

BedfordBID breakfast 29th May 2019

GOOD MORNING



BedfordBID

7.30am arrival and registration

7.50am Breakfast is served

8.10am BedfordBID Welcome

8.15am Presentations and guest speakers

Followed by open Q&A session & Networking

10.00am Close



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

BedfordBID breakfast 29th May 2019

WELCOME – Guest speakers



BedfordBID



BedfordBID

Business Improvement District
Funded by Town Centre Businesses

BedfordBID update

Samantha Laycock, Chair

Transporting Bedford 2020
Bedford High Street update

Brian Hayward, Project Manager, Bedford Town Centre Transport Strategy



BEDFORD
BOROUGH COUNCIL

Social Media Masterclass

How Love Bedford can help your business

Ross Testa, Director



YAKETY YAK

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UPDATE: 2018/19 Annual Review



BedfordBID

Annual Review document sent to all levy payers.

Online version available www.lovebedford.co.uk in the downloads section



2018/19 Headlines

Project expenditure remains consistent with over 70% spent on services and 10.8% on overheads. The levy collection cost per hereditament's National Guidelines suggest a maximum charge of £35 per hereditament. Bedford is £23 and Overheads industry criteria acceptable level is 20%.



Seasonal marketing - Celebrating 40 years of Bedford River Festival!
During the summer of 2018, the BedfordBID embarked upon a successful marketing campaign to cultivate contact details for ongoing direct mail. Working with local business Global Travel, a Free Prize Draw trip to New York harvested 4919 entries, extensive publicity and good will.



Additionally, other schemes to generate sales through Love Bedford vouchers yielded up-selling to over 44% of independent businesses and the BedfordBID Little Book of BID offers featured 30 different BID businesses bringing back new customers to the town e.g. "We had very good feedback, our margins are great so worked really well, with 80% being new customers" Mobasher Qayyum CREAMS

River Festival weekend foot flow in the town centre: Saturday + 57.9% WOH/Sunday +53.7% YOY

Reaching new audiences and broadcasting positive news

During 2018/19 BedfordBID also embarked upon a series of social media campaigns starting with Instagram summer company videos. Over a period of 10 weeks, the campaign generated 2929 Followers, 47,977 views, 1,217 shares, 1,608 Likes and 164 Comments. This provided the foundation for the very successful Christmas campaign a few months later which was branded Love Bedford NOW! News, Offers and What's-On and Included Night Time Economy businesses.

Bedford Business Improvement District (BID) was one of 12 towns which piloted the independent business-led model back in 2005; over 300 BIDs are now established around the country. BedfordBID has been operating successfully for almost fifteen years and in October 2019 will go to ballot for renewal for a further five years.

The BedfordBID vision is to create a vibrant environment and broaden the role of the town centre beyond shopping towards being a great place for people to spend time. The 2015-2020 Business Plan detailed three key priorities:-

- ➔ To market and promote Bedford town centre and make Bedford a destination through the presentation of high quality events
- ➔ To enhance the visitor experience and develop the customer offer
- ➔ To continue to forge strong partnerships, working with others to create a vibrant, economically strong and attractive town for residents and visitors alike and be sustainable.

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 its plan and that there are authentic internal governance controls to ensure that this happens. Full Accounts and performance reports including 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 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. BedfordBID is a member of British BIDs and ATCM and subscribes to the National Survey for best practices. The list of Directors approved at the last AGM are also included online at www.lovebedford.co.uk



Statement and security training with businesses is to follow and Direct-to-Police reporting is being investigated.

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

The BedfordBID WIPEDOUT Scheme (Zero tolerance on graffiti) now has over 230 businesses on the scheme and over 100 reports made and actions taken since last April to Love Clean Streets. This includes collaborations with Riverside Bedford to resolve recent issues with day-time, persistent rough sleepers.

Supporting BID Businesses - improvement workshops

BedfordBID added value is also demonstrated by a number of B2B initiatives which includes a result for B2B cross marketing opportunities and relationship development through the BID breakfasts, the visiting and promotion of new business arrivals, featured business promotions on the Love Bedford website and Directory plus the dedicated B2B publication for the promotion of the non-retail sector.

Attendance at the BedfordBID breakfast has increased to an average of 70, culminating this year with important insights into the proposals for High Street from Chair Officers of Highways & Planning plus Economic Growth Development regarding the imminent Future High Streets Fund application.



