

BedfordBID breakfast 21<sup>st</sup> February 2018

**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 Business Improvement District (BID) which promotes the interests of over 500 town centre businesses.

# BedfordBID breakfast 21<sup>st</sup> February

## WELCOME – Guest speakers



BedfordBID



### Christmas Mystery Shop Awards & December Intercept study analysis;

**Graham Hill, Regional Director, Shopper Anonymous**

the UK's leading customer feedback organisation who conduct thousands of quality projects each month across a range of sectors from which they will offer advice and solutions to improve your business .



### Draft Masterplans for Town Centre

**South; Paul Adams, Chief Officer for Economic Growth and Property**

### Transporting Bedford 2020 project (including High Street)

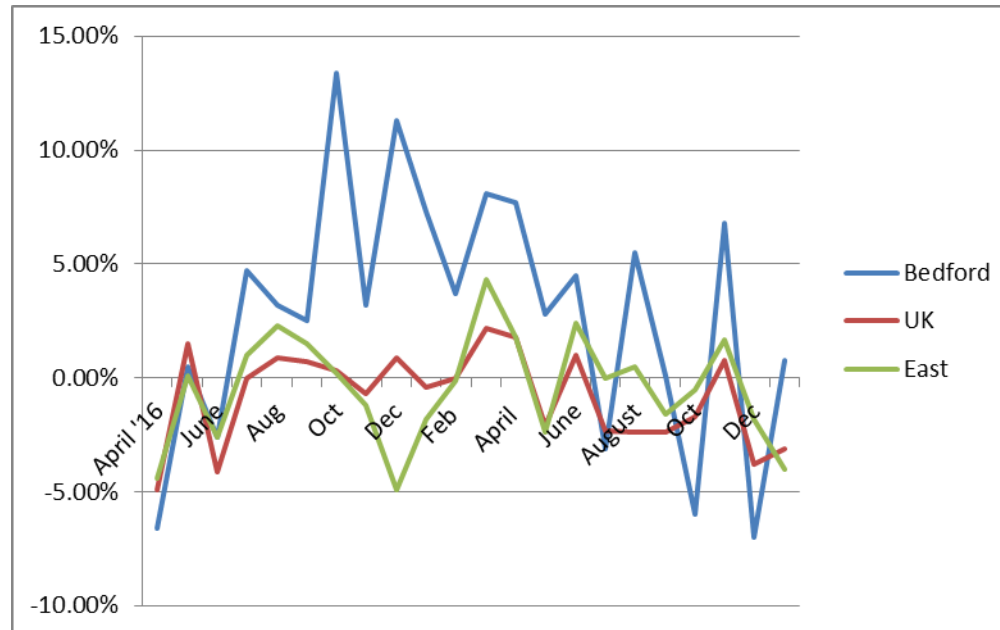
**Jon Shortland, Chief Officer Highways & Planning**

**Bedford Homeless Partnership: Sam Price**



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## REVIEW: Foot flow 2016/2017 YOY



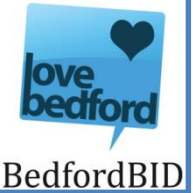
Foot flow year to date +2% vs. UK **-1.1%**

This is set against the national trend which is seeing footfall decline. Bedford town centre plays host to a large number of events throughout the year and the BedfordBID has a primary focus on encouraging visitors and promoting the town centre.

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

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## REVIEW: Foot flow Christmas 2017



- First week in **December** Bedford **-1.5%** vs. High Street index **-4.8%**, UK **-4.6%**;
- Week of the bad snow/weather Bedford **-15%** vs. High Street index **-10%**.
- The penultimate week of December Bedford was flat vs. High Street index **-1.2%** yoy
  
- **Thursdays late night** 2017 continued to outperform 2015 but not as strong as 2016 (**-33%** in total).
- Busiest nights in order were 23<sup>rd</sup> November, 14<sup>th</sup> December, 7<sup>th</sup> December, 30<sup>th</sup> November.
- Christmas week down on 2016 (**-0.95%**), busiest evenings Saturday 23<sup>rd</sup> followed by 22<sup>nd</sup> and 24<sup>th</sup> December, in that order.

