



BEDFORD INDEPENDENT

You are invited to become a Bedford Independent Patron

We at the [Bedford Independent](#) believe that, like your own business, quality news is an essential part of the local eco-system.

It is essential to build communities, increase pride in a town, share information and hold those in power to account.

In one place, it not only informs and entertains but also helps you recruit good quality staff, tells you about local art and culture, showcases properties, shares sporting successes and disappointments and brings a local angle to national news.

But...

- The way local news is delivered has completely changed.
- The way local news is being consumed has completely changed.
- The way local news is written has completely changed.

However, the way it is funded has remained exactly the same and we believe it is time for change.

We started the *Bedford Independent* to disrupt the sector – one that had grown stale thanks to inability of the heritage media titles to adapt to the 21st century.

Thanks, in part to social media, local news can no longer rely on the traditional pillars of revenue: the dozens of pages of property, car sales and classified ads.

Despite years of discussion and the findings of the Cairncross Review, it seems unlikely that the current government will step in to provide support.

So, we believe now is the time to disrupt the way local news is funded.

We are opening up a limited number of opportunities to become a Patron of the *Bedford Independent* and we believe you would be a perfect fit.

For £1,000 a year (for a minimum of three years) Patron partners will help secure quality, fact-checked and impartial local news that Bedford can be proud of.

Your support will give you access to our exclusive collaborative networking group, give you 'top billing' awareness on our website, offer you reduced rates on recruitment advertising and also press coverage thanks to our 'Q&A with a CEO' spotlight feature.

It will also support your own Corporate Social Responsibility strategy.

Together we can work to build pride in our town, shine a spotlight on our collective successes and hold power to account.