

2025-2030 BID Proposal & Business Plan



LUTONBID
Our Town – Our Future



www.lutonbid.org

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Luton Business Improvement District (BID) Proposal and Business Plan 2025 – 2030

1. Foreword

Message from the Chair of Luton BID

Over the last 10 years, Luton Business Improvement District (BID) has delivered a diverse, comprehensive and successful programme of projects and events across the town centre, playing a critical role in supporting businesses in challenging times, changing perceptions of Luton, driving footfall and developing the town centre into a much more desirable place to be.

The last few years in particular have been extremely challenging for businesses with the COVID pandemic and the cost-of-living crisis to contend with. Besides providing whatever support we can today, we need to look to the future to what can be achieved in the next five-year term of the BID.

I'm delighted to share with you our BID Proposal for 2025-2030 covering the third term of the BID, which is committed to using the strengths of the town to provide an exciting, attractive and vibrant place where businesses can thrive and people can enjoy themselves, living, working or visiting Luton town centre.

Following surveys, consultations and meetings, the BID Board have established clear objectives and identified how the BID will deliver these objectives, through ambitious initiatives and careful investment. In this proposal, you will find out how Luton BID plans to build on the many successes of our previous terms.

Your support is crucial in helping Luton to reach its full potential. With your involvement we will be able to provide the projects and support you need now more than ever. We urge you to look carefully at this proposal and give it your full support.

Please look out for the ballot papers which will be in the post in October and make sure to vote YES to ensure that we continue to shape the future of our town together.

Gavin O'Brien
Chair of Luton BID Ltd and Director of Clearhead Media Ltd

2. Luton BID Ltd

BID Board Members and Directors

The BID Company, Luton BID Ltd is a company limited by guarantee, is the body which has proposed the BID for the purposes of the BID Statutory Provisions and is responsible for the implementation of the BID plan.

The membership of the Board of the company is open to all business levy payers in the BID area. Membership of the company is open to all BID Levy payers, and also to Voluntary Members. The Members of the Company control the membership of the Board, through their Articles of Association and votes at General Meetings of Members.

The current members of the Luton BID Board are as follows:

Name	Business Name
Gavin O'Brien (Chair)	Clearhead Media
Marie Kirbyshaw	Culture Trust
Martin Blower	Howden Insurance
Cllr James Taylor	Luton Borough Council
Chris Bell	Luton Town Football Club
Abbas Shaffi	Shaffi & Sons Limited
Moses Khombe	The Galaxy Centre
Roy Greening	Luton Point
Gemma Goodge	The Whitehouse
Aimee Djengiz	Tokko Youth Centre
Anna Carluccio	University of Bedfordshire

3. Executive Summary

3.1. BID background

Business Improvement Districts are created by businesses and organisations which come together to collaborate on initiatives that improve the location where they trade or do business. Business Improvement Districts are driven by participating businesses who work together to draw up a business plan which is voted on and, if agreed, is then funded through a levy based on business rateable values, as well as trying to lever in additional funding where possible for investment into the delivery of projects for the benefit of businesses.

This levy is collected by Luton Borough Council and paid directly to the Business Improvement District company. This is a not-for-profit company set up by the businesses and is accountable to the businesses in the Luton BID area to manage the delivery of the Business Improvement District business plan.

3.2. The benefits of Luton BID

The Luton BID has been operating for 10 years supporting businesses and slowly but surely changing perceptions of the town centre and Luton as a whole. The BID has worked closely with key partners and stakeholders in the town to represent the interests of levy-paying businesses, influence key decisions and to encourage investment and development which improves the town centre both now and into the future.

The BID attends key town centre forums such as the Town Centre Strategic Board ensuring the view of businesses are foremost in discussions and driving improvements. The BID has also been instrumental in helping to attract additional funding to the area, whether for projects and activities for the benefit of businesses or for future development, as with the successful application alongside partners to the Future High Street Fund. In 2022, the Department for Levelling Up, Housing and Communities selected Luton as one of thirteen pilot places for the Partnerships for People and Place Programme. Luton secured one year funding to deliver a project with local and national partners to address street activities including street drinking, public injecting and raising funds (public 'begging').

With the economic challenges as a result of COVID, soaring energy costs and high inflation and the dynamic change of the commercial world impacting on the way we live and work, the need for businesses to work together for a better future has never been greater.

There are many opportunities which Luton BID continues to exploit, to the benefit of businesses and organisations across all sectors within Luton, and this does not just come from a guaranteed budget but also from the collective influence of the businesses in the BID area. Over the next two to three years the town centre will see significant exciting developments such as the development of a new stadium for Luton Town Football Club and a new entertainment venue and new homes in the 'Stage' development opposite the railway station. Both present new opportunities for the BID to help businesses liaise on these developments.

This BID Proposal and Business Plan has a clear goal for the town centre to build on its unique strengths such as the rich heritage in the Hat District and mix of unique independent, and multicultural businesses. It will enable businesses to share in the celebration and promotion of Luton's assets and attract new businesses to the town to increase its overall appeal and attractiveness as a destination and to also promote as a great place to live, work and do business.

The benefits of a BID do not just come from the ability to deliver projects and services from a guaranteed budget but come from the collective influence of the businesses in the BID area. It will have the influence to change key issues which impact upon the operation and success of your businesses such as promotion of the town centre, crime and safety issues and attractiveness of the town centre for your clients, customers and everyone who lives and works here.

The collective voice of businesses working together also translates into productive relationships and outcomes, and when working with other organisations and public bodies, the ability to influence more strategic issues.

Although Luton as a whole has many global brands based here and is an important international gateway with a cosmopolitan population, although external perceptions have improved they are still yet to catch up with the rapidly changing face of Luton town centre.

