend to encompass the whole curtilage of the new hereditament. The list of streets within the boundary of the BID shall be construed to include the names of any new streets which may be named within the BID area during the period of the BID.

The annual BID levy will be set at 2% (£0.02 in the £) of the Rateable Value shown in the Local Non-Domestic Rating List (on the First of April of each year). A BID levy will be payable for each chargeable period within the duration of the BID term. The BID levy will be payable by the non-domestic ratepayer. Where the ratepayer changes during the course of the financial year, the BID levy will be apportioned accordingly and calculated on a daily basis.

Where a property is taken out of the Rating List (e.g. due to demolition or due to a split or merged assessment), the BID levy will be due up to the day before the effective date of the removal from the Rating List and the annual BID levy will be apportioned accordingly.

Where a new assessment is brought into the Rating List (e.g. a newly erected property or a property resulting from a split or merger), the BID levy will be due for the new assessment from the effective date of the entry in the Rating List and the annual BID levy will be apportioned accordingly.

The commencement date of the BID arrangements is the first day of April 2020 and the duration of the BID arrangements is for 5 years ending on the last day of March 2025.

The following hereditaments will be exempt from the BID levy

- i) Hereditaments shown in the local Non-Domestic Rating List on the First of April each year of the BID with a rateable value of the “specified rateable value” or less will be exempt from the BID levy for that year. The specified rateable value is the higher of £12,000 or the maximum rateable value for that year at which a ratepayer may be entitled to 100% small business rate relief.
- ii) Hereditaments that are occupied wholly or mainly by a registered charity (or one that is exempt from registration) as office accommodation for the charitable purposes of that charity or of that and other charities (this exemption may apply, for example, to offices occupied by charities such as Citizens Advice Bureau).

The following hereditaments will have a discounted BID levy

### Discretionary Discounts

The billing authority may at its discretion and only with the agreement of the BID Body award a discount of up to 100% of the BID levy for any financial year where:

- i) The billing authority has made an award of relief from Non-Domestic Rates on the grounds of hardship for the same period – in these circumstances the amount of the discount shall be in the same proportion to the BID liability for the period as the rate relief is to the rate liability for the same period; or,
- ii) The business of the levy payer is not conducted or established for profit, there are exceptional or unusual circumstances and it is considered to be reasonable to make an award having regard to the interests of the BID levy payers.

With the exception of hereditaments outlined above who will receive exemptions, no individual hereditament within the BID area will be disregarded or exempted from the BID levy.

There will be no other reduction to the BID levy. Any forms of exemptions, relief or discounts prescribed in the Local Government Finance Act 1988, or regulations made under that or any other relevant Act, will not apply (subject to any requirements of the Local Government Act 2003 and the Business Improvement District (England) Regulations 2004). Those ratepayers liable to pay Non-Domestic Rates in respect of unoccupied and part occupied hereditaments will be liable for the full BID levy.

The chargeable period will be the financial year commencing on 1st April each year and ending on 31st March the following year. The levy payable for each chargeable period will be due in one payment on the First day of May, or 14 days after the issue of the demand notice, whichever date is later. Two installment payments a month apart can be arranged upon request in advance to Bedford Borough Council.



Bedford Borough Council will collect the BID levy and place in a separate BID Revenue Account. Funds raised through the levy will be transferred to BedfordBID to meet the cost of providing the BID services on a regular agreed basis net of collection costs. The BedfordBID Company will keep a prudent level of reserve. Bedford Borough Council will provide timely year-end financial statements including the amount of the BID levy and the amount of the BID levy collected.

The BedfordBID Company will endeavour to supplement the BID levy payment by raising finance from other sources such as land and property owners, public bodies, and other relevant funding streams.

### Alterations of BID Arrangements

The BID levy rate or the BID area cannot be altered without another ballot.

The duration of the BID, five years, is likely to mean that circumstances and conditions will change which will affect the business plan and projects. In such cases the BedfordBID may alter projects to reflect these changing circumstances and conditions. It will do so in consultation with businesses and the public agencies. The exact nature of the consultation will be agreed by the BedfordBID Board of Directors.

