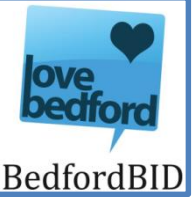


BedfordBID breakfast 27th September

GOOD MORNING



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 27th September

WELCOME – Guest speakers



BedfordBID

Keynote speaker



Graham Hill Regional Director

ADDING VALUE; Bedford visitor research analysis – attitudes, behaviours, demographics, customer satisfaction and data capture. What next?

CHRISTMAS 2017; Christmas pre lights event 23rd November, opening hours, BID magazine, Social media, retail crime prevention – **how to get involved**

NEW ITEM - Future of East Midlands rail franchise consultation update

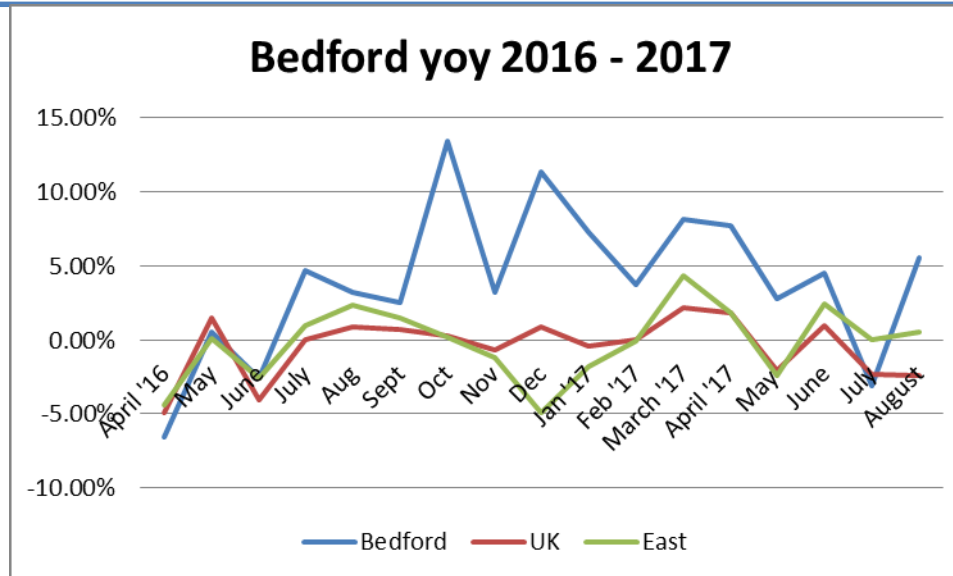
Q&As



Department
for Transport

Bedford BID breakfast 27th September

REVIEW: Foot flow 2016/17



The chart demonstrates spikes in the foot flow for the BID zone which corresponds with Love Bedford events, including Easter mural and trail like for like comparisons **+7.7%** vs. UK 1.8% like for like Monthly; half term 29th May **+9.1%** vs. UK 1.7%

Riverside Bedford launch week **+7%** vs. UK **-1.8%**;
 yoy Friday + 25.5%, Sat 34.5%, Sun +8.7%

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.



Bedford BID breakfast 27th September

UPDATE: Improving the Visitor Experience

From October:-

- PCSO's dedicated cover in the town, SLA criteria. Agreed priorities (in no particular order) will begin with:
 - Regular presence of PCSO's within the town centre with the aim of reducing anti-social behaviour incidents and, where possible, attend reported incidents of ASB more effectively.
 - A renewed focus on Intelligence gathering, road safety, criminal damage, internal business theft and victims of crime.
 - Reducing ASB in the town centre, including begging (in doorways) and vacant premises squats. This can be enforced by PCSO's through a Dispersal Order involving the area and Dispersal Notices issued with the dispersal powers as provided under the Anti-social Behaviour, Crime and Policing Act 2014, specifically Section 34 and 35.
 - Upholding the Alcohol Restriction Zone, confiscating and disposing of alcohol being consumed in a designated place and confiscating alcohol from young persons This can be enforced by PCSO's through utilization of the Anti-social Behaviour, Crime and Policing Act 2014 as authorised persons under Section 63.
 - Working with BedfordBID to support the Retail Radio Link and Exclusion Scheme.
 - Assisting with town centre events (such as Love Bedford Day and the pre-lights Christmas event).
- New police hub in Lime Street (Dec 2017)
- Street drinking and Homelessness multi Agency (SHMAG) partnership working for Bedford town centre posters and website.
- SMART drugs and alcohol outreach programme
- 'Give a Hand Up not Hand Out' poster and donation website



