

BedfordBID breakfast 6th June

GOOD MORNING



BedfordBID

7.30am arrival and registration

7.50am Breakfast is served

8.10am BedfordBID Welcome

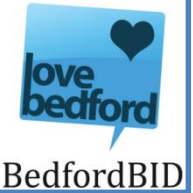
8.15am Presentations and guest speakers

9.00am Q&A session & Networking

10.00am Close

Love Bedford is the marketing brand of Bedford Business Improvement District (BID) which promotes the interests of over 500 town centre businesses.

BedfordBID breakfast 6th June
WELCOME and guest speaker



BedfordBID Breakfast – Wednesday 6th June

‘Supporting Businesses’

BedfordBID update

Summer 2018

**Town centre update; Transporting Bedford 2020 project
High Street consultation - Jon Shortland, Chief Officer
Highways & Planning, Bedford Borough Council**

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REVIEW: Sustainability



BedfordBID

Key Findings – Opportunities



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

What's happening?



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

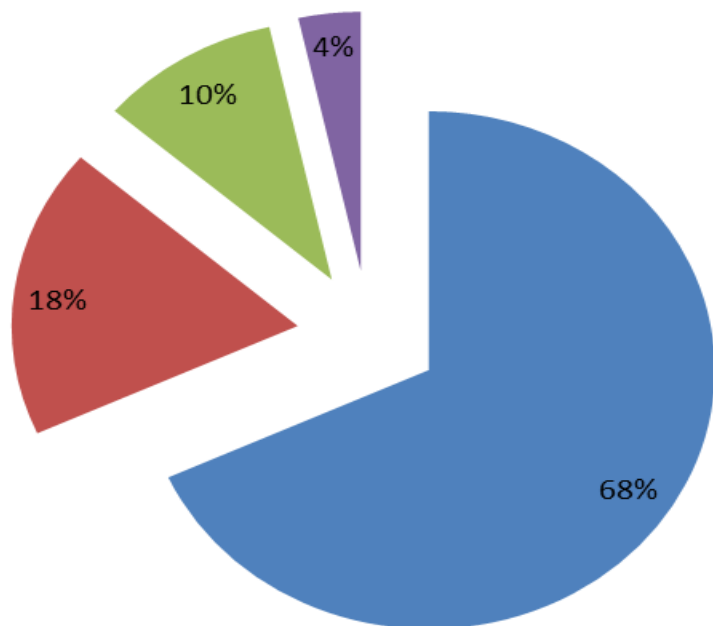
Intercept study 2017. Actions in response to the Intercept study findings include:-

Vacancy rates: BID continues to make efforts to engage with commercial agents for options to dress prominent units to show Bedford at its best and heighten awareness of town centre performance to target potential retailers.

Springboard Research are embarking upon a research project categorising features of destination town centres which is due August 2018.

- Heart Radio online text motion videos night and day imagery to support radio airtime, transmission area includes new estates.
- Targeted e-shot campaigns timings and key messages
- Themed Instagram campaigns and social videos including competition at the Brooks Hair & Beauty Show in May sponsored by BedfordBID and moving onto Food & Drink in June.
- Love Bedford Food & Drink magazine (June) to new housing estates and features.
- 7k campaign new stretch of bypass from Clapham to Bromham Road and Great Denham including golf club and other facilities.
- Mini Maps; Walking Map of Bedford for Children this summer
- River Festival Love Boat; sponsorship of John Bunyan RF taxi boat
- Bedford Concerts programme BID competition for data harvesting
- Outdoor cinema proposal for Castle Mound this August