The final rush before Christmas did arrive finally with a rise in foot flow of **+26.8%** (vs. national of **+10.8%**) from the previous week.

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## REVIEW: Foot flow Christmas 2017

The successful pre-Christmas Lights Switch on event **23<sup>rd</sup> November** included a reindeer Santa parade and Paw Patrol costume characters.



The parade enabled the public to follow the sleigh and something positive for the businesses as everyone walks past.



It demonstrated strong community spirit and the chance to kick-start Christmas celebrations and later trading times.

This week vs Previous Week			
16/11/20	23/11/201	WoW % Change	
17	7		
15:00 - 15:59	3,093	3,235	4.6%
16:00 - 16:59	2,894	3,154	9.0%
17:00 - 17:59	2,151	3,525	63.9%
18:00 - 18:59	1,066	3,936	269.2%
19:00 - 19:59	679	4,228	522.7%
<b>15:00 - 19:59</b>	<b>9,883</b>	<b>18,078</b>	<b>82.9%</b>

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## REVIEW: Marketing & Promoting the town



BedfordBID

- **Advertising recap:** Multimedia campaign key messages included FREE parking, late nights, Love Bedford vouchers and definitive guide to town centre including events @ [www.lovebedford.co.uk](http://www.lovebedford.co.uk)
- BedfordBID Christmas magazine 20k distribution door to door and handouts at pre lights event
- Monthly publications with Rosetta inc Bedford Bulletin total distribution c60k
- Online home page take overs Bedford & MK
- Point of Sale/shop window parking posters for businesses to display
- Heart Radio pay day and weekend tags
- Bedfordshire Midweek (BoS)
- Direct mail e-shots and social media
- FB within 15 mile radius for pre light switch on/Paw Patrol and generic Christmas messages reached over 46,700 people within a 3 week period.

### LATE SHOPPING & FREE PARKING

Late night shopping Thursdays from 23rd November

Parking FREE at Harpur Centre underground car park and all Town Centre council-owned car parks (except River Street) from 6pm  
River Street and Lurke Street car parks are 24/7

Late night shopping week Monday 18th - Friday 22nd December

Parking FREE at Harpur Centre underground car park and all Town Centre council-owned car parks (except River Street) from 6pm  
River Street and Lurke Street car parks are 24/7

#### FREE Sundays

Town Centre council-owned car parks FREE all day  
Sundays including Harpur Centre  
On street parking FREE all day  
NEW Queen Street will be open on Sundays throughout December

FREE 2 hours parking every Saturday in all town centre council-owned car parks

FREE 2 hours parking Monday-Saturday at Queen Street car park and FREE all day Sunday



Buy Love Bedford Gift Vouchers

Redeemable at 270 different businesses in Bedford Town Centre. The perfect gift for family and friends! Order for delivery or collection at

[www.lovebedford.co.uk](http://www.lovebedford.co.uk)

PRE-CHRISTMAS LIGHT SWITCH ON IN THE HEART of Bedford

THURSDAY 23RD NOVEMBER  
HARPUR SQUARE 3PM - 7PM

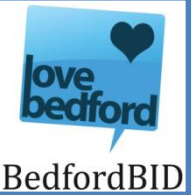
FREE PARKING

LATE NIGHT SHOPPING 'till 8pm and FREE PARKING every THURSDAY from 23rd November and every week day from Monday 18th to Friday 22nd at the Harpur Centre from 6pm. Always check favourite stores for opening details.

love bedford BedfordBID Business Improvement District Powered by Your Greater Business

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## REVIEW: Marketing & Promoting the town

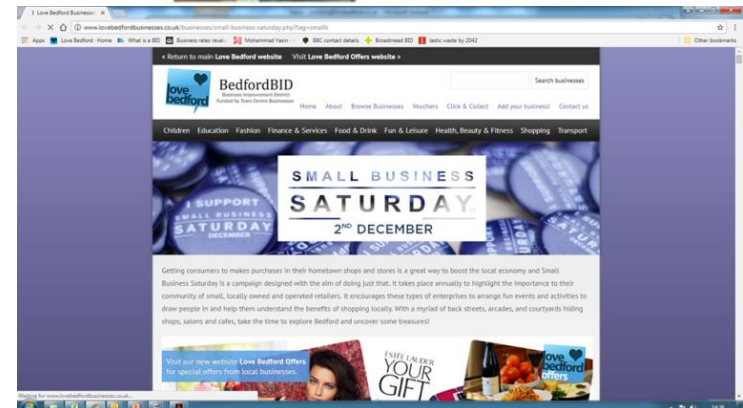


Plus two competitions; BID Christmas free prize draw and Designer Weekend in celebration of the newly opened refurbished Mayson's Menswear on High Street cultivating contacts for database.