Sample pages

BID means Business

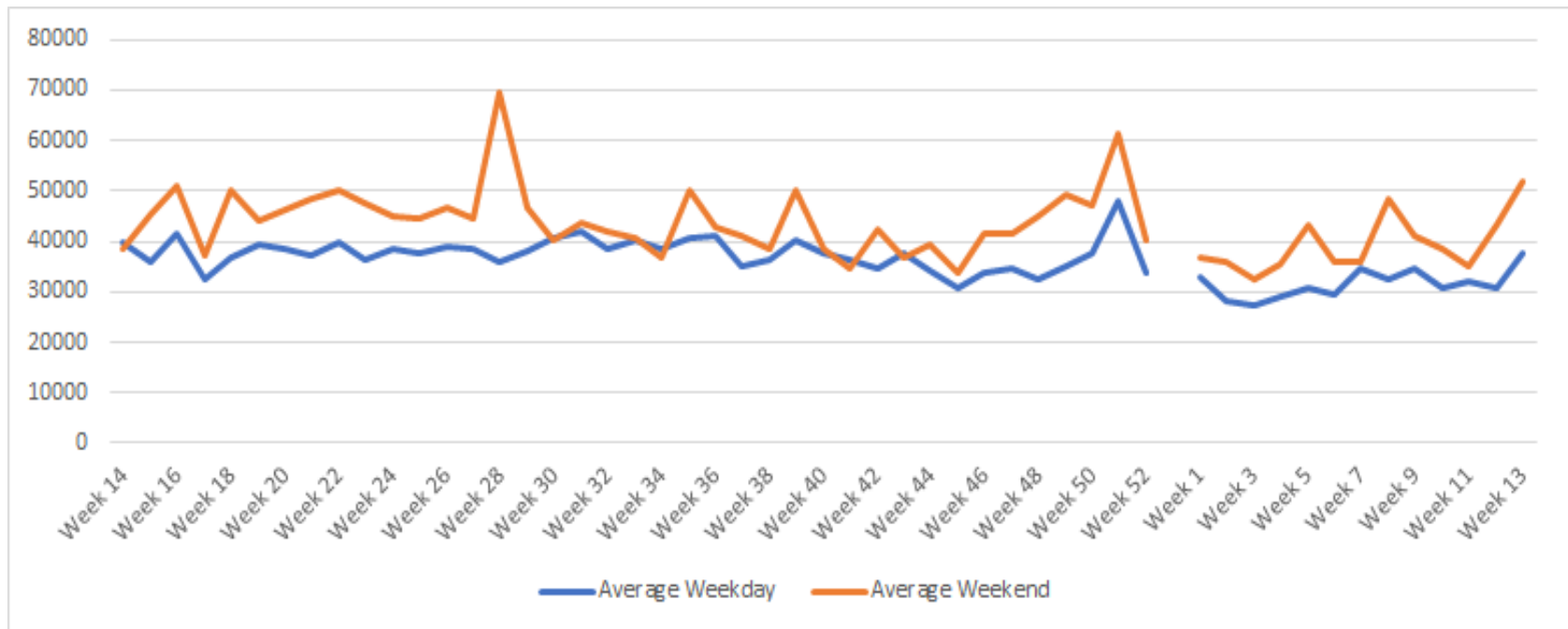
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ANALYSIS: Foot flow 2018/19



BedfordBID

2018/19 financial year Bedford -3.7% vs. -0.7% 2017/18 and 0.17% UK

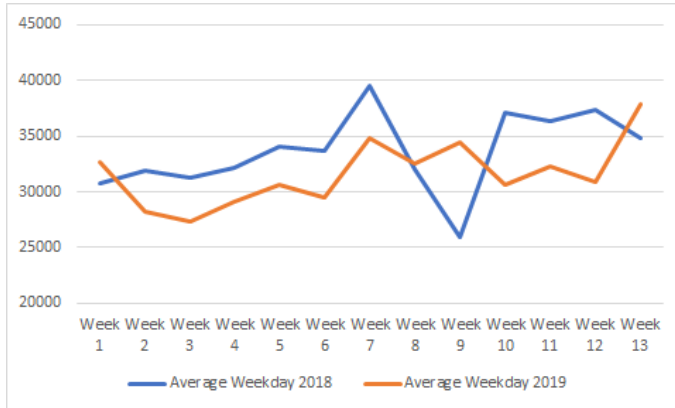


Source of Statistics: The national high street index is collaboration between Springboard Research Ltd and the Association of Town Centre Management to deliver a national performance index based on footfall in town and city centres. Data for the High Street index has been gathered by Springboard from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