2017 - 2018



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

*Projects:-

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

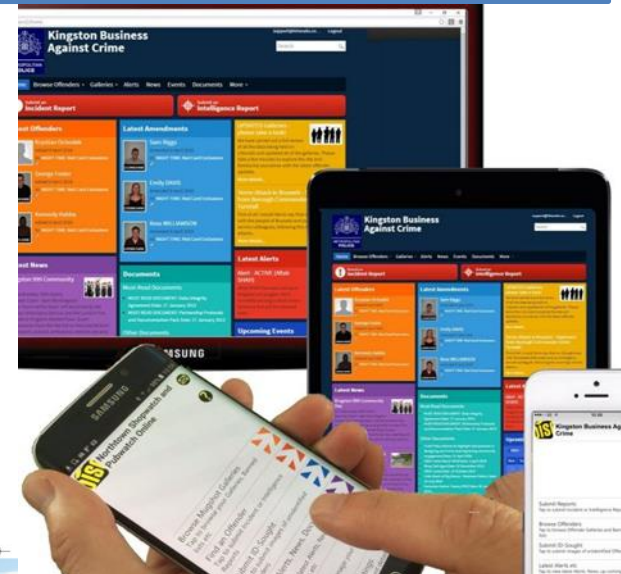
Finance flyer attached to all levy bills.

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UPDATE: Improving the Visitor Experience



- BID Champions dedicated resource to deliver Retail RadioLink & Exclusion to BID businesses (245 Members)
- Launch of DISC (Database and Intranet for Safer Communities) **NEW for June 2018!**
- ELNE BedSafe PubWatch BID support
- BedfordBID funded BIIAB level 2 responsible alcohol retailing course 20th June x 24
- BID Information re: Homeless flyer updated
- Partnership 'Give a Hand Up not a Hand Out' poster launch



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

Bedford Business Improvement District Information re Homeless

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

Services and support

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

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

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



Town centre week of Action 7th May
Bedfordshire Police



Give a hand up not a hand out

Please think carefully before giving money to someone begging

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UPDATE: Improving the Visitor Experience



BedfordBID

245 members of the Retail RadioLink & Exclusion Scheme; 72 businesses with radios including 6 with Bedfordshire Police. There are currently 113 active exclusion orders issued by businesses / police

Numerous individuals have been homed and are now off the street but there are still individuals refusing to accept help. Police have been utilising alternative powers and issuing CPNs (Community Protection Notices) and CBOs (Criminal Behaviour Orders) to prolific beggars.

One individual known for repeated begging offences outside Lurke Street car park has been issued a CBO for 3 years, meaning if he is seen sitting in a position to beg in the town centre, that behaviour is a criminal offence and he can be arrested.

Two persistent beggars have been arrested.

- CPN (warnings) x27 issued for begging / ASB
- 2 cases are being built for 2 further CBOs
- CPN x17 out of the 27
- Arrests x5
- CBO x1



Welcome two new team members
Katlyn and Gary

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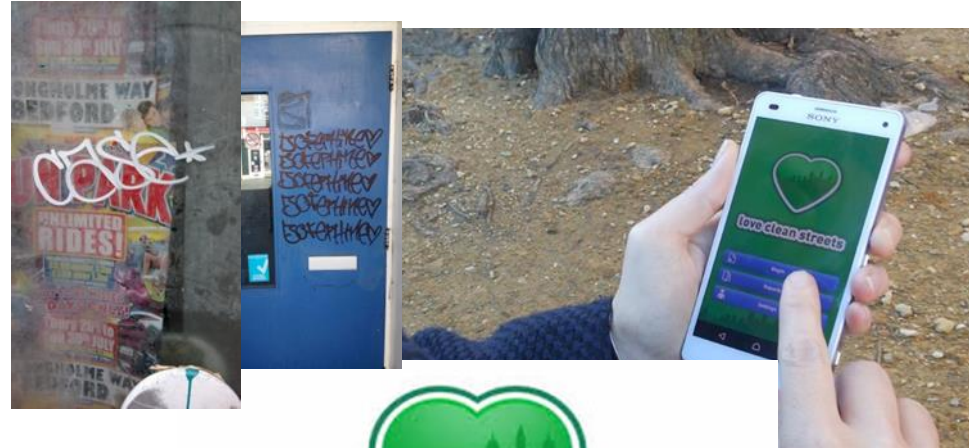
UPDATE: Improving the Visitor Experience