Eshots analysis included:-

- 30.5% open rate for Xmas parking
- 31.5% open rate for Arcade promotion
- 32.9% open rate for Christmas events

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



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## REVIEW: adding value at Christmas

- [www.lovebedford.co.uk](http://www.lovebedford.co.uk) Most popular viewed pages on main site were Events general, late night shopping, town centre directory Christmas, vouchers, What's On, event/Christmas. Most viewed on business directory are Latest/new arrivals section, food and drink category, vouchers, search all businesses, fashion category.
- November unique visitors 13,599 HUGE peak on 23rd Nov. (Christmas lights switch on pre event).
- Launch of new voucher microsite [www.lovebedford.co.uk/town-centre](http://www.lovebedford.co.uk/town-centre)
- [www.lovebedfordoffers.co.uk](http://www.lovebedfordoffers.co.uk)
- BedfordBID Christmas magazine c20,000 door to door households within 20 minute drive time of Bedford including new housing developments  
Over 200 copies were given out at the pre-lights event on 23<sup>rd</sup> Nov.  
Over 60 businesses were involved including the Christmas FREE prize draw, adverts, editorials and promotional features.
- BedfordBID Christmas lights enhancements
- Christmas lights pre event FREE parking
- LATE SHOPPING until 8pm Thursdays – FREE parking including at the Harpur Centre
- Town centre car parks open until 9pm late nights for staff parking
- **mystery shopping and customer surveys and research**



**SHOPPER**  
*Anonymous*  
Driving great service



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## REVIEW: adding value at Christmas



Online voucher sales tripled  
 vs. December 2016 @ £2,695  
 Arcadia Sweets sales in December c£8,000  
**More opportunities for businesses to sell**



Redemption rate c90%  
 Top ten larger businesses and independents

### NEW for 2018!

Bedford College staff and student Intranet will receive BID promotional broadcasts.  
 During 2015/16 there were 10,412 students employed 734 members of staff.  
 Christmas 2017 purchased over £60k worth of vouchers.

Argos	Michael R Peters
Wilko	Mayson's
Marks & Spencer	5th Avenue
Boots	Baja
Bedford College	Planet Boutique
Beales	Kitchenalia
Superdrug	Close Encounters
New Look	Castle Hill Garage
Game	Amici
WHSmith	Lingers



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## **REVIEW: adding value at Christmas**

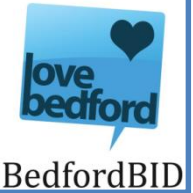
A Festive Welcome with BedfordBID Christmas lights enhancements at:-

- St Cuthberts Street
- Harpur Street
- Dame Alice and
- Tavistock Street
- The Broadway
- St Peters Street
- St Peters gardens
- Howard Street
- Mill Street and
- Harpur 'square'



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## REVIEW: Bedfordshire Business Awards 2017



### Bedfordshire Business Awards Gala evening 21<sup>st</sup> November at Bedford Corn Exchange



**Town centre business of the year WINNER:  
George James Bridal owned by Nicola Harris**

BedfordBID breakfast 21<sup>st</sup> February

**REVIEW: Bedfordshire Business Awards 2017**



BedfordBID



## BedfordBID town centre businesses awards



**WINNER: George James Bridal of Bromham Road owned by Nicola Harris**

**RUNNERS-UP: El Picante Mexican Grill, Allhallows, and High Street's Harrison & Simmonds Gentlemen's Emporium, also a runner up in the Family Business category.**

In other categories, town centre businesses were featured in:-

Large Business of the Year winner was **Bedford College** - a strong supporter of the BedfordBID since it was founded in 2005. In addition **Ian Pryce CBE**, who has been CEO for nearly two decades, was presented with a Lifetime Achievement Award.