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ANALYSIS: Foot flow 2018/19

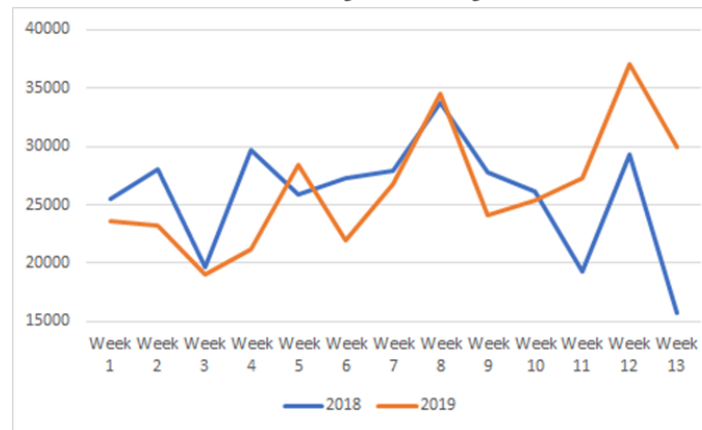
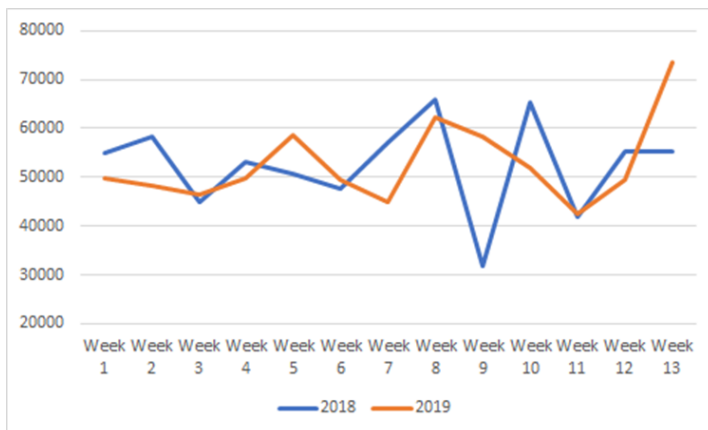
Weekday performance is trending lower than last year on average.



	Jan- Mar 2018	Jan - Mar 2019	YoY %
Monday	399,068	414,256	3.8%
Tuesday	413,470	373,240	-9.7%
Wednesday	447,984	415,884	-7.2%
Thursday	433,171	415,158	-4.2%
Friday	490,011	436,067	-11.0%
Saturday	682,306	685,292	0.4%
Sunday	336,022	342,648	2.0%

Fridays appear to be consistently down throughout the year only out performing 2018 in week 9 (Beast from the East) in 2018 and week 13

Weekends are trending better than 2018, with Saturdays fairly consistent...



Whilst **Sunday's** despite a slow start to the year, have slowly begun to outperform 2018

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UPDATE: “What’s the benefit, what does the BID do?”



BedfordBID

For the investors in Riverside Bedford, the Bedford BID delivers on two essential elements.:-

Firstly, the BID creates 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.

Secondly, 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.

No 'one hit wonder schemes';
promoting and celebrating what's good about the whole town.

Through the Love Bedford LBN! campaigns and business videos, businesses have been viewed, liked and shared by an average audience of over 10,000 each week of dedicated followers.