BedfordBID

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

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



Street
Link



love clean streets

www.lovecleanstreets.com

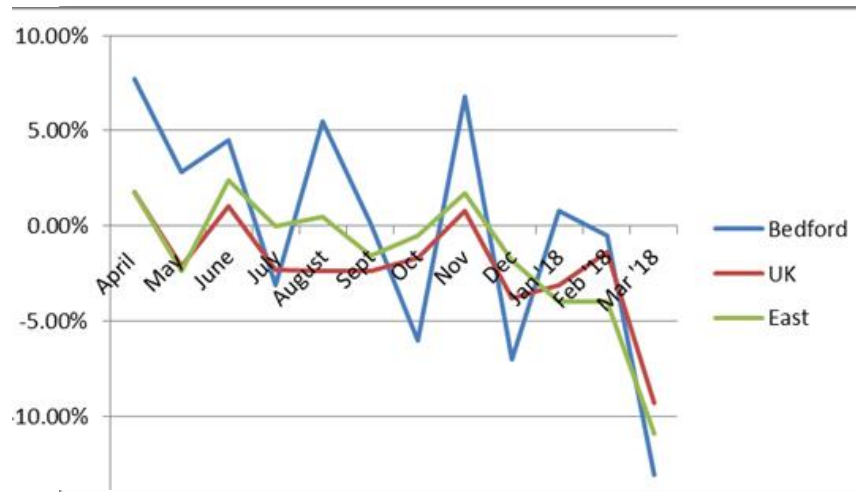
Connecting rough sleepers to local services

www.streetlink.org.uk

Over 500 reports made and acknowledged

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REVIEW: Foot flow 2017/18



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

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

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

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

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REVIEW: Foot flow 2017/18



BedfordBID

Towards the end of the year, Bedford's performance was very much on trend with regional and national figures. It is well documented and recognised by high street analyst that the prolonged period of bad weather during the autumn impacted on visitors to high streets across the country, Bedford was not alone.

	April '18	May '18
Bedford	7.00%	1.30%
UK	-4.00%	-2.40%
East	-6.00%	0.80%



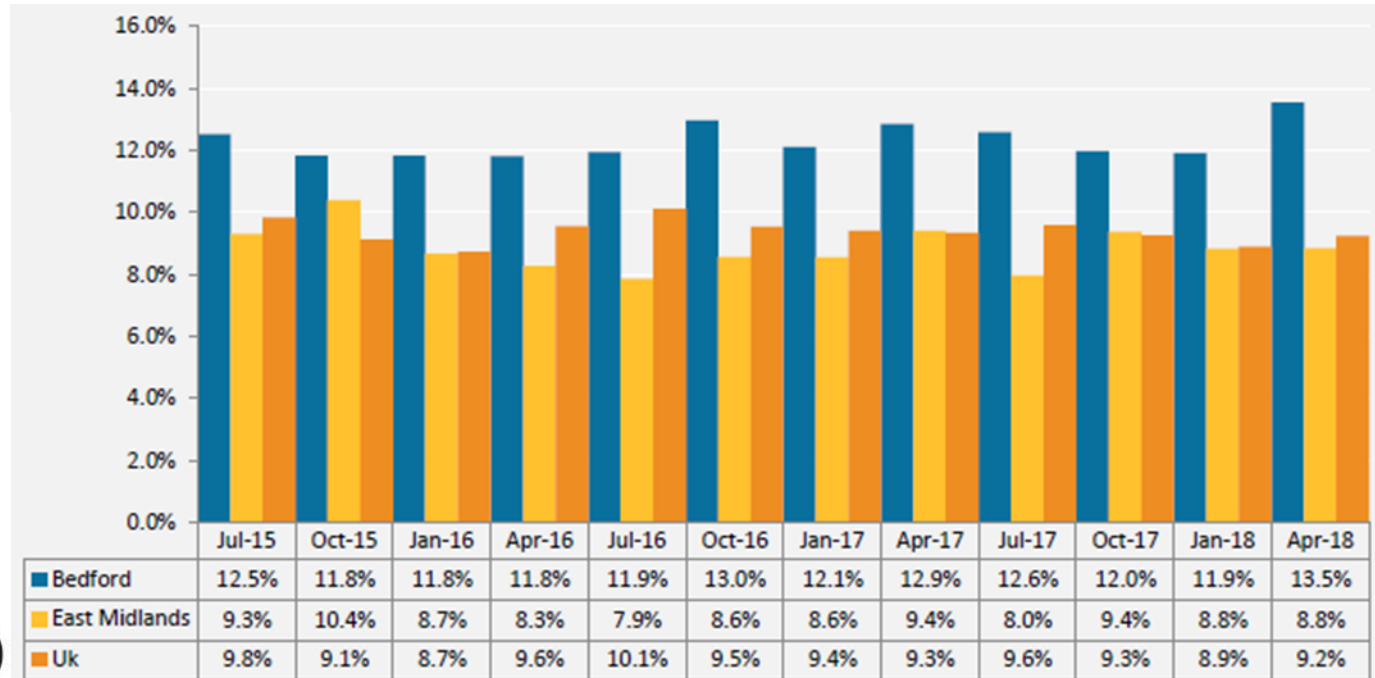
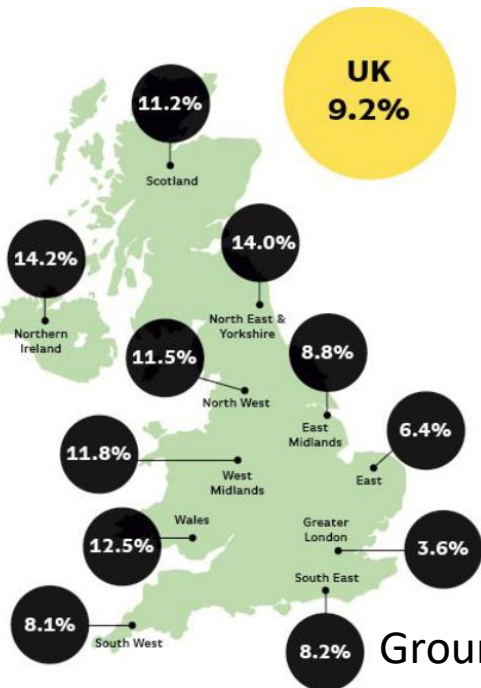
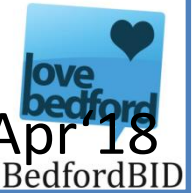
However, the Harpur Centre were able to capitalise with undercover facilities resulting in increases of 16% in January, 18% in February and 12% March.