Customer Service of the Year Award winner was **Rose's Bridal** of the High Street; runner up **Baby and Play** of Castle Quay.

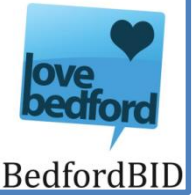
Small Business of the Year runners-up **Stem4Stem** of Mill Street

Young Business Person of the Year runner up **Mobasher Qayyum** of the Creams franchise on High Street



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## UPDATE: promoting Bedford town centre



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

[www.lovebedford.co.uk](http://www.lovebedford.co.uk)

the 'go to' definitive guide for Bedford town centre  
over **109,959** unique visitors between April – December

Most viewed pages - Events, town centre guide,  
What's On and Love Bedford town centre gift vouchers  
(November 13,599 HUGE peak on 23<sup>rd</sup> November  
Christmas lights switch on).

See landing page for new business openings



@lovebedford.co.uk 8,210 shares  
lovebedford 4,560 followers



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## UPDATE: adding value



BedfordBID

### Love Bedford Town Centre Gift Vouchers

**£1,066,810 issued to date; over 90% redemption rate.**

**280+ town centre businesses participating**

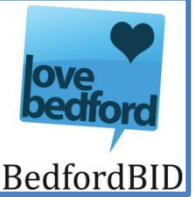


In addition to favourite major stores, c70% of the businesses accept the Love Bedford vouchers are independently run.

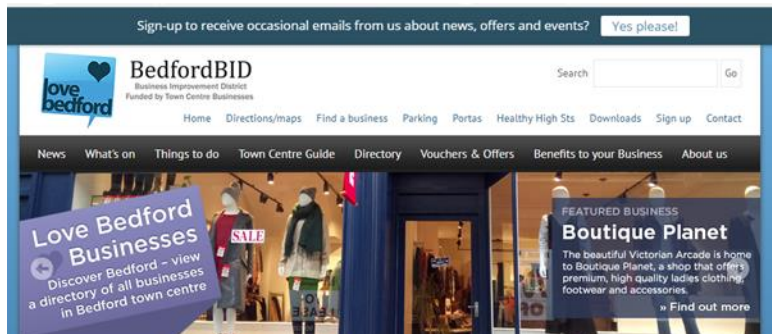
**NEW!** Microsite launched Christmas 2017  
Available to buy online and at Arcadia Sweet Shop

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## UPDATE: adding value raising businesses profiles



- International tea launch at Délices promotion
- Boutique Planet relocation and on line featured business



## Bedford Business Coach and Trainer



- Debbie and Jan Page Arcadia Sweets
- Kate Temple Goldings
- Martin Keys Gallone's Ice Cream Parlour
- Kirstie Williams Baby & Play
- Paul Mead Michael R Peters
- *Harry Seventh Heaven Cakes*

**The Business Accelerator Club**

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## REVIEW: Enhancing visitor experience



BedfordBID

**Working in partnership:**

**Riverside rough sleepers cleared**

**WipeOut - Graffiti clearance at Hawes Court**

**Removal of graffiti at 'old' Post Office St. Loyes**





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## REVIEW: Forging strong partnerships



BedfordBID

▪ASB - drug paraphernalia at 'old' BHS unit from the weekend of 27-28 Jan 2018 when the building was breached several times. It has now been made secure and has not been breached again since. There is a guard inspection weekly.

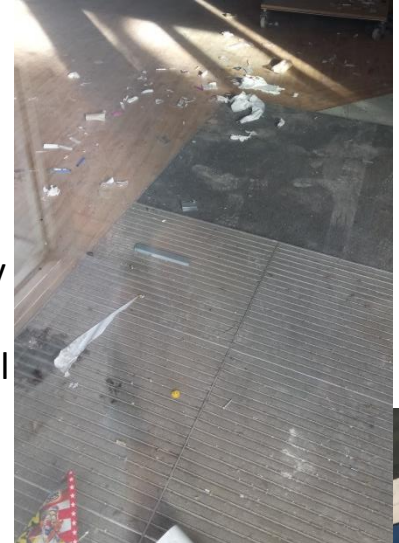
The drug use will be cleaned up and should be on site towards the end of the month.

