

Date of interview/survey:

Initials of interviewer/surveyor:

Since 2015 businesses trading in Luton Town Centre have enjoyed the benefits of being part of a **Business Improvement District (BID)**.

The aim of this survey is to conduct a sample mid-term review of responses to the BID progress to date.

The current five-year BID term comes to an end in December 2019 and consequently we need to confirm with you that the BID is focusing on your requirements. This questionnaire will help us to do this. We would be grateful if you would spare a few minutes of your time to complete it. Naturally all responses will be kept **entirely confidential** and **not** shared individually with others.

If you would like to discuss your views and complete the survey form with a member of the Luton BID team please contact the BID office on 01582 510657, or via email at info@lutonbid.org and we will arrange a meeting with you. Alternatively please complete and return to the BID office via one of the methods outlined at the end of this survey.

Contact details – or please attach a business card

CONTACT NAME:	POSITION:
BUSINESS NAME:	
BUSINESS ADDRESS (INC POSTCODE):	
TEL NO:	
EMAIL ADDRESS:	

Section 1 - General details

Do you rent or own your premises	<input type="checkbox"/> Rent	<input type="checkbox"/> Own
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Does your business have charitable status?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
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What type of business do you operate?	<input type="checkbox"/> Independent <input type="checkbox"/> Part of a small independent group (1-5 units) <input type="checkbox"/> Part of a larger national organisation <input type="checkbox"/> Other - please specify
How many employees in Luton premises?	Full time: Part time:
Number of years trading in Luton	

Business Sector and Category Please tick which Business Sector your business is and put the details in the Business category eg – Business Sector = Shopping, Business category – Womens clothes shop Business Sector – Professional Services Business Category - Solicitor	Business sector	Tick	Business Category (please detail)
	Charity		
	Culture		
	Local Government		
	Evening Economy		
	Food and Drink		
	Health and Beauty		
	Leisure		
	Place of Religious Worship		
	Professional Services		
	Retail/Shopping		
School, College, University			

		Please give business details (website address, social media tags etc)
Does your business use any of the following? (tick as many as appropriate)	<input type="checkbox"/> Email communications	
	<input type="checkbox"/> A dedicated business website	
	<input type="checkbox"/> Facebook	
	<input type="checkbox"/> Twitter	
	<input type="checkbox"/> Other social media – please specify	
	<input type="checkbox"/> Loyalty card scheme	
	<input type="checkbox"/> Online retail	
	<input type="checkbox"/> Click & Collect	

What is your perception of how Luton as an area has changed as a place to do business in the last 2 years (ie since 2015?)	<input type="checkbox"/> Stayed the same <input type="checkbox"/> Better place to do business <input type="checkbox"/> Worse place to do business
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How do you think your commercial performance within Luton will change in the next 3 years?	<input type="checkbox"/> Stay the same <input type="checkbox"/> Increase moderately <input type="checkbox"/> Increase significantly <input type="checkbox"/> Decrease
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Section 2 – Your thoughts on Luton Town Centre (BID area)

How do you rate Luton in respect of the following and how do you think it has improved since the BID started in 2015	How do you rate Luton Tick as applicable (one tick per question)					How do you think it has improved since BID started in 2015		
	Very poor	Quite poor	Neither good or poor	Quite good	Very good	Improved a lot	Improved a little	No change
CRIME AND SAFETY								
Crime and safety generally								
Personal safety during the day								
Personal safety evenings/night								
Street begging and rough sleepers								
Drug and drink issues on the streets								
Business Crime / Shop theft								
ACCESS								
Access to and from Luton by public transport								
Costs of parking								
Availability of staff parking								
Availability of customer parking								
Delivery Access								
Visitor signage and information								
ENVIRONMENT								
Street cleansing and litter control								
Condition of street furniture								
Landscaping and greenery/floral								
Lighting levels								
Appearance and state of the buildings								
COMMERCIAL ATTRACTIVENESS								
Things to do for the family								
Leisure & culture facilities								
Things to do in the evening and night time								
A place to set up an office based business								
ATTRACTIVENESS								
Events and animation on the streets								
Day time perceptions								
Night time perceptions								
BUSINESS COMMUNITY								
Interest shown by the Council								
Interest shown by landlords								
The way businesses work together								
Support from the BID								

Section 3 - Awareness and assessment of current BID activities

Luton has delivered a range of different BID initiatives over the last 2.5 years.