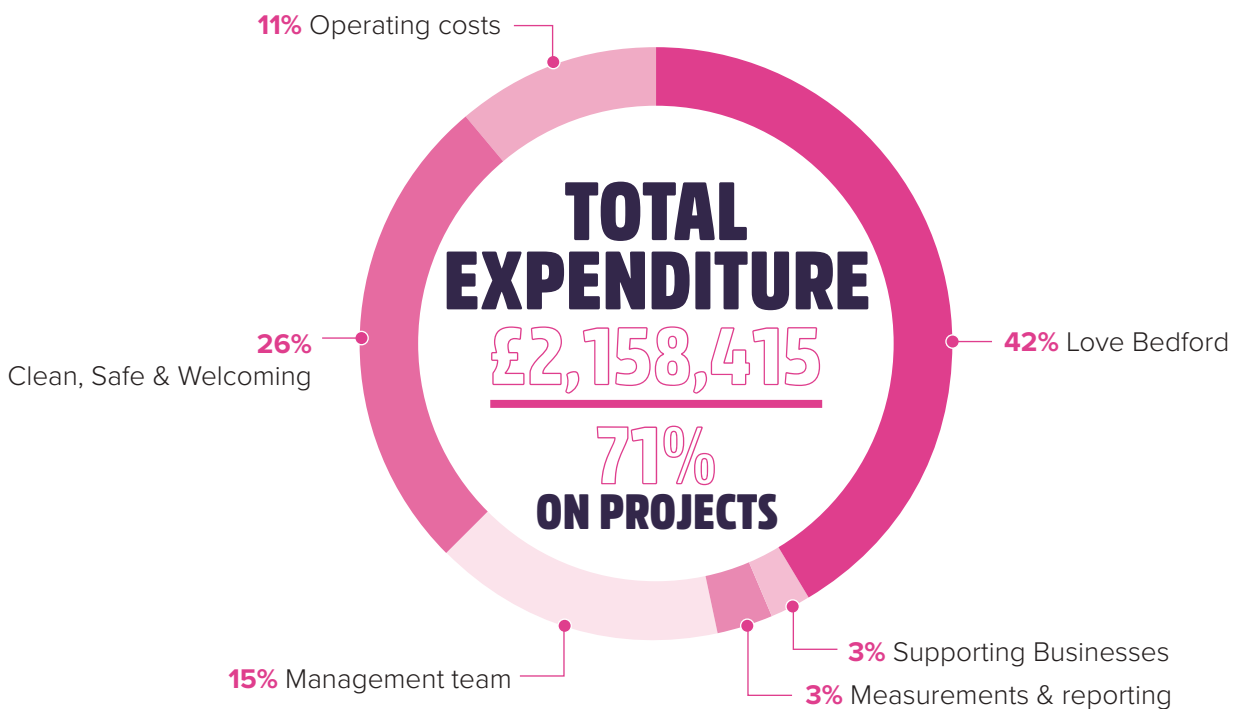
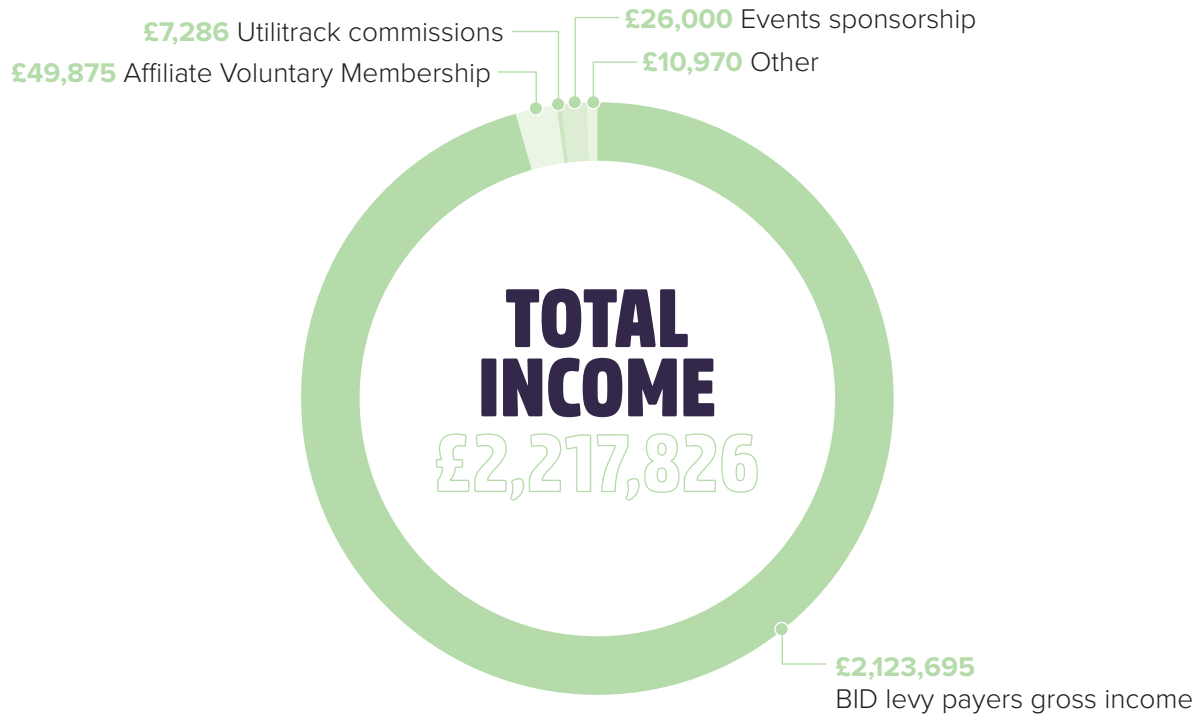
**If you are unsure about the rateable value of your property, please contact the Valuation Officer on 03000 501501 or visit their website: [www.gov.uk/correct-your-business-rates](http://www.gov.uk/correct-your-business-rates)**