Homeless A5 Leaflet-Layout 1 20/10/2016 11:41 Page 6

Bedford Business Improvement District BID 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 NOAH 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 266085. 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.



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



Bedford BID breakfast 27th September

UPDATE: Dedicated town centre PCSOs



BedfordBID

Contact:

PCSO Robert WENHAM

PCSO Daniel JAMES

07790595014

BEDpcso@bedfordshire.pnn.police.uk



BedfordBID breakfast 27th September

UPDATE: Town Centre



BedfordBID

- Police Hub Lime Street opening December (Greyfriars up for sale)
- Mayson's will open their new concept store on High Street store imminently.
- ALBERO LOUNGE Love Loungin – fitting out at Riverside, opening 4th October
- 121 High Street (the old Golden Aces building) Creams Italian Gelato & desserts opening this Autumn.



- Former Bhs Unit, 13-21 Midland Road
- Days Department store completed the freehold purchase in April 2017 for £4.8m
- New concept which includes brands: Austin Reed, Country Casuals, Edinburgh Woollen Mill, Jaeger, Jane Norman, Peacocks and homewares brand Ponden Mill.
- Planning permission was achieved in June to create an infill on the first floor roof which faces onto St. James passage.
- Work has been on-going in stripping out the unit and major refurbishment works are to commence imminently.
- Bedford will be Days second store after Carmarthen. Trading to start in May 2018.



- The former Travel & Tourism Centre is now accommodating a new Mobility Hub



BedfordBID breakfast 27th September

REVIEW: Vacant units



BedfordBID

- Full page advertorial in retail week property supplement this month, to 'shout out' about all the investment in Bedford from Riverside Bedford to the Harpur Centre and Days store.

Promoting footfall increasing year on year, large housing sites coming forward which will bring in more visitors to the town = great opportunity to invest. Aim is to attract interest from retail Asset Managers and developers. Follow-through links to online information also being upgraded.

- Working with Bedford College, a student on-line survey in October is being undertaken to ask which shops they'd like to see in Bedford.

- Poor aesthetics large units and 49 High Street remains boarded up.



Don't miss on RetailWeek.com
/TakingStock What's next for department stores? Listen to our new podcast
/TheRetailWeek Watch our video review of the past seven days in retail

POWERLIST
THE 100 MOST INFLUENTIAL PEOPLE IN RETAIL

RetailWeek **100** POWERLIST

June 16, 2017 £7.99

RetailWeek

CONNECTING RETAIL

PPA BUSINESS MEDIA BRAND OF THE YEAR

How the grocer aims to redefine fulfilment p24
ve Claire Webb profiled p16

BedfordBID breakfast 27th September

REVIEW: Love Bedford Day 2017 overview



BedfordBID

Sunday 23rd July 11am – 4pm

Foot flow +9.7% Love Bedford Day like for like; 40th birthday celebrations year on year % daily change
Thurs +6.8 %; Friday +32.3 %; Saturday +10.3 %; Sunday +27.2 %; Weekly yoy change total Bedford +5.4 %
vs. UK -3.9% and High Street Index -5.5%

- Harpur Square stage MC, dances celebrating the last 4 decades.
- Workshops for children to participate
- Bubble 'Showman' with bubble tricks demonstrations for the children
- Meet and greet Very Hungry Caterpillar,
- Danger Mouse plus on stage story telling.
- Roller Skating mobile roller rink
- GIANT Kerplunk or Giant Operation or Giant Jenga or Giant Connect 4
- Coconut Shy and Hook a Duck.
- Balloon modelling FREE take away
- Love Bedford 'Where's Wally' competition (TBC).
- Stalls from Bedford College, Heritage Bedford and Handmade in Bedford



Originally from the 80's the infamous 'Delorean' car from
Back to the Future with lights on and sounds !
Photo opportunities for all the family!



