

BedfordBID

Keeping Bedford in Business.

BedfordBID: Supporting you for 4 years

BedfordBID has completed its fourth year of operation. We spend £500,000 each year on the four core projects that were agreed by you, the businesses, in 2005:

Be Safe Be Smiling

Welcoming and helping people and business in the Town Centre as well as improving safety and security through the Bluecaps team, dedicated Police Community Support Officers, regular business liaison, street care and graffiti cleaning.

Come Around to Our Town

A £250,000 marketing and promotional campaign using, press, media, online and direct marketing. From Indulge in Bedford Food and Drink promotion to the hugely successful town centre vouchers.

Easy Come Easy Go

Access based promotions including free car parking and park & ride at Christmas.

Small is Beautiful

Specific help for small independent business including free radio advertising, reducing license fees for café seating, reducing insurances costs and grant assistance.

This newsletter tells you a little about our projects and services and what has been achieved. Over 400 of our 500 levy payers have used one or more of these projects and services.

Also included are views from businesses like yourself that we work with. Later this year we will be asking you again to vote yes for a BID. We very much hope you will. In the meantime please have a look at this newsletter and contact us if you have any queries or would like further information

Mo Aswat

Executive Director
BedfordBID



**BedfordBID
BE09 Newsletter
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and more...



Who Pays?

You all do, and all have access to the BID promotions and support activity. Of the £1.68 Million amount due in levies since the BID began four years ago, only 2 % resulted in court orders to recover the money. The recent Beds on Sunday headline about the court case did not reflect the small amounts involved - it is expected that all those who owe will now pay in full.

"We chase this money on behalf of the vast majority of levy payers who contribute to the greater good and who do not want 'passengers' taking advantage of the benefits without paying their share.

"The truth is most of those involved had benefitted from the overall increase in trade and footfall brought to Bedford by the BID, if nothing else.

"The BID is a group activity where businesses unite to do what they think is best for trade in Bedford. Times are hard, but all the more reason to pull together," said Mo Aswat who represents businesses from all sectors on the BID Board.

BedfordBID Wants Your Ideas

BedfordBID will ask for your support again later this year to continue its work for another five years. We are keen to find out whether you want us to carry on doing the work shown in this newsletter or make changes. Therefore we are holding a series of Street Meetings in July 2009 so please have a look at the dates below and come along to one.

Tuesday 7th July 2009

Thursday 9th July 2009

Friday 10th July 2009

Monday 13th July 2009

Tuesday 14th July 2009

You can ask us detailed questions about our performance and let us know what you want next time.

You can even tell us that you don't want us at all! But remember without BedfordBID money all these projects will disappear.

Some Of The Things We Do For You...

Bluecaps

The Bluecaps are part of YOUR team too

Our team of Bluecaps help over 100,000 customers each year. They are a smiling face to make visitors feel welcome. They are also an extra pair of hands visiting over 200 businesses each week to ensure that for example, you are aware and involved in our promotions, redeeming the vouchers you receive for money, making sure your retail radio is working and keeping an eye on the streets.

Along with our dedicated Police Community Support Officers they ensure that the town feels safer and business crime issues are promptly resolved.



Retail Radiolink

One of the largest schemes of its type in the country the Retail Radiolink and Exclusion Order Scheme has over 180 members sharing up to the minute information with the Police, Bluecaps and CCTV. The figures prove the value, business crime is down by 38% since the BedfordBID began. This means less stock loss, property damage and cheaper insurance. Having received the Safer Business Award for the second term running the scheme will become digital, at no cost to businesses this year after BedfordBID secured a £30,000 government grant



Wipeout

Wipe Out graffiti and grime

We all want Bedford to look clean and sparkling - some of this work is done by the council, some of it is down to individual businesses - the BID is helping to clean the hard to reach places above and between.