The plan has been developed to ensure that it:

- is balanced to cover all business sectors
- builds on the successes of working together to date over the last 10 years
- clearly defines the role of the BID
- seeks to create and take advantage of new opportunities
- has focussed activity but remains relevant for next five years
- has deliverable and achievable objectives

It takes account of the changes which have occurred that affect the way in which the business environment operates in recent years and clearly lays out a business-led programme of investment to tackle issues identified by businesses with the aim of creating a positive and more profitable trading environment to potentially benefit all business sectors.

3.3. Finance

This levy will be collected on behalf of the Business Improvement District (BID) by the 'Billing Authority' Luton Borough Council, which has responsibility for the public administration and collection of business rates of the area covered by the BID. The levy will then be paid directly to the BID Company in its entirety. This charge is payable by non-domestic rate payers in the defined BID area which meet the levy criteria, regardless of whether or not they voted in the BID ballot, or how they actually voted. It is collected by the 'Billing Authority' in much the same way as business rates.

The budgeted income over the five-year period of the BID is planned to be of the order of £2.3 million. The income will be made up of some £2.2 million from the levy revenues and a sum averaging around £80,000 from other sources such as grants, voluntary private and public sector contributions (see income and expenditure tables in Section 16).

The BID Company for Luton BID, is a not-for-profit company, directed and controlled by nominated business people who manage the Business Improvement District business plan and are directly accountable to the businesses trading in Luton town centre.

The way the BID Levy charge is calculated is defined in Section 17.

3.4. The Area

The Luton town centre Business Improvement District covers the commercial core. The boundary follows the inner ring road for much of the area and includes the Railway Station to the north and runs along Crawley Green Road and Park Viaduct to the east. The southern part of the boundary then runs along Chapel Viaduct, Dunstable Road to the west and Telford Way to the north.

The aim of the BID area is to bring the Luton town centre business community together to act with one voice with an open policy to encourage dialogue and involvement from other businesses and organisations which may not be in the area but have a direct stake in the town centre.

3.5. The Vision

Through a business-led programme our vision is to:

'Support business growth and investment in the town centre and build pride, loyalty and positive perceptions of Luton.'

3.6. Strategic Objectives, Activities and Projects

The BID investment programme will be delivered through the three key strategic objectives and their related activities and projects:

Objective 1 - A great reputation

Promote and celebrate Luton town centre to increase positive perceptions of the town, locally regionally and nationally.

Objective 2 - A great place

Work with organisations and businesses in public, private and voluntary sectors to **create a place which looks and feels great for** families, the local community, businesses, workers and visitors to our town.

Objective 3 - A great business community

Strive to achieve the best for businesses in Luton town centre, encouraging everyone to work together to create a great working environment, a great place to develop a business and a great business community.

3.7. BID Term

Subject to a successful vote in October 2024, it is proposed that the new BID will start on 1st January 2025 and operate until 31st December 2029.

4. How a BID works

4.1. Background

A Business Improvement District (BID) is a precisely defined geographical area within which the businesses have voted to invest collectively in local improvements to enhance their trading environment.

BIDs were enabled by parliament through the Business Improvement Districts (England) Regulations 2004. This legislation was based on the experience of some twenty years of successful BID activity in America and Canada. Since 2004, over 320 BIDs have been proposed and approved by business communities in England and Wales. These include Bedford, Northampton, St Albans, Welwyn Garden City, Letchworth and many London boroughs.

There are more than 250 BID areas which have been operating for more than five years and have gone through a renewal ballot and more than 120 have now entered their third term having gone through a third ballot and 40 into their third term. In most cases BIDs going on to a second term and further terms have received an even greater endorsement in the vote than they did the first time. BIDs have brought significant improvements to the trading environment of the businesses based in these locations. Further information about BIDs is available on the BID Foundation website <https://www.placemanagement.org/the-bid-foundation/>.

The lifetime of the BID is prescribed by the Regulations and is set at no more than 5 years. It is possible for a BID to be extended by proposing a new Business Plan at the end of the BID lifetime for a fresh formal vote by the businesses.

The purposes of a BID are to provide new or expanded works and services or environmental enhancements within the prescribed BID area, funded via a BID Levy charge. All services /improvements will be additional to those already provided by Luton Borough Council. This charge is payable by non-domestic rate payers and is collected by the Council in much the same way as business rates. The manner in which the BID Levy charge is calculated is defined in the Levy Criteria Section 17.

All works and services will be contracted by Luton BID Ltd, the BID body for the BID area. The objectives and aspirations of Luton BID are set out in this BID Proposal and Business Plan.

This business plan has been prepared in line with best practice and with reference to the 'Industry Criteria and Guidance' prepared for Revo in association with: Association of Town and City Management, the Association of Convenience Stores, the British Retail Consortium and the British Property Federation.

A set of definitions for terms used throughout this document is contained in Appendix 1 20.1.

4.2. The vote

To succeed the ballot has to pass two tests: A simple majority vote of those who vote must register a 'YES' and the aggregate rateable value of those who vote 'YES' must be greater than that of those that vote 'NO'.

If these two criteria are met, the Business Plan is activated and all businesses in the area concerned will be required to pay the levy.

The persons entitled to vote, and be liable for the levy, are the ratepayers of non-domestic premises in the Business Improvement District. Properties with a rateable value of less than £12,001 will be excluded from the vote and levy.

Luton Borough Council's Returning Officer, Robin Porter, will be the returning officer for the Ballot Holder for the Business Improvement District. Details of voting procedures and how you can confirm persons entitled to vote can be found by contacting Luton Borough Council's Electoral Services Manager on 01582 546088 or by e-mail BIDBallot@luton.gov.uk

4.3. Alteration of arrangements

The Business Improvement District, its boundaries, business plan and the levy percentage cannot be altered without an alteration ballot, although its Board can adjust projects and spend as they feel appropriate, provided the basic tenets and budgets are not compromised. This is explained in more detail in Section 16.5.