When comparing in town surveys undertaken in July and December, the MK44 postcode (north of the Borough) had actually seen an increase in the number of visitors to Bedford town centre.

This is very good news given they are in the primary catchment area for Rushden Lakes.

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



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

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

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



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

www.lovebedford.co.uk

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

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

24,284 On line directory searches

See landing page for new business openings



@lovebedford.co.uk 8313 Followers



lovebedford 4568 Followers

Instagram @lovebedford1 2199 Followers



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UPDATE: Love Bedford (M&P) direct mail



BedfordBID



2017/18 – **164,151** e-shots delivered.

Everything we do is free to access

Peak open rate 26.59%

vs. industry standard of 20.96% (retail)

Click-through rates vary subject to campaign message

e.g. E-shots March (past 30 days) click through 7.8%

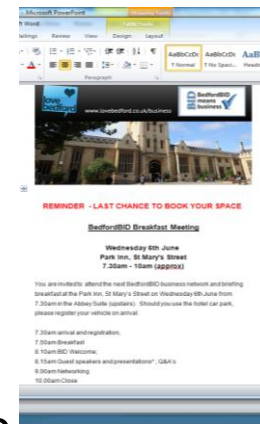
Customer database: Mother's Day 55% open rate and 7.25 click through,

New businesses 55% open rate and 13.3% click through.

Benchmark 21.21% open rate and 2.33% click through rates.

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

Benchmark 20.9% open and 2.73 click through rates



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



BedfordBID

Exclusive to BedfordBID businesses, a chance to:-

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

It's about the people – chance to demonstrate your personality top tips and recommendations.