Graffiti: While they are out and about our Bluecaps log and photograph graffiti and tell the council who make sure much of it is removed, which added up to over 1,000 pieces last year. We also share the information as evidence with the police who then take the culprits to court.

Cheewing gum is another pet hate - again the council clears some in the larger thoroughfares but sometimes although the gum is gone, marks are left behind. Now the BID is working with the council to get whole streets spotless from door to roof. High rise graffiti cleaning and edge to edge gum clearing is on the agenda.

Night Time Economy

This award winning partnership with Licensees has seen Bedford Town Centre change its reputation from one that generated negative headlines each week to one where it is about fun. Trained door supervisors, the Nite Net Radio system, Taxi Marshals and Awareness Campaigns make for not only an enjoyable night out but a safer one too.



Child Safe

Over 200 businesses have joined our scheme to ensure children are safer in Bedford Town Centre. If the parent has registered for the scheme, participating businesses, Bluecaps and the Police know exactly who to contact in the event of a lost child to ensure that they are quickly reunited.

BedfordBID CHILDSAFE PLEASE PHONE 01234 841212

BedfordBID Town Centre Vouchers

Putting £100,000 in your tills

Before the credit crunch was heard of, BedfordBID was running the voucher scheme making sure people "bought local". A unique and hugely successful scheme. BedfordBID have sold over £100,000 worth of vouchers to businesses in Bedford and to customers. They can be redeemed at nearly 200 businesses in the Bedford Town Centre including almost all the independents and nationals

Find out more about BedfordBID, and all our projects on our regularly updated website at www.comearoundtobedford.co.uk or call us on freephone 0800 013 0339.

"The BedfordBID voucher scheme helps to keep money local and brings income back to the local independent businesses.

The scheme works extremely well and the Bluecaps are always very prompt in redeeming the vouchers we receive."

Brenda Sells, Manageress, All Ears



"In terms of advertising, the Indulge In Bedford campaign was very successful. Our takings went up 20% with new and old customers taking advantage of the promotion.

It's giving something to Bedford, giving something back to our customers and it couldn't have come at a better time given the current financial climate."

Gonzalo Noboa,
Manager, Riobello Restaurant

Christmas In Bedford

Christmas teamwork beats the national trend

The biggest ever BID promotion of Christmas meant we had a greater share of visitors and customers than other small town centres. The good publicity brought in thousands where other towns experienced a less than hoped-for footfall. The Harpur Centre reported a rise in visitors and the BedfordBID vouchers were redeemed in great numbers.

Mo Aswat said: "This was a joint effort between the BedfordBID and its promotional activity and the local council offering free park and ride and car parking during the key periods. We all worked together to attract shoppers into Bedford."

indulge inbedford

Business on a plate

Indulge in Bedford came just in time for some restaurants who faced a grim New Year in the face of the credit crunch. Instead they enjoyed a considerable increase in revenues via the £5 lunch and £10 dinner promotion. Evening diners spent on average £27 each - a worthwhile profit on a promotion which was free to restaurants, thanks to the BedfordBID.

Next year we will run the promotion for two weeks and invite even more restaurants to take part - let us know now if you are interested. On average businesses get £2,500 benefit in advertising via newspaper, radio and 100,000 copies of the high gloss brochure



New York, Paris, Milan, Bedford

With over 30 businesses showcasing over 300 brands this BedfordBID promotion aims to let people know that Bedford Town Centre has all the style that you could want.

Out of the Blue

Our high profile street entertainment activities during Summer months have proved a hit over the years. From big events like 'Around the World in 80 Days' or 'Limelight' to street music and dancing, it means fun for all the family.

The appearance of legendary England keeper Peter Shilton in Harpur Square last year drew over 20,000 more people into town on the day.

BedFringe



BedFringe is putting the town on the map and will be drawing more crowds than ever into the town centre during its run in July. In recognition of the numbers BedfordBID attracts, BedfordBID has sponsored the festival on behalf of local business who will benefit lunchtime and in the evening. Look at the website and see how you can join in the festival fun.