▪Sam Price is the new post holder funded by the Harpur Trust to coordinate all the third sector agencies that support homeless people in the Borough. It should be very useful as it will bring all the smaller charities together and hopefully encourage some more collaborative working/bidding and also avoid duplication. Sam is employed by CVS but works for the Bedford Homeless Partnership, which is all the organisations, groups and volunteers working within homelessness in Bedford. There is an Executive Committee of the Bedford Homeless Partnership who steer her work – that is currently made up of King's Arms Project, Smart CJS, YMCA Bedfordshire, Bedford Borough, Amicus Trust and Emmaus.

▪Draft 'Give a Hand Up' poster is undergoing some changes so as to offer a direct link to the 'How to get involved' section with a fast track donation option on the landing page of the new Bedford Homeless site

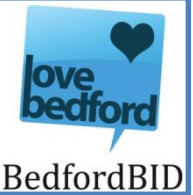
<http://bedfordhomeless.org.uk>

▪To refer a rough sleeper visit [www.streetlink.org](http://www.streetlink.org) and to report ASB drugs related issues call 101.



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## UPDATE: Enhancing visitor experience



Retail RadioLink & Exclusion Scheme: Over 240 members of the Retail RadioLink & Exclusion Scheme of which 66 businesses have radios  
Currently 148 active exclusion orders issued by  
Businesses / Police



**Coming soon! DISC (Database & Intranet for Safer Communities)**

Reducing low-level crime and anti-social behaviour; enabling early interventions  
DISC is ideal for sharing sensitive personal data between different organisations working together across a local area.

DISC is used by groups of organisations that come together to share information for the purpose of crime prevention and detection across towns, city-centres or rural areas.

At the most recent count (September 2017) over 150 crime-reduction partnerships, covering more than 300 towns, city-centres and rural areas, use DISC throughout the UK.

For partnerships that run local Banning or Exclusion Schemes, DISC provides tools to enable simple, efficient scheme-management - always in strict compliance with all-important legal obligations

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## UPDATE: Enhancing the visitor experience



BedfordBID

▪ BID invested in two dedicated PCSOs for the BID zone starting October 2017 with the specific objective of reducing ASB in the town centre including begging and street drinking, To date there have been series of *Days of Actions*, with PCs supporting the issuing of Notices as well as convictions and squat closures. These occurred on:-

- 19th October
- 10th November
- 16th November
- 10-12 January 2018

▪ 14th February

▪ The Lime Street Police Hub opened on 20<sup>th</sup> December adding to the town centre presence.

▪ Harpur Square has also been cleared of ASB issues experienced for many months.

▪ St Peter's Gardens area is currently devoid of street drinkers due to persistent reporting and

recent pruning of overgrown vegetation. There are discussions in place as to a possible relocation but in the meantime, the Outreach team funded by a central government grant provision, have been requested to attend these gatherings to try and engage with these people too 'sign post' to the respective support available.

▪ Riverside's current possession order means that only the bailiffs can move on rough sleepers. A bailiff was been arranged once a week for the next 6 weeks. (until beginning of March) Removal of unattended bedding signage agreed. A meeting is also being arranged with all Riverside businesses, BID, police and CCTV. Riverside are awaiting agreement for civil injunction. There is a desire by the owners for all businesses to be on the BedfordBID Retail Radio and Exclusion Scheme. To date, Mexico, Zizzi and GBK have signed up.

▪ BedfordBID has also updated its Homeless Support flyer .

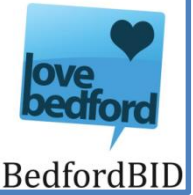
▪ Representatives of the BedfordBID Board of Directors and larger business representatives met with Police and Crime Commissioner for Bedfordshire Kathryn Holloway, on 15<sup>th</sup> February . A follow up meeting with the Chief Constable is in hand. In the meantime a BID is making contact with the Rt. Hon. Nick Hurd MP, Policing & Fire Minister at the Home Office.