4.4. The levy

Businesses outside a shopping mall with a rateable value (RV) of £12,001 or more a levy of 2.2% of rateable value (RV) is proposed. Businesses which fall under the management of a shopping mall operator and/or who pay a service charge to the shopping mall operator with an RV of £12,001 or more, a levy of 1.09% of rateable value (RV) is proposed. The detail of the levy criteria is laid down in Section 17.

This levy arrangement will generate around £2.2 million of ring-fenced funding over the five year life of the BID and will also be used to lever in additional funds where possible adding a further £80,000 over the life of the BID. This will be used to fund the projects identified in this Business Plan

4.5. Duration and commencement date of BID Arrangements

Subject to the successful ballot in October 2024 our proposal is for the Arrangements for the Luton Business Improvement District Proposal and Business Plan to operate for five years and to commence, on the 1st January 2025. After five years, in 2030, it can be extended or renewed – but only after being subject to a renewal ballot.

5. Timescales

BID Ballot – Ballot Date INDICATIVE TIMETABLE

Action Point	Action	Day and Date
1	Notice by BID Proposer to Billing Authority & Secretary of State of intention to hold ballot (at least 84 days before Ballot Holder requested to hold ballot Action Point 4)	Fri 24 May 2024
2	Voluntary stage - issue voter nomination letter to check voter list	Fri 09 August 2024
	Receive voter nominations back from potential levy payers	Wed 28 August 2024
3	Establish Register of Businesses as specified in BID proposal	Target Date: Thu 12 September 2024
		Latest Date: Thu 19 September 2024
4	BID Proposer requests Billing Authority to instruct Ballot Holder to hold a Ballot (BID proposals need to be completed)	Target Date: Thu 29 August 2024
		Latest Date: Thu 19 September 2024
5	Billing Authority formally requests Ballot Holder to hold ballot	Target Date: Mon 09 September 2024
		Latest Date: Thu 19 September 2024
6	Ballot Holder publishes Notice of Ballot (latest date = 42 days before ballot day) also to send copy to Secretary of State , a copy of the published notice of ballot, as per Schedule 2 3(d) of the 2004 Business Improvement Districts (England) Regulations	Target Date: Thu 12 September 2024
		Latest Date: Thu 19 September 2024
7	BID Proposer or Ballot Holder mail out copies of the BID Prospectus to potential levy payers	Target Date: Thu 12 September 2024
		Latest Date: Thu 19 September 2024
9	Ballot Holder issues Letter to Business Ratepayers to give information about the ballot and identify named person to receive ballot paper (latest date is 42 days before Ballot Day)	Target Date: Thu 12 September 2024
		Latest Date: Thu 19 September 2024
9	Ballot Holder Issues ballot papers (at least 28 days before Ballot Day)	Thu 03 October 2024
10	Last day to appoint a proxy (tenth day before Ballot Day)	Mon 21 October 2024
11	Lost ballot papers – earliest date for issuing a replacement for a lost ballot paper (where papers not received by the 4th working day before the ballot)	Fri 25 October 2024
12	Spoilt ballot papers – last day/deadline to apply for a replacement ballot paper for a spoilt ballot paper (not later than 3 working days before the ballot)	Mon 28 October 2024
13	Ballot Day (up to 5pm)	Thu 31 October 2024
14	Count and announcement of result	Fri 01 November 2024
15	Disposal of ballot papers	Sat 03 May 2025

6. BID Delivery and benefits

6.1. The last five years

Over the last five years we have achieved a lot together, and the BID team have delivered exciting events and activities which boosted footfall, changed perceptions and enlivened the town centre: key events/activities which have been delivered annually include: Christmas Light Switch-On events and the sponsorship of multiple cultural events all year round bring extra life to the town centre.

The BID has helped to improve the visitor experience through the support of Luton SAFE, funding of a full time Neighbourhood Enforcement Team Officer and running Luton Businesses against Crime. Multiple projects to promote the cleansing of the town centre include the 'Rough Gemstones' Mural to beautify the Hat District the purchase of the Max Vax, a powerful vacuum cleaner to pick up litter from between paving slabs and in crevices.

We continue to develop our promotional and marketing strategies to encourage new visitors and help to change perceptions by showing off the variety and depth of the business offer in Luton town centre.

A summary of projects and activities the BID has delivered during the second five-year term can be seen below:

Objective 1 - Promotion. *Identify, develop and promote the strengths, characteristics and the business offer of Luton town centre to increase positive perceptions and loyalty of the town, locally regionally and nationally.*

- Social media on all platforms for Luton BID – Facebook, Instagram, Twitter, LinkedIn and the introduction of a TikTok page.
- BID website development.
- Press releases throughout the year.
- Weekly e-bulletins mailed to businesses with news, updates and support.
- Three newsletters mailed to all BID businesses throughout the year.
- Weekly Whats On Guide covering activities and events in night time economy venues in the Town Centre – which can be subscribed to by members of the public to receive each week.
- Enjoy Luton campaign, celebrating everything the Town Centre has to offer. Campaign included a 20-page booklet mailed out to residents in Luton and a promotional video and digital campaign linked to BID website lutontowncentre.org/enjoy-luton (The campaign continued to run onto the following year).
- Food and Drink Directory and a Student Discount directory added to the Luton BID website.
- News Column in the local newspaper monthly by BID Manager to showcase all positive things happening in the Town Centre.
- Promoting The Big Trunk Trail and Small Tail Trail, run by Keech Hospice – two large public art trail projects.
- Chaired the Town Centre Communications Group with key Comms teams within the Town Centre to ensure joint up communication continues within the Town.
- Promotion of town centre events, Purple Flag month (evening economy) and Small Business Saturday.
- Bespoke ebulletins with guidance on reopening for different times and sectors during COVID-19 as well as important information to the business community after the pandemic.
- Development and update of businesses support guide and ongoing additional information on website to help both businesses and the public through COVID-19 restrictions.
- Business support webinars.
- Running of the Luton Town Centre Communications Group to develop and coordinate messaging from town centre partners through the COVID-19 pandemic.
- Continuation of short videos and reels to promote events and the town centre.
- Worked in partnership with Luton Borough Council and The Mall shopping centre to promote

the exciting array of free entertainment at Christmas for the town centre.