Targeted distribution. The most effective way to reach the new housing developments is through door drops. **Over 20,000 copies distributed.**

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

Love Food & Drink Magazine – Distribution from 13th JUNE



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BedfordBID

UPDATE: Love Bedford (M&P) adding value

BedfordBID is now connected to 1,200 staff (largest share at Bedford College and The Bedford Sixth Form and both in town centre) and

up to 12,000 students across a wide range of campuses - but again majority at Bedford College and 6th Form sites. Students aged 16+ by:-

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



Both sides share take-up feed-back information

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REVIEW: Brooks Hair & Beauty Show 2018



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

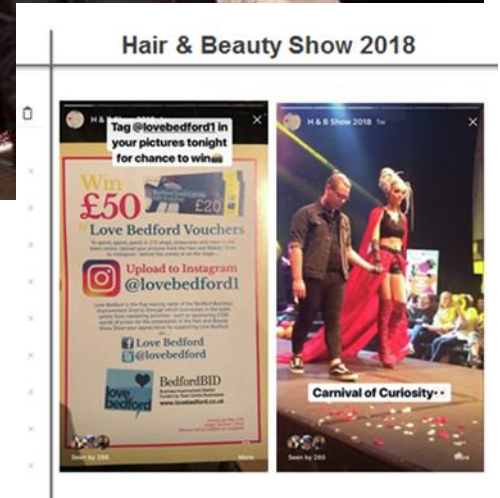
New business notifications to students, Instagram competition to link up with a new young audience on-line and presentation of £500 Love Bedford gift vouchers to some of the successful students.



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



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

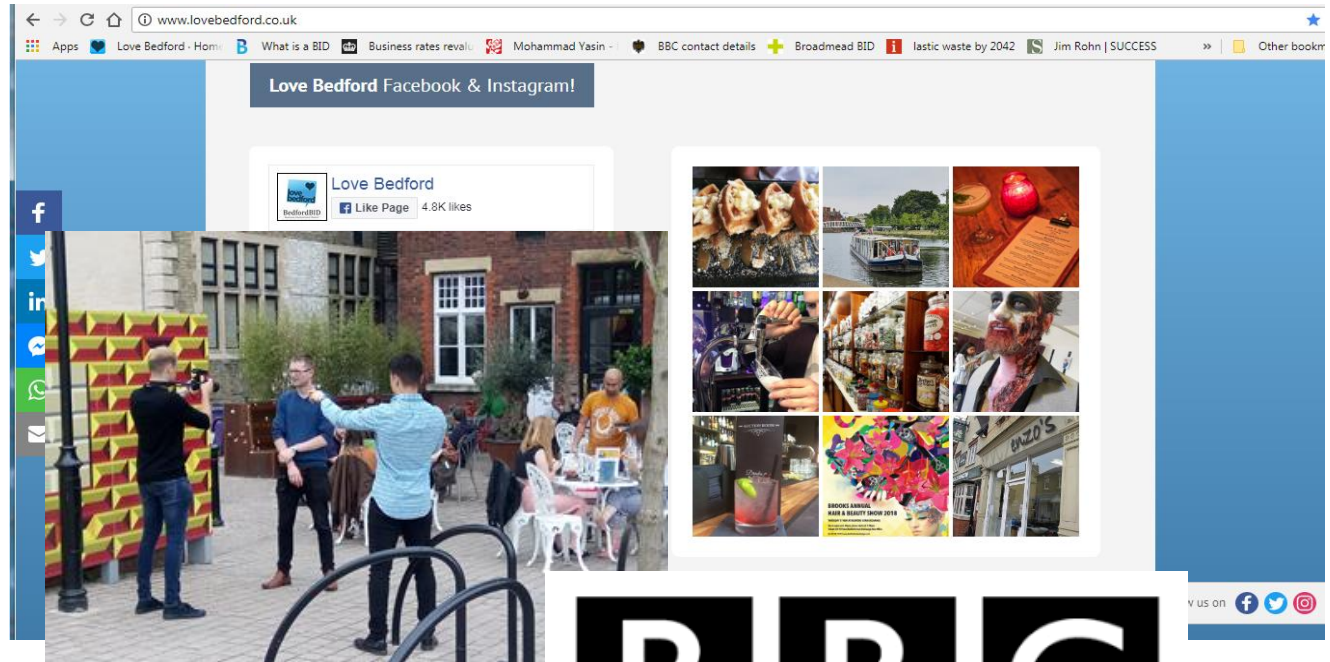


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UPDATE: Love Bedford (M&P) social media