BID 4 BALLOT - PROVISIONAL TIMETABLE 2019



Day of Ballot Thursday 17th October 2019

BedfordBID

Proposed Date	Action	Relevant Regulation
Wednesday, 22 May	BID proposer notifies Council (Billing) and Secretary of State of intention to serve a notice to put BID proposals to ballot.	Regulation 3(2)
Wednesday, 14 August	BID proposer requests Council (Billing) to instruct Ballot Holder to hold BID ballot, with copy of BID proposals etc. (Any NNDR paper proposed to be affected can request a copy of proposals etc from this point.)	Regulation 4(2) and (3)
Thursday, 15 August	Council (Billing) instructs Ballot Holder to hold a BID ballot.	Regulation 5(1)
Thursday, 22 August	Council (Billing) notifies BID proposer of any conflict of BID proposals with published Council policy.	Regulation 4(4)
Thursday, 22 August	Council (Billing) provides BID proposer and, separately, Ballot Holder with names of NNDR payers affected, the address and rateable value of occupied hereditaments (or owned unoccupied premises). (Others can request to inspect this detail from this point.)	Regulation 11(1)
Thursday, 29 August (to ensure prior to latest date of Thursday, 5 September)	Ballot Holder publishes Notice of Ballot. Prepare a list of persons entitled to vote, send statement of arrangements for the ballot etc and send copy of Notice to Secretary of State.	Schedule 2 paragraph 3
Monday, 16 September (to ensure all delivered by Thursday, 19 September at the latest)	Despatch of Ballots to NNDR payers affected by the BID proposals	Schedule 2 paragraph 2(1) (b)
Thursday, 17 October	Day of the ballot. (5pm deadline for receipt of ballots)	Schedule 2 paragraph 2
Friday, 18 October	Ballot Holder counts ballots cast and declares the result	Schedule 2 paragraphs 14 and 17
Thursday, 17 April 2020	Destruction of ballot papers from the BID ballot	Schedule 2 paragraph 19

Consultations until	April/May
Draft Business Plan content	May
Agree final content and produce	June/July
Hard copy BP to levy payers and head offices plus and online business plan and FAQs	August
Local Authority Executive Committee	August/September

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BID4: Have your say; PROCESS



BedfordBID

Over the past 18+ months,

- **All BID** businesses have had the opportunity to have their say; contacted by independent, third party electronically and/or telephone AND at BID networking and briefing breakfasts face to face.



- **Customer surveys** in all BID magazines; distribution £24k copies within 20 minutes drive time of Bedford town centre



- **2000 intercept study interviews** conducted in Bedford town centre, the Harpur Centre and Riverside North May & Dec 2017

- **Bedford College student** survey – Bedford town centre ; face to face at their Open Day on 24th Aug and end of First Impressions survey October 2017; 763 responses



- Future **High Streets** Fund submission/visioning

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BID4: Have your say; YOU SAID



BedfordBID

BID Businesses...



Fill empty shops
Independent retailers need support
More advertising and promotion of the town
Need vibrancy
Too many homeless
Parking too expensive

Not sure what difference BedfordBID is making, need facts and figures

It's an additional expense on top of business rates can't afford to pay in advance and quite high.

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

Recently joined voucher scheme. Working well and hope it continues.

Exclusion scheme and app. works.

The police aren't very helpful when there is an issue, and take ages to come out. The Bedford Bid people are excellent. I phoned for assistance, and someone came out to help me right away when I had shoplifters

BID proactive. I can't attend things.

BID come round to store, good, working hard.

Value for £. Need to know more about what we get?



Businesses top priorities

- Safety
- Marketing & Promotion /footfall
- Parking too expensive
- Homelessness
- Cleanliness
- Empty shops



FREE PARKING
in Bedford Town Centre

Up to 2 hours every Saturday in all council-owned town centre surface and multi-storey car parks

Free on-street parking after 6pm Monday – Saturday

Free every day after 6pm in all town centre car parks (except Alier Street multi-storey which is open but charges apply)

First 2 hours parking free Monday to Saturday in Queen Street multi-storey Car Park

All day every Sunday in all council-owned town centre surface and multi-storey car parks PLUS Harpur Centre (underground)

Late Night Parking
Allhallows Multi-Storey (bus station) and Lurke Street are open 24 hours

FREE PARKING from 10pm in 24 hours 7 days a day apply.

with offers and activities via bedford.co.uk or on Love Bedford FB and Twitter

vebedford.co.uk



contactless terminal(s)

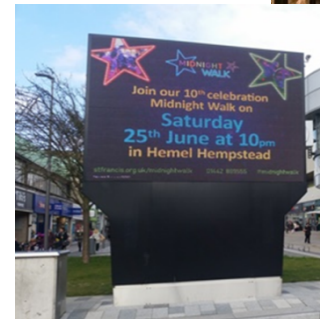
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BID4: Have your say; OUR RESPONSE



BID4 key themes ...

1. Clean, Safe & Welcoming
2. Love Bedford; celebrating what's good about the whole town. Festivals, promotions, trails plus highlighting independent businesses
3. Supporting businesses.
4. Measurement & Reporting



Empty shops – revisit the 2017 Intercept study list of desired businesses and develop a plan to target!

ShopJacket, Jackets for empty units

BID levy money is ring-fenced for use only in the BID area.