- Delivered an Annual Report to all Levy payers sharing the financial health and all projects delivered by the BID.

Objective 2 - Environment. *To ensure that the town centre and all its different areas present a distinctive, accessible and appealing environment which attracts business investment, encourages visitors to stay longer and fosters a pride in the town.*

- Supplied Christmas Trees for St. Georges Square, Market Hill and additional Christmas Lights across the town centre.
- Hosted monthly tidy sessions in the town centre every month with businesses and local community members, with over 100 people attending each year and an average of over 90 bin bags of rubbish being collected each year.
- Florals put in place each summer and maintained for the summer season, 6200 blooms, 90 hanging baskets and window boxes and 20 three-tier planters each year.
- Max Vac Cleaning machine in operation in the BID area, which uses a lengthy nozzle and sweeper to get to hard-to-reach litter, cigarette butts and chewing gum from pavement cracks and kerbsides.
- Funded pressure washing of multiple high traffic areas across the town centre.
- Funded orange bunting to support businesses in celebrating the promotion of Luton Town Football Club to the Premier League.
- Upkeep of 12 BID branded public bins with rat baiting have remained in place and maintained.
- Supplied 20 lamp post Christmas Light motifs across the Town Centre.
- Delivery of a summer parklet in Market Hill to provide a pleasant area to sit and relax and be entertained.
- Delivery of a large public mural on the wall of Luton Point.

Objective 3 - Experience. *To provide a safe and enjoyable experience for visitors and workers in Luton town centre to enjoy.*

- Luton BID chairs and manages LBAC – Luton Business Against Crime, the Town Centre Crime Reduction Partnership. Chairing monthly meetings, managing the data sharing intelligence system – DISC and liaising with key partners to tackle crime in the town centre.
- Minuting the Luton SAFE Pubwatch meetings and supporting the nighttime economy businesses.
- Provided nighttime economy businesses with Stop Topps – anti drink-spiking, self adhesive foil lids.
- Supported ‘A Safe Night for Everyone’ campaign with the nighttime economy businesses, with support of Luton Borough Council and Bedfordshire Police.
- Introduced nighttime DISC to the nighttime economy and supported the businesses in having banning scheme back in place.
- Funding of a dedicated Neighbourhood Enforcement Officers to help tackle low level crime in the town centre.
- Attended the town Strategic Events group to support events taking place in the town centre.
- Employment of a new BID Ambassador whose role includes business engagement and working with partners to help address Antisocial Behaviour. This role also incorporates the support of LBAC.
- Funding radios for the Luton Street Pastors and the SOS bus team – as well as general support required from either group.
- Working alongside multiple partners, remaining part of the Luton Homeless Partnership to support the vulnerable and tackle poverty in the town centre.
- Sponsoring and supporting the Diwali celebration, PRIDE in Luton, St. Patrick’s Parade, East Fest, Radio 1 Big Weekend, Hat District Lates, LTFC promotion to the premier league, Carnival, and Light Up Luton (Christmas Light Switch On).
- Support of the “As You Change So Do I” Arts project.

- Initiated the implementation of bleed kits throughout the town to provide immediate medical support in an emergency.
- Funded two nighttime economy safety officers patrolled the Town Centre from October to January, every Friday and Saturday night.
- Free family activities provided for St. Georges Day and the Queens Jubilee celebrations.
- Funded a giant snow globe over Christmas in the new Hat Gardens Christmas event.
- Funded Peppa Pig and George, the Minions, and Bluey meet and greets and free face painting every year during the Luton Christmas Light Switch-on.
- Funded Purple Flag application and planned and supported the assessment process resulting in the prestigious Purple Flag accreditation for four years in a row.
- Funded a Selfie petal globe to boost footfall during the February Half-term.

Objective 4 - Growth and Investment. *To build on the strengths of the business community to support and promote growth, development and investment.*

- Working alongside key partners as a number of exciting developments started works.
- Supported the successful £20 million Levelling Up fund application for a regeneration development in Bute Street Car Park.
- Management of footfall cameras and reporting of footfall and car parking statistics for the town centre. The sensors allow reporting on dwell time, movement around the area and more.
- Parking scheme in The Luton Mall and Power Court for people employed by businesses in the BID area.
- Consultee for Planning applications.
- Luton BID update event where businesses meet with the project manager.
- Support of other organisations bids to the Arts Council and Central Government for funding for the benefit of Luton town centre.
- Working with Luton Borough Council as part of the Strategic Board guiding the Town Centre Masterplan.
- Strategic work on the Town Centre Master plan to ensure our work through the BID aligns with the future plans for the town centre.

6.2. COVID 19 Support

Throughout the challenging period of the pandemic, the BID remained open and operational, supporting businesses throughout the pandemic wherever it could and ensuring that latest guidelines and information was available.