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BedfordBID breakfast 27th September

REVIEW: Bedford Park Concerts



BedfordBID

Bedford Park Concerts – 4th, 5th, 6th August (Proms concert)

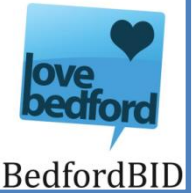
- Full page inside front cover advertisement in the official Proms programme.
- The screening of the Love Bedford film on the main stage (as shown at the River Fest last year).
- Onsite branding at the event promoting the Love Bedford website
- Complimentary £5 Love Bedford voucher inserts to 1000 visitors.
- FREE tickets to the event for free prize BID business draw
- 10% redemption rate to date; valid until 31st October.
- Foot flow + 30.9% Sunday (Proms)
- Website showed a slight rise on the Fri, and over the weekend the Kaiser chiefs and 80's and 90's night were the 6th and 8th most viewed pages respectively



PLUS courtesy of Novakovic contact, discounted offer on tickets for two of the concerts (Friday and Sunday concerts) which allows circa £4 off per ticket. Exclusive to Bedford BID businesses.

BedfordBID breakfast 27th September

UPDATE: Love Bedford 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
105,357 unique visitors between April – March 2016/17
April – August average @ 11k unique visitors p/month

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

See landing page for new business openings



@lovebedford.co.uk 7965 Followers

lovebedford 4113 fb Followers

Instagram @lovebedford1 1991 Followers



BedfordBID breakfast 27th September

REVIEW: marketing & promotion social media



Instagram
Summer
update :



Pastry Swan in the Heart of Bedford 🐣 Like and Share any...
September 17 · 1.8K views



Summer Iced Coffee in the Heart of Bedford 🍷 Like and Share...
September 13 · 1.1K views



The Famous Bedfordshire Clanger in the Heart of Bedford 🍷 Like and Share any...
September 10 · 11K views



Traditional Afternoon Tea in the Heart of Bedford 🍷 Like and Share any...
September 6 · 3.7K views



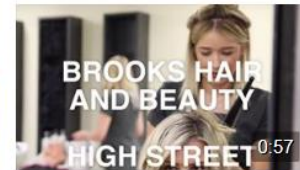
The Biggest Sundae in the Heart of Bedford 🐣 Like and Share any...
September 3 · 4.3K views



Summer Sharp Look in the Heart of Bedford 🍷 Like and Share any...
August 30 · 2.4K views



Tasty Tapas in the Heart of Bedford 🐣 Like and Share any...
August 27 · 2.5K views



Summer Hair and Contour Brooks Hair & Beauty 🍷 Like and Share any...
August 26 · 503 views



Summer Hair and Contour in the Heart of Bedford 🍷 Like and Share any...
August 23 · 1.3K views



'Monster Shake' hits the Heart of Bedford 🐣 Like and Share any...
August 20 · 2.2K views



The Perfect Burger in the Heart of Bedford 🍷 Like and Share any...
August 16 · 2.5K views



WHAT AN AMAZING DAY WE HAD YESTERDAY 🐣 We can't...
July 28 · 2K views

Social Video stats	16/08/2017	20/08/2017	23/08/2017	26/08/2017	27/08/2017	03/09/2017	06/09/2017	10/09/2017	13/09/2017	17/09/2017
	Herd Burger	Gallones	Brooks H&B	The Pantry	Jagged Edge	Sundays Gelato	The Swan	Gunns bakery	Coffee with Art	Delices
Views	2400	2200	1790	2400	2300	3700	2600	11489	1164	1662
Comments	24	4	6	11	4	23	21	36	10	13
Likes	89	51	37	57	34	94	87	134	44	48
Shares	63	49	22	71	47	84	87	178	40	36

BedfordBID breakfast 27th September

UPDATE: Bedfordshire Business Awards 2017



BedfordBID

Deadline 1st October 2017

Nominations are open NOW!