BIDs cannot subsidise local authority statutory obligations, however BIDs can enhance services.



We will also ...

- **Work harder to engage and update businesses with BID's performance stats and facts**
- **Communicate better how best to get involved i.e. promotions and process for joining the Board of Directors**
- **From April 2020 increase the BID levy exemption threshold from properties with RV of £8,100 to £12,000 in line with Small Business Rates Relief**
- **From April 2020 introduce two stage payments for properties with RV between £12,000 and £14,750**
- **Offer Voluntary Membership outside BID zone to generate additional revenue whilst helping to address those issues impacting upon town centre from areas such as Midland Road East**

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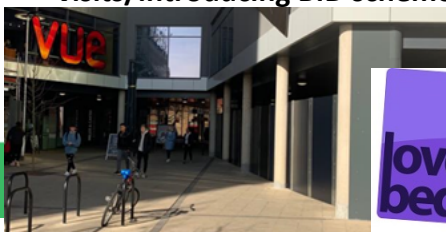
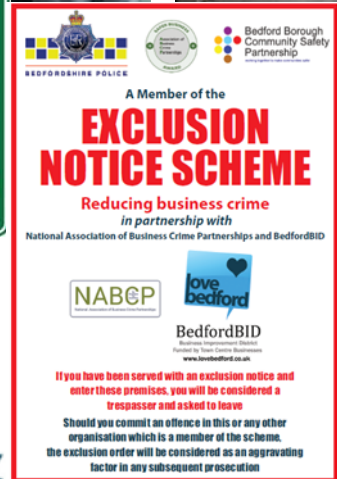
BID4: Clean, Safe & Welcoming



**BID
Night
team**



- Voucher redemptions
- Reporting graffiti, rubbish, spillages, vomit, dog fouling
- WipeOUT (zero tolerance on graffiti) reporting
- StreetLink, homelessness support signposting and reports
- Continue to handle service requests from RetailRadioLink users
- Highways pavements and drainage
- Monitoring 'professional beggars' and rough sleepers, working with agencies to build intelligence and support
- Reuniting lost children, elderly and the vulnerable
- Being informed with opening and closing of businesses, making new visits/introducing BID schemes and services.




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

BID4: Love Bedford; creating a vibrant destination, promoting and celebrating what's unique about the town



Love Bedford is the customer-facing brand which supports town centre businesses large and small, retail, services and experiences.

 www.lovebedford.co.uk the 'go to' site for all the latest information and regular updates about the town, businesses, events and offers.

- Love Bedford NOW! *News, Offers and What's On*; over 500 scripts last Christmas together with a variety of dedicated sector videos to add positivity to both businesses and visitors to our town.
- Compelling reasons to visit the town; events, offers, promotions and what's new
- Business branded broadcast e-shots every month
- Direct mail e-shots to consumers every month
- Door to door BID magazines c24k distribution every quarter
- Regional radio throughout the year
- Seasonal marketing; outdoor; buses and railway station sites
- Social media Facebook, Instagram and Twitter a/cs
- Events & Festivals - Love Bedford Day (weekend!), pre-Christmas lights switch on and annual fireworks display sponsorship
- Town centre trails including food
- Bedford College Brooks Hair & Beauty Show support
- Hard copy Beds Local, Bedford Bulletin, Kempston Calling
- In & Around, Guided Walks, Country Life (Regatta)
- Cultivating a database through competitions and FREE prize draws.



Through the Love Bedford LBN! scripts and videos, businesses have been viewed, linked and shared by an average of over 10,000 dedicated followers each week.

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BID4: Supporting businesses



BedfordBID

- 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 employers plus employment to a town. The BedfordBID Champions street team; around the clock Sunday – Monday presence working closely with the Council's Enforcement team, Harpur Centre Security, town centre business' security, Bedfordshire Police and CCTV are also working to help keep the town safe, clean and offer a friendly welcome.
- Local influence. Representing a voice for businesses including planning applications, street vending and lobbying.
- Day to day support on the challenges businesses face, conduit for business support ,help and contacts. Forums to meet BID Directors to raise issues.
- Networking and bespoke training events including , customer experience, visual display and social media and BIIAB Level 2 Award for Personal Licence Holders
- Steadily saving businesses equivalent to their BID levy through local partner Utilitrack with free utility cost evaluation service
- The evening economy sector BedSafe is now administered by BedfordBID.
- Business awards to recognise and reward excellence within our business community.
- Representation at national networks including BritishBIDs , ATCM best practices annual surveys, RRL&E industry audits/accreditations.