- As part of the COVID-19 work the BID initiated the Town Centre Operations Group with Luton Borough Council to work with partners to support the town centre being safe including implementation of sanitising stations, queueing and one-way systems and signage, welcome boards and supplied posters and signs to over 170 businesses.
- Initiated the town centre Comms group to ensure messaging about the town centre at this time was clear and coordinated. This still runs today and is Chaired by the BID.
- Popular Luton Business Heroes campaign highlighting individuals making a difference through COVID-19.
- Liaised with Policy Advisers in MHCLG (Ministry for Housing, Communities and Local Government) and dialogue with BID Industry representatives who have been having direct contact with Ministers and policy advisors, on the challenges facing BIDs in respect of those coming towards the end of their current life and the issues surrounding revenue from levy bills
- Working with BID Industry Bodies - providing, supporting and reviewing the latest advice and guidelines on a daily basis, liaising with the BID Foundation, Institute of Place Management (IPM) and Association of Town & City Management (ATCM) to ensure compliance
- Letters were sent to our local MPs requesting support from the Government for BIDs
- Promotion of the 'Raise the Bar' campaign, lobbying the Government to increase support for businesses with a rateable value of more than £51k

- Business continuity log on the BID website, providing visitors with the latest information on businesses trading and/or trading differently.

Through the BID all levy paying businesses, regardless of size, have had access to these projects and initiatives, whilst the BID has provided businesses in the BID area with a collective voice which has significantly influenced key decisions and agendas impacting on the future of the Luton town centre and its businesses.

7. Working together will make a difference

The last few years have been challenging for town and city centres across the UK with many left with the scars of the COVID-19 pandemic, high energy costs and high inflation. The national economy is in uncertain times and whatever happens, many challenges lie ahead and the commercial world continues to change at an ever-increasing pace.

Besides the challenges of the economy, lifestyles have been changing and influencing the way in which we use our time and spend our money. Technology continues to develop and change the way we live and work as individuals and operate as businesses.

Trends and changes which impact upon town and city centres such as the increase in online shopping had already started before COVID, but over the last few years many of these trends have accelerated.

It is clear that many of these changes will have a permanent impact upon the way in which town and city centres operate and the opportunities and challenges which businesses are grappling with, such as many employees remain working from home or using their office based within the town centre in a different way.

In this very uncertain world, it is difficult to make any predictions for the long term. However, one thing is becoming clear; people are starting to value their local towns and centres more. Town and city centres are becoming hubs for their local community for all aspects of people's lives. They will not simply be shopping destinations but places where people will want to live, work and spend their leisure time in a flexible way.

We need to think about ways in which we can work together to take advantage of these new opportunities and create a town centre which is welcoming, safe and forward-thinking that serves both the businesses and local community. There is a strong sense of community in Luton and businesses are keen to improve the town even further, ensuring that the town has a distinct identity and is a safe, attractive and enjoyable place to be.

The extensive surveys and discussions with key stakeholders undertaken to develop this BID Proposal identified a clear desire expressed by businesses and organisations from Luton town centre to work closely together and with Luton Borough Council and other key stakeholders to raise the town's profile and improve the appeal to visitors and businesses. This collective and focused approach will serve to improve the trading and operating environment and allow existing businesses to flourish and grow and attract new business investment.

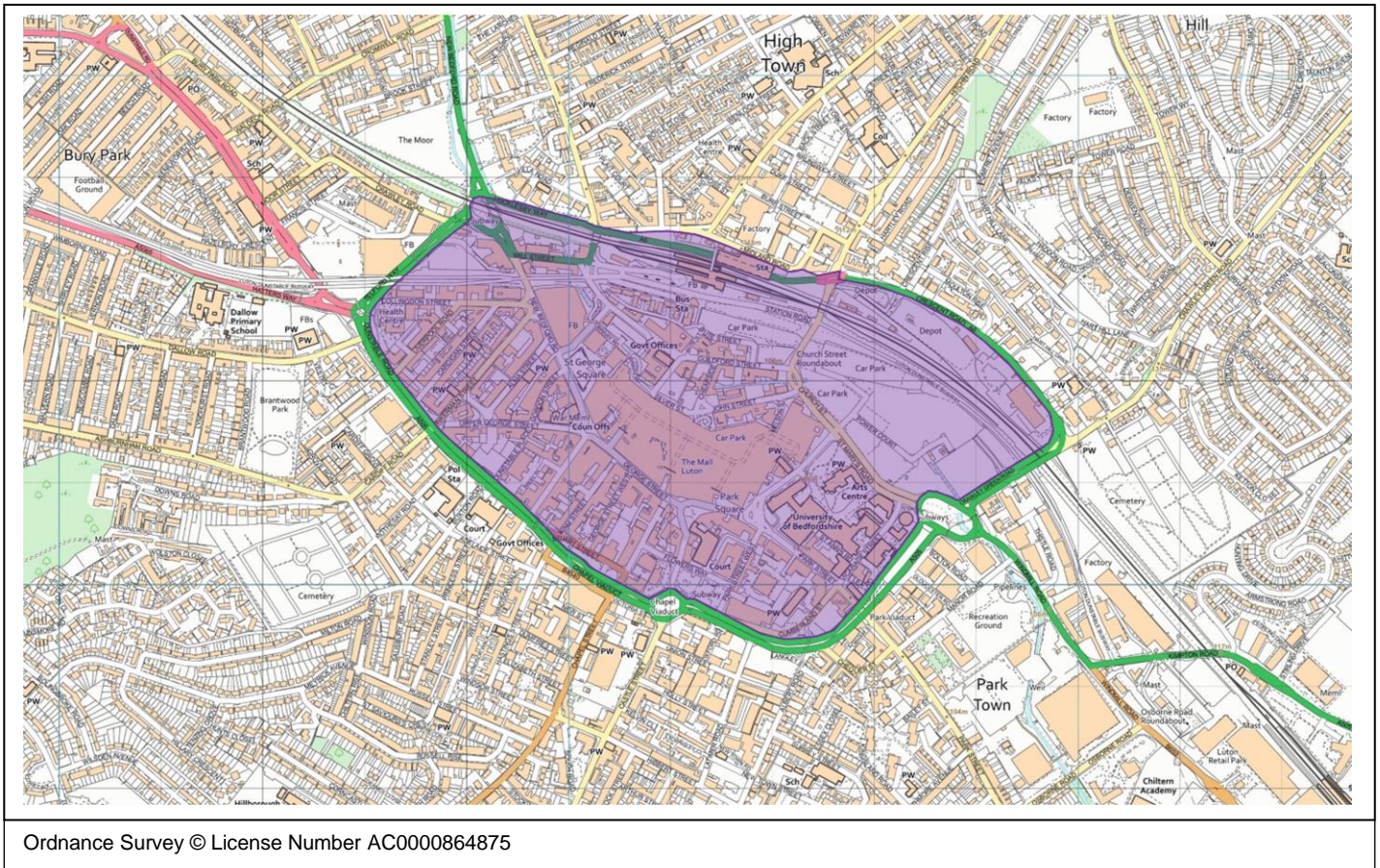
Luton town centre is vibrant and unique and we need to tap into its strengths at this exciting point in time when major developments such as the new Luton Town Football stadium on Power Court and the new entertainment, commercial and residential development of the Stage are about to physically start on the ground.