Either nominate yourself, a colleague or a business. Categories:-

- **BedfordBID Town Centre Award**
- **BedfordBID Hospitality Award (ELTE)**

bedfordshire-news.co.uk/Bedfordshire-Business-Awards and fill out online

Gala Awards Night 23rd November, Bedford Corn Exchange.

Last year was a huge success and all businesses involved benefited greatly.

Great opportunity to promote your business and get the recognition you deserve.

Shortlisted nominees will receive:

- Extensive coverage in print and on social media
- Invitation to Gala Awards night 23rd November at the Bedford Corn Exchange
- A professional video of your business
- Chance to market and network your business alongside key brands and individuals.

Enter as many categories that apply to you.



BedfordBID breakfast 27th September

Direct Marketing – Christmas 2017

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.

Experts at hand to design and create artwork on your behalf.

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

Christmas Magazine – copy deadline Friday 13th Oct; delivery 15th November



BedfordBID breakfast 27th September

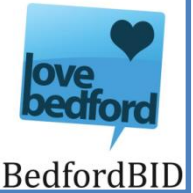
DATES FOR YOUR DIARY 2017

- Chili Fest, Corn Exchange; 30th September
- 40th Bedford Beer Festival; 4th to Saturday 7th October 2017, Corn Exchange
- National Library Week 9th October
- Christmas magazine copy deadline 13th Oct
- BedfordBID AGM; 18th October @ 6.00pm
for 6.30pm start at Bedford Swan
- High Street parade RAF Henlow, 22 Oct @ 1pm
- Vegan Fair, 28th October, John Bunyan
- Christmas magazine delivery 15th November
- Fireworks & town centre lights switch-on Thurs. 23rd Nov
- Late night THURSDAYS 23rd November to 14th December
- Christmas late nights every night 18th – 22nd December
- Christmas Tree Festival 28th November – 3rd December



**NEW DATE AND TIME for the BedfordBID Board and 'open' meetings
Wednesdays @ 8.30am at Bedford Swan Hotel**

BedfordBID breakfast 27th September
DATES FOR YOUR DIARY 2017



BedfordBID AGM Weds 18th October

@ 6.00pm for 6.30pm start

Bedford Swan Hotel

Members – Financial Statements

Members - Election of Board Members

There are vacancies on the board
Register your Membership NOW!

BedfordBID breakfast 27th September

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

BedfordBID breakfast 27th September

UPDATE: East Midlands Rail Service franchise



- This is a consultation on the new franchise from August 2019, proposed changes to the Midland Main Line Intercity service and plans for new electric train services.
- The suggestions are part of a bigger picture relating to the East Midlands franchise of which Bedford is a key part.
- This is quite separate from the Bedford - St Pancras electric train Thameslink franchise.
- No decisions have yet been made on what should be specified in the franchise agreement.
- It has already been suggested that there are concerns about apparent cut backs to the 35 minute Midland “fast train” service on which they preferred to travel to and from St Pancras.
- There are also worries that the lengthening of journey times for commuters would make Bedford less attractive to house buyers who work in London, and this could impact on the local economy.
- A written response is key. What services do you want? **The consultation period runs until 11th October 2017.**
- Respond on line at bit.ly/east-midlands-consultation
- If, as has been suggested, that your key question has not been asked, email to EastMidlandsfranchise2017@dft.gsi.gov.uk
- It is important that you use only these sites/address details to ensure your responses reach the appropriate channels.