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BID4: Measurement & Reporting



BedfordBID

EVALUATING & REPORTING:

Over the next five years we will enhance our communication, transparency and accountability.

- 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

- We will
 - set clear financial and operational objectives,
- - monitor and review performance
- - deliver against given objectives and desired outcomes to a high standard
- - review KPIs to include industry best practice standards
- - investigate British BIDs Accreditation to ensure our quality management systems are robust
- - 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
 - New investment in the area and new businesses activity
 - 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

- **Benchmarking** – Between April and June 2022 to complete questionnaire amongst all levy payers
- **Establish KPIs by March 2020** – retail, non retail, day and night time economy.

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BID4: Measurement & Reporting



BedfordBID

- **Foot flow.** Using the industry standards of Springboard Ltd we will measure like for like year on year, month on month and week on week performance of Bedford against the region and nationally.
- **Vacancy rates** – Springboard Ltd , Churn and 3 year barometer
- **Catchment penetration** - It is generally recognised that it costs more to acquire a new customer than it does to keep an existing one.

Return on Investment for advertising, PR and sponsorship arrangements.

On line and off line media advertising will be analysed by ability to reach the highest possible percentage of the target audience with minimum costs and minimum waste; A PR strategy will be devised charged with objectives to include:-

- Creating and maintaining the Love Bedford brand image
- Awards and sponsorship to benefit town centre businesses
- Disseminate information to the public
- Damage limitation to overcome poor publicity
- Forge stronger, lasting customer relationships.

The PR campaign will be co-ordinated with the advertising campaign to maximise exposure and coverage and include opportunities for BedfordBID to engage with community. Monthly media briefings will be considered.

Sponsorship applications will be decided upon a given criteria including:-

- benefits to the BID zone businesses
- agreement to provide an evaluation report detailing the benefits received
- Love Bedford brand exposure activity during the period of sponsorship,
- details of how the event will be measured in terms of media coverage or counting the attendance
- data capture arrangements and opportunities for use by BedfordBID
- Report on both positive and negative outcomes as a result of the sponsorship.

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BID4: Measurement & Reporting



BedfordBID

Web site - unique visits, dedicated pages, most/least popular, data capture, directory searches and feedback

Expansion of online marketing channels - CRM; data capture, industry benchmarking returns

Sale of Love Bedford gift vouchers, growth and redemption levels not to fall below 90%

Added Value, Customer experience

Exit surveys and field research repeat, CTAG crime stats

Customer and business engagement

Frequency and attendance at meetings – retailer and district sectors, Steering Group , Retail Radiolink and BeBAC

Number of businesses attending B2B Breakfasts

BedfordBID Champion's visits

Business survey and response levels

Levy collection rate / Levy collection charge / Overheads

Collection In line with budget, no less than 96%

BritishBIDs benchmarking; Industry Criteria acceptable levels .

Additional income

As budgeted for sponsorship, Affiliate Membership

Staff retention and sickness levels

Turnover rates and industry standards, average 4.5 days a year

Board members attendance rates

Operating costs & % on training

ON SITE INTELLIGENCE

Continue to measure footfall but further develop our partnerships with the Harpur and Howard Centres to ensure we have a full understanding of how the town is performing. We will also continue with exit surveys as well as a follow up to the field research undertaken in 2012.

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BID4: Have your say; General Public



BedfordBID

Public responses to What do you believe are the most important aspects of an attractive town centre and why? Conveniently summarised with the mnemonic **CUSTOM**.

“

- ✓ *Clean - streets with no litter, spilled food or dirty pavements. Effective punishment / fines for those who litter. Showing pride in our town.*
- ✓ *Up-to-date - a sponsored screen which local retailers can post 'deal of the day', special offers and other incentives. Helping shoppers find great deals and informing them of current news from retailers and forthcoming events.*
- ✓ *Safe / Secure - zero tolerance on antisocial behaviour, with visible security personnel. Helping visitors feel relaxed and reassured.*
- ✓ *Thriving - real opportunities for small or start-up businesses in empty retail spaces at reduced rent to help them establish. Showing our town as a positive place to set up and run a business.*
- *Open / accessible - considerate to all abilities to access without problems. Showing that our town is a welcoming environment and helping those less able to get around.*
- ✓ *Maintained - fast identification and marking for repair of damaged or uneven paving and street furniture. Well-tended garden areas. Gives a positive outlook for our town. It shows we care.*