Luton also has great connections to London which enables it to offer an alternative to those who work and live in London and not simply a great asset to the residents of Luton. Luton is within easy reach of large audiences and business markets but does not currently fully tap into the great potential of its own assets by working together as a cohesive business community and promoting its collective strength.

Taking on board all of the above, this Business Plan has identified opportunities and taken account of the needs and challenges faced by all business sectors across the BID area. By working together and with strategic partners including the Council and key stakeholders through a Business Improvement District there is huge potential to continue the momentum to make Luton a great place to visit, live, work and grow a business.

8. Luton BID Area

The shaded area on the map below represents the full extent of the Luton Business Improvement District. A full list of streets within the BID area is shown in Appendix 2.



The Luton town centre Business Improvement District covers the commercial core. The boundary follows the inner ring road for much of the area and includes the Railway Station to the north and runs along Crawley Green Road and Park Viaduct to the east. The southern part of the boundary then runs along Chapel Viaduct, Dunstable Road to the west and Telford Way to the north.

All non-domestic hereditaments within the BID area will, if the BID is approved, be liable for the BID levy (subject to the criteria in Section 17). The BID covers those businesses, whose rateable value is £12,001 or greater. Thus banks, building societies, car parks, Council facilities, the University, restaurants, clubs and pubs, estate agents, leisure operators, recruitment agents, retail and health and beauty outlets, office based businesses and organisations, and transport and travel agents and all other non-domestic hereditaments are included within the BID and will, subject to the detailed levy criteria in Section 17, contribute to the BID's collective funding and activities flowing from the combined budget.

The BID area includes any smaller business areas located off these roads or streets that are located within the boundary of the BID area defined by the shaded area illustrated on the map and any other road or street, even if they are not listed in Appendix 2 and will include any new non-domestic property, road or street which is developed or created during the life of the BID which is within the BID area.

9. Services provided by the Public Bodies

9.1. Council's Support for Luton BID

Luton Borough Council fully supports the Luton BID. In particular it endorses the fundamental principle of additionality within the BID by providing baseline service statements outlining the provision of existing services from the Council to businesses at their current level (subject to budgetary constraints) across the Luton BID area.

Thus, in line with BID legislation, BID services within the Luton BID will be additional to (not in substitution for) those provided by the Council. If there is a need for any change in service levels provided by the Council these will not be disproportionate to other parts of Luton outside the BID area.

The Council's commitment to the Luton BID and the working relationships between the Council and Luton BID Company will be set out in complementary documents agreed between the two parties:

- An Operating Agreement which sets out the Council's Operational Support to the BID on a number of specific issues.
- A set of Baseline Service Statements, each defining the benchmark for a specific service provided by the Council and other agencies within the BID area.

9.2. Council's Vision for the BID

Beyond its clear commitments set out in the Operating Agreement, Luton Borough Council welcomes the opportunity offered by the BID disciplines to continue to develop a strong and dynamic partnership between the Council itself and the Luton Town Centre businesses. The Council intends that this forward-looking relationship with businesses should take shape along the following lines during the five-year BID period:

- Maintaining the serious dialogue with Luton Town Centre businesses through the BID Board and its management team on issues that can promote a stronger trading environment conducive to investment, business development and growth and a stronger community of businesses serving the businesses themselves and all those who live and work in the area.
- Working collaboratively and in partnership with the BID to ensure that the opportunities offered through the BID can be maximised and any investment or joint initiatives are as effective as possible.

9.3. Council Services for Business

Businesses will continue to benefit from all the standard council services provided for the benefit of all stakeholders in the town (cleaning, access, safety, maintenance and public amenities). In addition, the Council delivers a wide range of services either directly or indirectly specifically for businesses, these include:

- Advertising and sponsorship
- Business advice and signposting
- Business news
- Business rates
- Commercial Properties and Council land use
- Commercial Waste and recycling
- Economic growth and skills
- Licensing
- Planning and Building Control

- Procurement
- Tendering for Council business
- Trading standards

Details of these services can be found on the Council's website under the Business Tab www.luton.gov.uk/

9.4. Individual Baseline Statements

In full support of the above commitments, Heads of Service within the Council will continue to review their Baseline Statements on the specific services they are responsible for. These documents define the benchmarks for the provision of these services and the fact that any change will not disproportionately impact upon the BID area more than any other area outside the BID within the Borough's administrative boundary. They also cover how the services are measured. The Council attaches particular importance to the incorporation of value for money principles and measures within all the Baseline Statements.