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

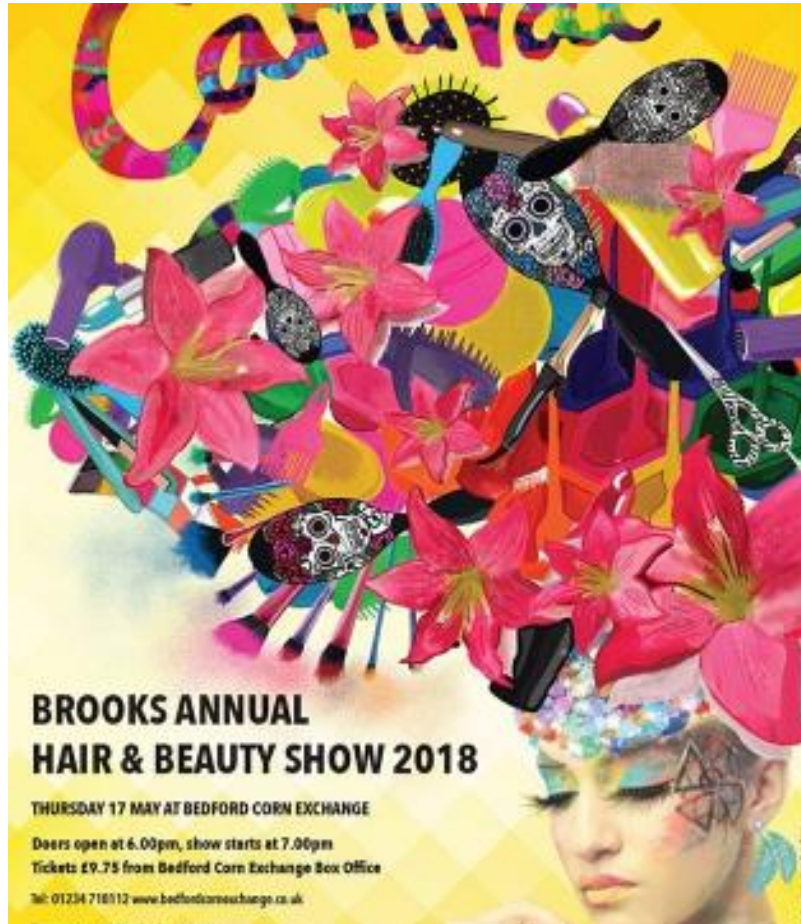


Filming in action
Outside Albero Lounge

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

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

Sample Love Bedford Instagram



lovebedford1 • Follow
Bedford Corn Exchange

lovebedford1 Tomorrow is the big day! We're so excited for the Bedford College annual Hair and Beauty show! 🎉 There will be Love Bedford gift voucher prizes of £50 on offer for the best photographs shared on Instagram with @lovebedford1 so don't miss out! 😊

#hair #beauty #haircolor #beauty #hairdesign #hairstyle #instahair #hairfashion #fashion #ombre #haircare #braids #moda #glamour #hairdo #fashiondiaries #instafashion #hairdye #tutorial #style #hairart #styleinspiration #hairstyling #goodmorning #saturday #wakeup #wakeuplikethis #stylecheck #check

barber_inch @xbutterfly192x @shamdevine

This led to our followers tagging their friends in pictures to inform them about what had been posted on the LOVE Bedford Instagram page, attracting them to the Hair & Beauty show.

Sample Love Bedford Instagram



BedfordBID

Love Bedford Instagram Timeline:

Love Bedford Instagram Timeline:



lovebedford! • Follow
The Flute Wine & Lounge Bar

lovebedford! Looking for a mid-week drink? Visit the cozy yet atmospheric wine and lounge bar The Flute @luimagliaro 🍷
#Drinks #Afterwork #Alcohol #Cocktails #Spirits #Vodka #Friends #LoveBedford #Drinks #Drink #Cocktails #CocktailPorn #CocktailsTime #CocktailsForDays #CocktailsBar #CocktailsLove #Bar #Fun

We utilised the most popular hashtags in Bedford for the chosen businesses we were highlighting on Instagram to attract them to our page.



lovebedford! • Follow
Treat Street

lovebedford! If you haven't already visited - what are you waiting for?! Visit @treatstreetuk and tuck in to some tasty desserts 🍰
#Treat #Street #Waffles #Syrup #Sweet #IceCream #Sundaes #Dessert #Food #Foodie #NomNomNom #DessertPorn #Yum #Iom #NomNomNom #CheatMeal #RiversideBedford
sejalchandarana @r_mallett @bryonydavis - can we go to this place!
r_mallett @sejalchandarana yes please 🙏

To show a variety of content on the LOVE Bedford Instagram page, we also posted about businesses in the Bedford BID area which also received some great comments.