...plus ... **A bus to get into town on a Sunday please ...**

”



Student survey 2017

1. **Different/more shops**
2. **Better (public) transport/travel**
3. **More attractions/leisure**
4. **Different/more restaurants**
5. **More events/entertainment**
6. **More designer shops**
7. **Different/more leisure shops**
8. **Different/more shoe shops**
9. **Different/more health/beauty**
10. **Better Market and New format, flagship stores**

- 1 - More shops for younger people, H&M, workwear shops, Zara, Hollister
- 2 - More frequent (inc later), lower fares (student discount) , improved congestion cleaner buses, improved bus system/journey, better transport links (more areas)
- 3 - Arcade, bowling, football/basketball pitch, skate park, youth club, gym, cinema BMX Track, more for young people to socialise, pool hall, cinema Disney Store
- 4 - Five Guys, Pret, Starbucks
- 5 - Art Exhibits, more fairs, music, community events
- 6 - Gucci
- 7 - Comics, skates, health, pets, gaming/tech shops, sports shops
- 8 - Nike, Footlocker
- 9 - Lush, Mac
- 10 - Pop Up, themed



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BID4 Consultation: HAVE YOUR SAY



If you still feel you want to share your views, we will continue to accept your feedback.

Contact:



Graham Hill 07990 990252

graham.hill@insight6.com

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DATES FOR YOUR DIARY



BedfordBID



- Check out Brooks (Bedford College) Hair & Beauty Show,
- Food & Drink magazine delivery 26th June
- In & Around Bedford glossy magazine DPS BID feature
- Guided Walks 2019 around Bedford publication
- Retail RadioLink & Exclusion Scheme meeting – Look Out for details
- BedSafe meeting 12th June
- Bedford BID board meeting 9th July
- Bedfringe 15th – 27th July
- Little Italy Food Fest Sunday 21st July
- StrEAT Feast 26th July
- Love Bedford Day Medieval Festival 27th & 28th July
- Bedford Christmas Fair 23rd & 24th November, culminating with town centre lights Switch-on and fireworks @ 5pm on Sunday 24th Nov.



Pick up your 2019/20 planner here TODAY!

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



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BedfordBID; No one hit wonder schemes



BedfordBID

- BedfordBID was one of the first Business Improvement Districts (BIDs) to form in 2005; over 14 years in operation. This successful model is now used across the country in over 300 BIDS nationwide.
- Utilitrack - £62,408, an average of £12,481 over the past five years businesses have saved in utility costs.
- Town centre vouchers – over £1m of redemptions, 290 participating businesses of which over 70% are independent with overall 90% redemption rate.
- Love Bedford website – relaunched in 2012, attracting over 100k unique visitors every year providing an online presence for every BID business. Average of 24,536 online directory searches a year.
- Love Bedford NOW! *News, Offers and What's On* reaches a guaranteed 10,000 followers each week for all businesses – non retail, leisure, heritage, entertainment and culture.
- Retail RadioLink & Exclusion scheme - 253 members
- 350 additional members participating in the recently launched BeBAC (BedfordBID Businesses Against Crime) initiative plus ALL evening economy BedSafe businesses which provides a community network for crime prevention and evidence based reporting for prosecutions.
- 223 premises signed up to WipeOut , imposing zero tolerance to graffiti
- ChildSafe and safely reuniting the elderly and vulnerable
- BID 'street team' BID Champions – eyes and ears, Monday to Sunday, Clean streets and StreetLink reporting every day . Connected to CCTV and Bedfordshire Police. Visiting businesses every day.
- Taxi Marshalls now remodelled into the Bedford BID night team
- Over £60k invested in town centre Christmas lighting enhancements, sponsorship of annual firework display.
- Networking and training with quarterly briefing breakfast attended by regularly 50+ businesses, training and mentoring programmes plus mystery shops and customer experience advice for an average of 30 businesses each session
- 2018/19 - 198,029 direct mail e-shots delivered ; 69 multi-branded business e-shots delivered
- Cultivating a database for direct marketing , over 5000 respondents to the NY Free Prize Draw

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HOW TO CONTACT US



BedfordBID

www.lovebedford.co.uk



info@lovebedford.co.uk



01234 404500

BedfordBID Champions 'on the streets'