The Baseline Services include the following:

- Community Safety including Wardens and public area CCTV
- Environmental services (including Street Cleansing, Waste Service, Fountains and Statues)
- Festive Lighting
- Grounds Maintenance and Arboricultural Services
- Health and Safety Public Protection - inc Pollution Control
- Highways Maintenance
- Highways parking on and off-street
- Marketing, events and Tourism
- Markets and street trading
- Public Transport
- Regeneration (Corporate Projects)
- Street Management
- Licensing
- Winter Gritting

Other public bodies:

- Police

The process of creating the baseline agreements proves valuable to both the service providers and the BID company. The development of these partnerships and the additional focus on the services provided in the area, gives tangible benefits over and above those derived from the projects outlined below.

9.5. Council's Operational Support for Luton BID

The Council's support for the BID will take practical shape in the following specific ways:

- Conducting, through the Council's Democratic Services, the formal BID vote in accordance with current BID legislation and procedures.
- Assuming a positive outcome to the BID vote, collecting the BID levy defined in the BID Business Plan from Luton town centre businesses and transferring the levy sums direct to the Luton BID Company. The Council will pay the gross levy sums to the Luton BID Company within 30 days of collecting it.
- Nominate a Councillor to sit as a Director on the BID Company Board.
- Provide a senior Council officer to provide a business-focused dynamic link on all BID matters with senior Council staff.
- Paying the appropriate BID levy set out in the Business Plan in respect of all its own

hereditaments within the Luton town centre BID area.

9.6. Monitoring and Review

The Council is committed to the regular monitoring of the operation of the BID Operating Agreement and reviewing its effectiveness in conjunction with Luton BID Company. This will be carried out as follows:

- The Council monitors performance of key services through the Council's Business Plan with monitoring reported to the Cabinet. Where there is a specific issue with service delivery within the BID area the respective Head of Service will discuss this with the Luton BID Company.
- There will be annual reviews of each of the specific services for which a Baseline Statement is shown above. This will be led by the Luton Borough Council that will discuss with the Luton BID how the service commitments have been actually delivered during the period, and if necessary update the service levels to reflect the services each will be provided in the following year. These reviews will be scheduled to best effect for the Luton Borough Council and Luton BID Company's yearly budgeting cycles.

9.7. Monitoring of basic service provision

The Baseline Service Statements from Luton Borough Council set out the discretionary and statutory services which are delivered to and relevant to the BID area so that it is clear that the BID's activities are totally additional and complementary.

Provision of Baseline Statements will allow the BID Company to regularly appraise the delivery of core services and compare them with the details in the statements. From experience elsewhere we know this has an impact on delivery and helps to guarantee that money provided to the authorities via the business rates mechanism is targeted appropriately and well spent. This means that local businesses have some influence over business rates investment in their area and the effectiveness of local authority service provision.

10. The Research and Consultation Process

10.1. Background

The BID has undertaken extensive research across a wide range of businesses, organisations and stakeholders to ensure that the plan which has emerged has an in depth understanding of the views and aspirations of the businesses in the area as well as an appreciation of the perceptions of those who visit and work in Luton.

Research and findings from the surveys and interactions with businesses and organisations from across the Luton BID area has been considered, in shaping the ultimate vision, objectives and their associated activities.

10.2. Aims of the research

The aims of the research were to:

- Identify the key issues which impact upon all businesses in the area across all business sectors and to develop solutions to address them which will help businesses achieve their own internal objectives
- Review and assess any related strategies and plans for the area which potentially impact upon and complement the aims and objectives of the BID proposal
- Identify and assess the impact and the relative importance of different potential initiatives on businesses
- Ensure that the Vision, Objectives and their associated activities reflect the business challenges and opportunities for the immediate term and the next five years.

10.3. Research and consultation activity

The research encouraged participation from all businesses across the town centre and involved the following activity:

- In January 2024, a detailed survey was produced to get the views of businesses in the BID area.
- All potential levy paying businesses in the BID area were mailed survey forms and asked to complete them seeking their opinions on a variety of issues, through ebulletins, during a visit from a BID representative and via the BID website. All businesses were also provided with the opportunity to meet with a member of the BID team in person, via telephone or video call.
- All potential levy paying businesses were included in mail shots and publicity including newsletters and e-bulletins where e-mail addresses were available.
- 536 personal business visits were made in total, with 180 of these being unique visits which represents 49% of the 367 occupied and trading businesses which meet the levy criteria having had a visit to discuss the BID.
- Detailed four-page surveys were conducted with businesses which covered 38% of the hereditaments which met the levy criteria.
- A number of meetings were carried out over the renewal period where all businesses were invited to discuss their challenges, opportunities and vision for the future of the town centre. These included a workshop and an event with Luton Town Football Club.
- The BID website and e-bulletins were used to invite feedback and opportunities for businesses to contact the BID team to discuss renewal.
- Active participation and decision making by the business representatives from the Luton BID Board in the development of this plan.

11. Strategies and plans

In determining the focus of the BID Business Plan it is important to ensure that it complements existing strategies and plans to ensure that the BID can deliver as much value as possible for the levy payer and contribute towards the development and regeneration of Luton town centre. This also enables the BID to bring different parties together more easily and to make efficient use of the BID budget and resources available.

Besides the business feedback and priorities we have taken account of other key plans and strategies for Luton to inform how best to meet the needs of businesses, build on the work of the BID to date and ensure that it can contribute towards the long term sustainability of the town centre itself.

Two key plans are: the Luton Town Centre Masterplan Framework and the Luton 2040 vision 'A Place to Thrive 2023-2028'. Reference has also been made to the Culture Trust's Luton Business Plan 2024-2028.