▪ The BID closed fb page was launched in October and continues to provide updates of a confidential nature to BID businesses.



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## REVIEW: Enhancing customer experience



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

Reporting graffiti tags via Love Clean Streets, increase in the size of tags at (Hawes Court, Old Post Office).

Continued monitoring of rubbish and fly-tipping hot-spots (Ram Yard, Hawes Court, Mayes Yard, Saffron Close, Balsall Street East, and Priory Street Car Park at back of QD). Improved environment at Tribunal Car Park following persistent reporting of residential/non-residential fly-tipping.

Monitoring the movements of rough sleepers and working with BID PCSOs to build intelligence reports of known and unknown individuals, as well as begging and rough sleeping hotspots. Reporting incidents via 101. Riverside development a good example of this.

Dealt with issues of busking when causing disruption for businesses .

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

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

DISC Status: Awaiting an update from police on information sharing agreement between BedfordBID. Purple Flag Impact study awaited. Licensees not willing to commit to anything that involves extensive paperwork.

Continued patrol of major car parks at close of business to ensure public safety and discourage begging and help visitors negotiate steps at the Lurke Street entrance due to Howard Street lift closure.

Continued to monitor situation with BeeZee Bodies. They are currently happy with support being provided by us and other agencies .

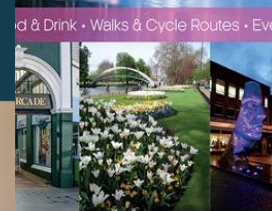
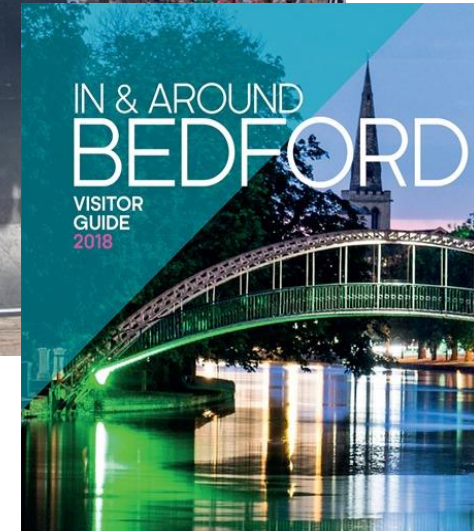


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## DATES FOR YOUR DIARY 2018



- Easter Ramp 'n' Roll FREE event on Tuesday 10th April. King Ramps on Harpur Square 10am – 4pm. Throughout the day professional demo's, workshops, aimed at introducing children to the skating community and an open session for the more experienced skaters. Face painting 9<sup>th</sup> and 13<sup>th</sup> April
- St George's Day , all things English! - Mon. 23<sup>rd</sup> April
- Business Magazine distribution - 25<sup>th</sup> April to targeted locations within a 20 minute drive time of Bedford concentrating on industrial estates plus some door to door residential
- BedfordBID Board /open meeting Wednesday 1st May @ 10.00am, Bedford Swan Hotel
- Brooks (Bedford College) Hair & Beauty Show – 17th May Bedford Corn Exchange
- Food & Drink magazine copy deadline – 17<sup>th</sup> May
- In & Around Bedford glossy magazine DPS BID independent cuisine feature
- Guided Walks around Bedford publication
- Retail RadioLink & Exclusion Scheme meeting – Look Out for details
- High Street Showcase - Saturday 2<sup>nd</sup> June; [leanor.marcham@bedford.gov.uk](mailto:leanor.marcham@bedford.gov.uk)
- BedfordBID Breakfast Wednesday 6th June @ 7.30am, Park Inn
- River Festival 2018 – 14<sup>th</sup> & 15<sup>th</sup> July



**Pick up your 2018/19 planner here TODAY!**  
**NEW DATE AND TIME for**  
**the BedfordBID Board and 'open' meetings**  
**TUESDAYS @ 10.00am at Bedford Swan Hotel from 1<sup>st</sup> May**

BedfordBID breakfast 21<sup>st</sup> February

## HOW TO CONTACT US



BedfordBID

[www.lovebedford.co.uk](http://www.lovebedford.co.uk)

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