# FINANCIAL MANAGEMENT

## PROJECTED FIVE YEAR BUDGET 2020 – 2025

### TOTAL BUDGET OF £ INVESTMENT BY BID BUSINESSES OVER FIVE YEARS 2020 – 2025

INDICATIVE BUDGET 2020-2025	YR1 2020/21	YR2 2021/22	YR3 2022/23	YR4 2023/24	YR5 2024/25	TOTAL
<b>INCOME (ex VAT)</b>						
BID levy payers gross income*	424,739	424,739	424,739	424,739	424,739	2,123,695
Voluntary income – Affiliate Voluntary Membership **	9,975	9,975	9,975	9,975	9,975	49,875
Additional income – Utilitrack commissions ***	1,400	1,428	1,457	1,486	1,515	7,286
Additional income – Events sponsorship ***	5,000	5,100	5,200	5,300	5,400	26,000
Additional income – Other	2,194	2,194	2,194	2,194	2,194	10,970
<b>TOTAL INCOME</b>	<b>443,308</b>	<b>443,436</b>	<b>443,565</b>	<b>443,694</b>	<b>443,823</b>	<b>2,217,826</b>
<b>EXPENDITURE (ex VAT)</b>						
Love Bedford	178,800	178,800	178,800	178,800	178,800	894,000
Clean, Safe & Welcoming ****	120,233	106,313	119,703	119,703	104,703	570,655
Supporting Businesses *****	9,000	12,000	9,000	12,000	9,000	51,000
Measurement & reporting*****	9,400	19,400	9,400	13,885	9,400	61,485
Management team	68,375	68,375	68,375	68,375	68,375	341,875
Operating costs***	46,000	46,920	47,860	48,820	49,800	239,400
<b>Subtotal</b>	<b>431,808</b>	<b>431,808</b>	<b>433,138</b>	<b>441,583</b>	<b>420,078</b>	<b>2,158,415</b>
Allowance for levy collection shortfall @ 4%	17,000	17,000	17,000	17,000	17,000	85,000
Contingency	21,500	21,500	20,170	11,725	33,230	108,125
<b>TOTAL EXPENDITURE</b>	<b>470,308</b>	<b>470,308</b>	<b>470,308</b>	<b>470,308</b>	<b>470,308</b>	<b>2,351,540</b>
Accumulated available reserve b/f	135,000	108,000	81,000	54,000	27,000	
Net operating expenditure for year from reserves	27,000	27,000	27,000	27,000	27,000	
Accumulated available reserve c/f	108,000	81,000	54,000	27,000	0	
Operating retained reserves b/f	45,000	45,000	45,000	45,000	45,000	
Operating retained reserve c/f	45,000	45,000	45,000	45,000	45,000	–



**Notes:**

The BID finances table represents an indicative budget based on estimated levy income from the ratings list at the time of writing.

\*BID proposals are based on the same rate in the £ as the current £0.02 .

Revaluations from April 2021. The government has committed to introduce more frequent business rates revaluations and will bring forward the date of the next revaluation from 2022 to 2021. Thereafter the government will move to 3 yearly revaluations ensuring rating assessments are more up to date. Revaluation from 1 April 2021/24 – this is the regular revaluation of rateable values. Changes to rateable values could increase or decrease the overall yield depending on changes to rental values since the last valuation on 1 April 2017.

\*\* Affiliate Voluntary Membership assumes all definite interested parties as at time of writing. Work will begin in earnest upon decision from ballot for start 'sign ups' as of new financial year.

\*\*\*Assumes 2% inflation increase.

Levy collection charge @ £12,500 is included in Operating costs

\*\*\*\* Assumes four year HSHZ contribution completing 2024

\*\*\*\*\* Assumes BIIAB Y2 & 4

\*\*\*\*\* Assumes Intercept study Y2 and Business survey Y4

Operating retained reserve is based on BID3 actuals for additional known costs for projects where invoices are not yet received, plus costs to tide over the projects and running of BedfordBID until the first annual payments of levies from Bedford Borough Council is paid in June

Clean Safe & Welcoming assuming full year cost for BBNT

# WHAT NEXT?



Read the business plan and contact Bedford BID on 01234 404500 or drop into the office on Lurke Street or ask any Board member if you have any questions.