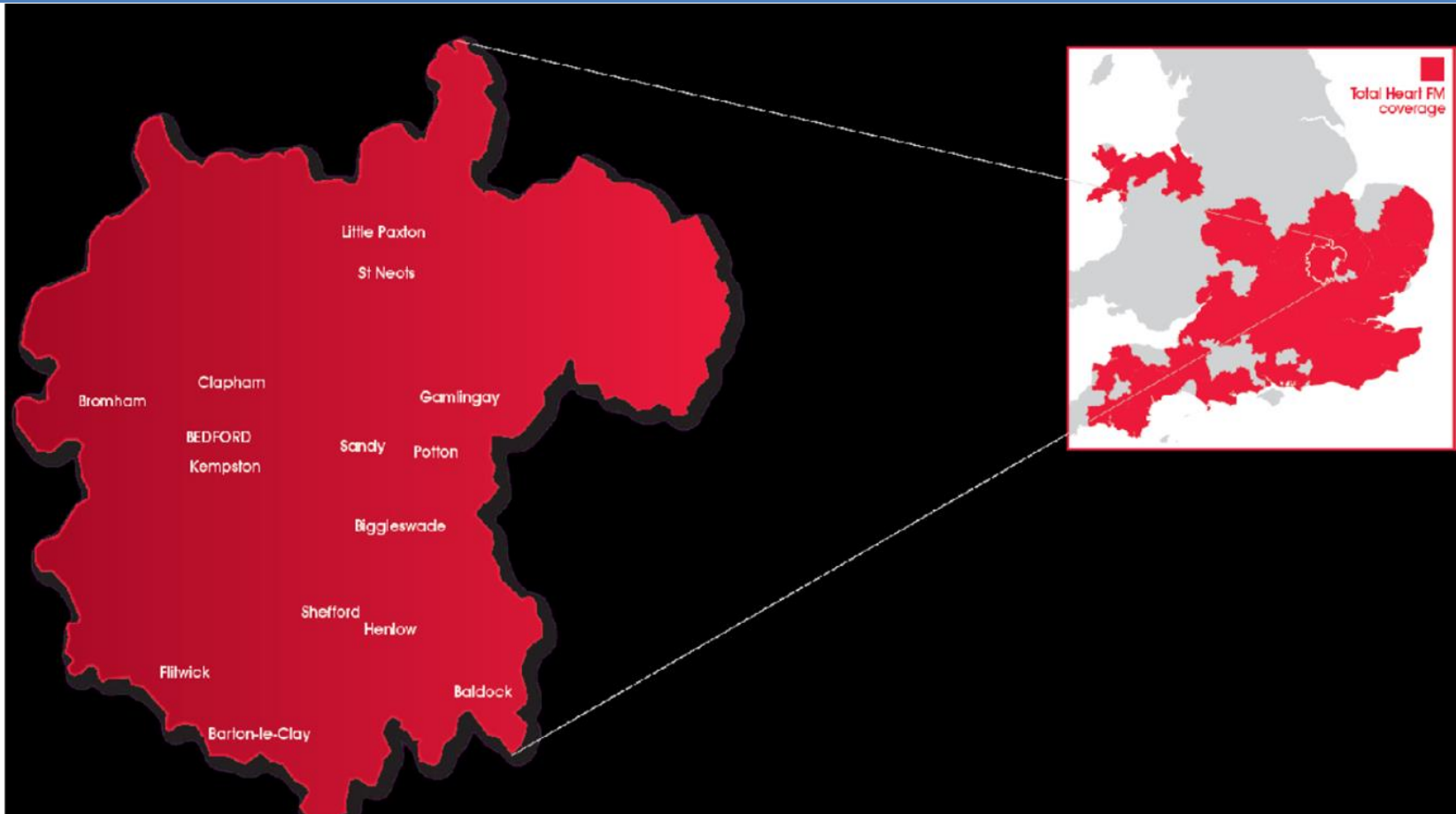
YAK

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UPDATE: Love Bedford (M&P) wider reach



BedfordBID

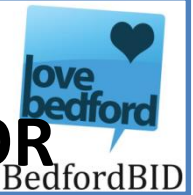


**Regional Radio this summer key messages
Include Independents, FREE parking, Eve
economy, outdoor dining & beautiful river views**

heart⁹⁶⁻¹⁰⁷
turn up the feel good!

