

Bedford Town Centre Advisory Board

Recruitment Pack



An aerial photograph of Bedford town centre, showing a mix of residential and commercial buildings, streets, and a church spire. The image is positioned on the left side of the slide, partially obscured by a purple geometric design.

Opportunity

Bedford town centre is on the cusp of exciting change with significant regeneration occurring around the town centre, including redevelopment of Mayes Yard (former Debenhams), Towns Fund projects on Midland Road and private sector investment in Greyfriars.

The Council has a vision to **“create a town centre that people are proud to live in and excited to visit”** and is looking to ensure that local businesses have a key role in achieving these ambitions.



Who we are looking for

- ▶ The Council is seeking business representatives within the town centre who have the passion and expertise to represent all businesses at a new Town Centre Advisory (TCA) Board.
- ▶ We are looking for businesses from all sectors and sizes, across the wider town centre area to ensure that there is a clear voice of business in strategically developing activity within the town centre.
- ▶ Other useful skills and experience include strong connections in and knowledge of local town centres and the challenges they face.
- ▶ Applicants should have a willingness to learn of the duties and responsibilities of being a Board Member representing local businesses and to act as an ambassador for the TCA Board and its work to support economic growth.
- ▶ Membership should reflect the businesses in the town centre and welcome a range of skills and experience as well as geographical representative.
- ▶ Members will work closely with the Council Officers to advise strategic direction for the town centre.
- ▶ Board Members will develop relationships with business networks in their area and seek opportunities to engage on town centre strategy.

Purpose of the Board

The purpose of the TCA Board is to:

- advise the decision-making of the Council on matters of specific interest to businesses within the town centre.

The TCA Board will play an important role in shaping future of Bedford town centre and ensuring that local priorities align with the needs and opportunities that businesses within the town centre face.





Key Roles

- Providing advice on the development of the town centre.
- Providing an employer and business perspective for town centre challenges and informing related strategies.
- Exploring creative options and innovative ways to tackle challenges businesses face in the town centre.
- Contributing to the wider economic growth agenda of the borough.
- Providing a co-ordinated business voice to inform, challenge and influence local town centre policy.
- Representing businesses of the town centre to ensure relevant resources and provisions are present and providing advocacy for the needs of businesses.
- Engaging with key stakeholders and businesses when required to provide advice, guidance and responses to consultations to assist in the delivery of the Council's strategic objectives for the borough.
- Being prepared to lead on and assist with key subgroups and focus areas.




Principles

- The Board will aim to be diverse and representational of the businesses and stakeholders within the defined geography.
- The Board will have a strong relationship with the Council, providing an important strategic advisory role.
- All Board Members will be expected to sign a code of conduct when appointed.
- Conflicts of interest will be managed appropriately.
- Board meetings will be supported by Officers from within the Council.
- Recruitment to the Board will be open and transparent – involving an application and interviews.

Roles Available

- ▶ The TCA Board will have maximum of 10 members from the business community.
- ▶ It is important that the businesses on the Board represent the whole of the town centre and the membership will aim to comprise of businesses and stakeholders from all areas and sectors.
- ▶ Membership will be offered to a town centre ward councillor, the Police, Bedford College and the Mayor of Bedford.
- ▶ The Board will be chaired by the Portfolio Holder for Planning, Economic Growth & Prosperity
- ▶ There will be a total of 15 members on the TCA Board.



Locations	Sectors
Town Centre Central	Retail
Midland Road / Greyfriars	Service - Based
Tavistock Street / Broadway	Experience- Based
Goldington Road / St Peters Street	Hotel/Visitor Economy
Riverside Bedford	Night time
St Cuthberts/ Lurke Street / Mill Street	Café / Day time
Market / Licenced Pitches	
St Mary's St area	

General Information (1)

► Time Commitment:

There will be a maximum of six meetings a year, lasting approximately 2 hours each

There may be additional opportunities to be involved in workstreams and subgroups

► Terms of Appointment:

Board members will be recruited for a three-year term, for a maximum of two terms.

► Remuneration:

Board members will give their services on an honorary basis.

► Eligibility:

Board members must own or manage a business within the town centre or have strong business/ community connections with the town centre.





Application Process

- ▶ To apply for a position on the Bedford TCA Board, please provide your CV and a short statement (maximum one page) using the application guide.
- ▶ Please confirm which area of the town centre and sector that your business / community represents.
- ▶ Please send your application to towncentre@bedford.gov.uk by 13 June 2025.
- ▶ Interviews will take place week commencing 30 June 2025.
- ▶ For an informal discussion, please contact the Economic Growth & Development team at towncentre@bedford.gov.uk

Application Guide

A short statement (maximum one page) covering the following:

- ▶ Connection to the town centre
- ▶ Why you would like to be on the Board
- ▶ What experience you can offer including (but not exclusive):
 - ▶ Networks
 - ▶ Partnership working
 - ▶ Strategic visioning
 - ▶ Communication
 - ▶ Leadership & Management experience