Las Vegas Nights in Bedford

BedfordBID again sponsored the colourful Bedford College Hair and Beauty extravaganza at Bedford Corn Exchange - this year the theme was Las Vegas. Mo Aswat said: "Bedford College students and staff are important customers for shops and businesses in Bedford. They are also future young entrepreneurs in the field, so this event is a great showcase for their talent and for Bedford."

Cafe Seating

BedfordBID saves cafes £3,000 per year

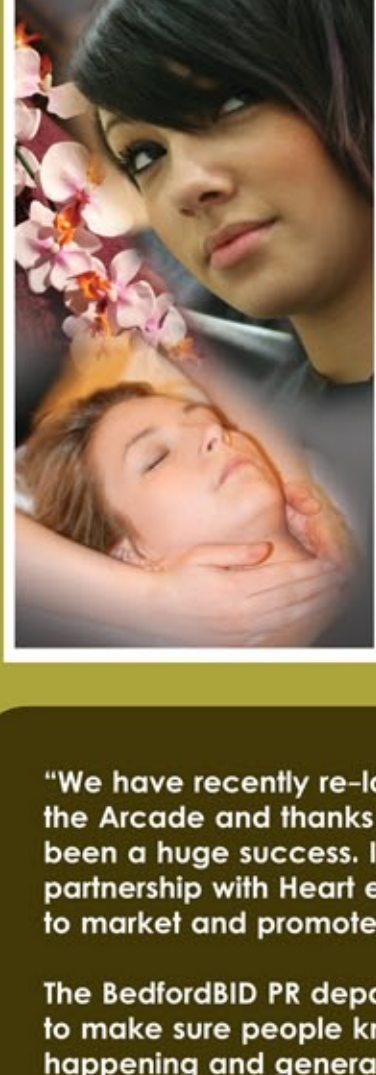
BedfordBID has saved all those business who have table and chairs outside their premises more than £3,000 per year. Simple as that - the original charge was £3,800 but after the BedfordBID intervened and presented figures from neighbouring towns the price was driven down to £250. Cafe society can flourish in the town making it more appealing to more visitors who in turn spend more in local shops. A win, win for everyone.

Free Car Parking and Park & Ride

Christmas 2008 saw FREE car parking during the last week and FREE Park & Ride all during December. Mo Aswat said: "This was a joint effort between the BedfordBID and its promotional activity and the local councils offering free park and ride and car parking during the key periods. We all worked together to attract shoppers into Bedford.

"Shoppers liked the free parking - they don't want to travel to MK, pay for petrol, pay for parking and all the extras that go with a "day out". They want to get in, spend, and get home again. And perhaps repeat the exercise the next day. It's all good for business in Bedford."

Mark Needham,
Harpur Centre Manager



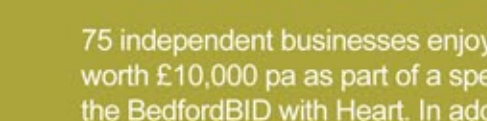
Be Beautiful In Bedford

A great promotion for the many hair and beauty salons in Bedford town centre thanks to newspaper, radio advertising and the top quality brochure produced by the BedfordBID. This year it will be bigger and better with promotion beginning in May and leading up to the main event in June.

"We have recently re-launched our store in the Arcade and thanks to BedfordBID, it has been a huge success. Initiatives such as the partnership with Heart enhanced our ability to market and promote our new store.

The BedfordBID PR department worked hard to make sure people knew what was happening and generated advertising worth over £2,500 for my business."

Paul Panayis,
Manager, Maysons



75 independent businesses enjoy FREE radio advertising worth £10,000 pa as part of a special contract organised by the BedfordBID with Heart. In addition the BID has created advertisements on Heart promoting Bedford Town Centre across all categories.

Visit our website for all this and more - www.comearoundtobedford.co.uk

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