The following is a list of some of these initiatives. For each please state:

a) if you are aware of the initiative?

b) if you think it is a worthwhile/beneficial project?

c) if you would like to see the initiative continue for the next 2 years of the BID?

3.1 Promotion	Aware Y/N	Worthwhile Y/N	Continue Y/N	Comments
Promoting Luton Town Centre and all the different business types in targeted campaigns via local and specialist media and on line				
PR campaigns to promote key business sectors				
Using social media to build profile, market and promote Luton and the businesses				
Ebulletins and business newsletters to keep businesses up to date with BID projects & activities				
Luton website, with event listings of activities				
Food and Drink directory				
Hair Health Beauty and Body art directory				
Evening Economy directory				
Events leaflets to promote cultural offer				
Bi-monthly BID meetings				
Business Awards Sponsorship (Bedfordshire Business award and Best Bar None)				
3.2 Environment	Aware Y/N	Worthwhile Y/N	Continue Y/N	Comments
Provision of a dedicated street cleaning machine to work daily in the town centre				
Monthly targeted deep cleans of individual streets				
Running of quarterly tidy mornings/litter picks				
Additional public bins which also house bait to reduce both litter and vermin				
Introduction of Gum Boards to highest footfall area in the town to help reduce the amount of gum discarded on the floor				

	Aware Y/N	Worthwhile Y/N	Continue Y/N	Comments
Working with landlords and agents to enhance the physical attributes of the town centre				
Erection of window vinyls in empty premises				
Floral displays, 3 tier planters, hanging baskets and barrier baskets				
Liaison with local authority to improve the signage in the area				
Additional Christmas lights				
3.3 Experience				
BID provides Two BID Ambassadors – working with police and other agencies to tackle ASB, provide an ambassadorial service to visitors and help and assistance for businesses				
Safer Neighbourhood Days in association with the Police				
2 dedicated PCSO's for the Town which has meant that the police also put in an additional 2 PCSOs at no cost to the BID (a total of 4 dedicated PCSO's)				
Facilitated all Business radio schemes to work together and has subsidised LBAC (Luton Business Against Crime) radios for users				
Funding the Purple Flag accreditation for the town to support the evening economy				
Provided Tabards for Luton SAFE security staff				
Provided metal detecting wands for pubs and clubs to help search for knives				
Organises monthly Luton Live events, provides funding support for other events and produces the quarterly events guide				
Christmas Lights				
Organised the Christmas Campaigns, Christmas tree, events & entertainment including Ice Rink, Christmas entertainment/ Characters/ music etc				
The Christmas Golden ticket campaign to encourage visitors to shop in Luton				
3.4 Businesses working together				
Hosting Luton BID Linked networking and breakfast events with key note speakers				
Skills workshops to help businesses				
Setting up a discounted parking scheme in the Mall for BID Businesses				

	Aware Y/N	Worthwhile Y/N	Continue Y/N	Comments
Providing a collective voice for Luton businesses on investment consultations				
Supported Luton Investment fund to help attract in £375,000 of funding for the As You Change So Do I project				
Footfall cameras to monitor visitor numbers				

Did you realise that without the BID none of these initiatives would happen?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
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Please provide suggestions on any other projects that you would like the BID to deliver.
1.
2.
3.

Section 5 – Final thoughts about the BID

The answers provided by Luton businesses on these survey forms will be collated and analysed, with the results used to help us evaluate the success of the BID to date and to plan for future projects over the final two years before we look to take the BID through a rebalot in 2019

How would you be inclined to vote for the BID to continue after it completes its first term at end of 2019?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't Know
If your answer was 'No' or 'Don't Know' what would change your mind?	
Would you like to get more involved in the BID (attend working groups / have a visit from the BID Manager etc)	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't Know

Thank you for your time and effort in completing this form.

Returning your survey

Once you have completed this form you can return it to the BID office in the following ways:

- Pass to one of the BID Ambassadors (Joanne or Usman)
- Contact the BID office on 01582 510657 and we will arrange for collection
- Drop into the BID office at Luton BID Ltd, 32, The Hat Factory, 65-67 Bute Street, Luton LU1 2EY

If you have any questions relating to this form or its future use, please contact the BID Project Manager, Fergus McLardy on 01582 510657 or via email at info@lutonbid.org . For further information regarding the BID please visit the Luton BID Quarter website at www.lutonbid.org