The Ballot Papers will arrive by post by 16th September 2019.



Complete the Ballot Papers at your earliest convenience and return in the postage paid envelope provided. 'YES' will ensure the BID is retained for a further five years.

 [info@lovebedford.co.uk](mailto:info@lovebedford.co.uk)

 [@lovebedford](https://twitter.com/lovebedford)

 [www.facebook.com/lovebedford](https://www.facebook.com/lovebedford)

 [@lovebedford1](https://www.instagram.com/lovebedford1)



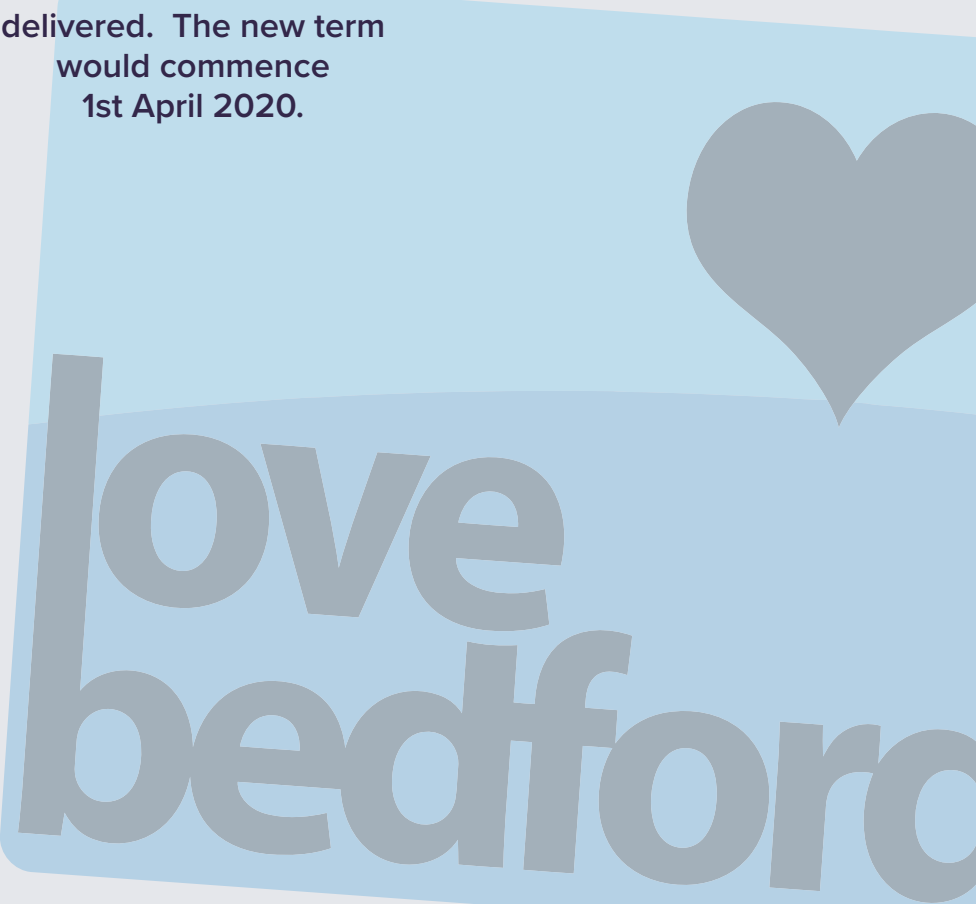
Ballot papers must be received at Bedford Borough Council by 5pm 17th October 2019 for your vote to be counted. The result will be announced the following day.

There will be a sealed Ballot Box located on Reception at Borough Hall.

Eligible voting rate payers will be able to cast their vote into the ballot box between the hours of 8.30am – 5.00pm Monday – Friday and no later than 5pm on Thursday 17 October 2019.



If the majority of BID members by number and rateable value are in favour, BedfordBID services will continue and the additional commitments set out in the Business Plan will be delivered. The new term would commence 1st April 2020.



2020-2025



love  
bedford



**BedfordBID**

Business Improvement District  
Funded by Town Centre Businesses

For further information please contact:-

BedfordBID  
1 Lurke Street  
Bedford  
MK40 3TN

Phone 01234 404500 or  
Email [info@lovebedford.co.uk](mailto:info@lovebedford.co.uk)

Full ballot arrangements are available at  
[www.lovebedford.co.uk](http://www.lovebedford.co.uk)