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



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

Enjoy Summer at the heart of Bedford!

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

Enjoy free parking at the heart of Bedford!

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

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

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



www.lovebedford.co.uk

BedfordBID breakfast 6th June

REVIEW: Added value – financial savings



BedfordBID

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

Clients include :-



Barovic Jewellers

The ReUse Centre Mill St

The Exec Club

Arcadia Sweets

The ReUse Centre Gadsby St

St Peters Dental Studio

Limes of Bedford Ltd

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

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UPDATE: Added value, town centre loyalty



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

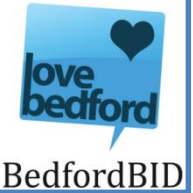
The Bedford College riverside campus is a critical part of the town centre and has supported the BID since it started in 2005

On line sales – 2017/18 c£3500

Now also available for sale by BID businesses

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UPDATE: BedfordBID B2B snapshot



BedfordBID Business Magazine 2018

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

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

Business Summit 11th June; the internet is revolutionising the way we do business and social media spreading into every home and business.

In just 1 day, businesses can delve deep into every area of the proven, tried, and trusted 7-Sector Business Accelerator Model. MORE at 9.00am - 5.00pm, Bedford Swan Hotel



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UPDATE: DATES FOR YOUR DIARY 2018



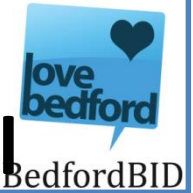
- Kite Festival, Russell Park 9th & 10th June
- Business Summit 11th June 9.00am – 5.30pm Bedford Swan Hotel
- Retail RadioLink & Exclusion Scheme Steering Group meeting – 21st June
- BedfordBID Fashion & Beauty Magazine. Deadline closed. Distribution from 13th June
- Independent Retailer month July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



**BedfordBID Board and 'open' meetings
Wednesdays @ 10.00am at Bedford Swan Hotel**

BedfordBID breakfast 6th June

UPDATE: Supporting businesses; River Festival



Bedford River Festival 14th and 15th July Celebrating 40 years!

Capitalising on the captive audience and to encourage return after visits BedfordBID will...

- Produce a Little Book of BIG offers and incentives to encourage return visits post-River Festival.
- Distribute 2000 goodie bags throughout the weekend including:-
 - £5 complimentary Love Bedford Gift Voucher (expiry end of Aug),
 - Love Bedford Food & Drink magazine
 - In & Around Bedford magazine,
 - BID sponsored River Festival map and programme,
 - Town centre pocket maps
 - BID sponsored summer Guided Walks leaflet.
- Hand out www.lovebedford.co.uk branded balloons
- Sponsorship of the John Bunyan Boat river taxi with onsite Love Bedford branding and promotional material
- Love Bedford promotional film screened at Russell Park stage to demonstrate the wider offer of the town to the captive audience, including the recently opened Riverside Bedford.
- Data capture competition –WIN A TRIP TO NEW YORK courtesy of a local business (t.b.c.)
- Love Bedford branded street banners displayed in prominent positions.
- ChildSafe wrist bands



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UPDATE: Bedford Park Concerts - Adding value



Bedford Park Concerts – 3rd 4th 5th August

- Front cover flash Summer Sizzler competition WIN A TRIP TO NY!
- Full page inside front cover advertisement in the official programme.
- The screening of the Love Bedford film on the main stage (as shown at the River Fest last year).

A specially created unique code for Bedford BID businesses for Bedford park Concerts, that takes £5.00 off an adult ticket for any of the 3 x concerts Bedford Park this summer.



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HOW TO GET INVOLVED



BedfordBID



Register your email for regular updates and opportunities

info@lovebedford.co.uk



01234 404500

Follow us on



www.lovebedford.co.uk