The Town Centre Masterplan covers the same area as the BID with the key aim of making it the focal point for community and commercial life in the town and a town centre which welcome all residents, visitors, businesses and investors into a clean and green environment. It breaks the town centre into distinct areas each with their own distinct identity. The BID has already been working closely with the Council's regeneration team to develop a place management delivery plan which will enable the BID and the Council to collaborate more effectively on delivery of this plan. The plan recognises the BID as a key partner in the delivery of the masterplan saying that Luton BID is 'the conduit to town centre businesses and custodian of town centre promotion, events and management it is vital the BID remains at the heart of the delivery process, aligning promotion and communications messaging to support the regeneration process.'

The Luton 2040 vision takes a broader look at Luton and the community. One of its key priorities is to 'Build an inclusive economy that delivers inward investment to support the growth of businesses, jobs and incomes' and one of the target outcomes from this priority being:

- The right mix of retail, office, leisure and residential space
- A safer, cleaner and greener town centre
- Improved perceptions of our town centre

All of which are addressed as part of this BID Proposal and Business Plan.

There has been a close working relationship with Culture Trust Luton since the BID started and one of its key priorities for the town centre is covered by its Museum, Heritage and Place Strategy where it wants to grow the Hat District Cluster by 'safeguarding more heritage buildings and animating this town centre conservation area'. This not only contributes towards the ambitions of the Town Centre Masterplan and the Luton 2040 vision but is an aim where the BID can support its work and is aligned in a number of its activities identified in this BID Proposal and Business Plan.

The BID also looks forward to continuing to support the aims of 'Step Forward Luton' the new vehicle aiming to bring the people of Luton together 'united in showcasing why Luton is an exceptional place to live, work, study, and invest'.

Luton town centre will see significant change over the next five years including the two key developments of 'The Stage' and the new Luton Town Football Club stadium at Power Court.

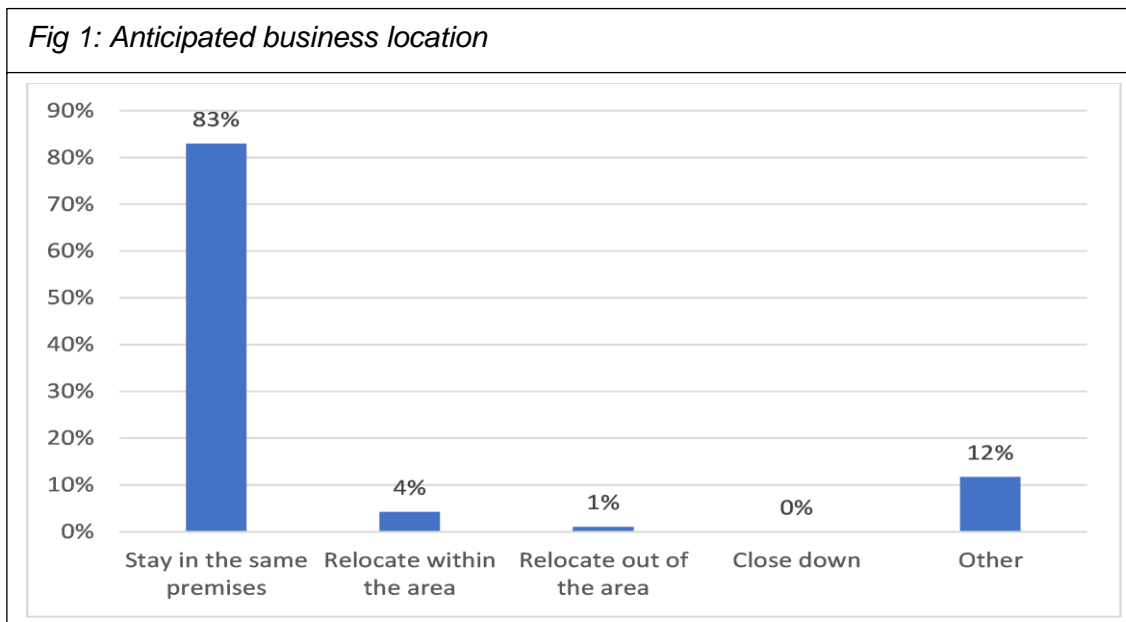
We believe that this BID Proposal and Business Plan complements all these plans and working together with all businesses, key stakeholders and partners we will ensure that businesses can capitalise on the opportunities all these exciting plans present.

12. Research Results

12.1. Business feedback

Surveys were carried out across a range of businesses from all sectors and sizes of Luton town centre.

Despite the economic uncertainty and cost of living challenges, the confidence to remain trading in Luton is strong. 83% of businesses surveyed anticipate that they will stay in the same premises. None of the businesses surveyed stated that they planned to close down.



12.2. A great reputation

In the workshop, the greatest number of comments made were around the marketing and promotion of the town centre. These included comments around changing perceptions of Luton and shouting out about the positives more and improved promotion for events.

In the survey, after the crime and safety aspects the next highest scoring aspect for being either very poor or quite poor was 'Promotion and awareness of reasons to visit', with 59% of businesses surveyed giving it one of these rankings. Also in the survey for beneficial current projects, 'Promoting Luton town centre and its businesses via social media channels including Instagram, Facebook, Twitter and LinkedIn' scored within the top ten, with 67% of businesses saying this was beneficial to them.

Comments from the survey about marketing and promotion included the potential to have place focused apps to drive local people to use town centre and benefit the local economy and more marketing and promotion for individual businesses. It was also suggested there could be an opportunity to invest in promotion and marketing to outside of the town, as some people from out of town have negative views of Luton and that many people have never even been to the town centre before and base their views on just what they hear.

12.3. A great place

From the survey results it is clear that reducing crime and enhancing safety is important to businesses in Luton and is something that needs to continue to be addressed. All of the top six aspects for being very poor or quite poor were all crime and safety related, with ‘Drug and drink issues on the street’ at the top with 87%, followed by ‘Street begging and rough sleepers’ at 84%. Additionally, seven out of the top eight aspects for the question ‘is it important for your business?’ were crime and safety related, with both ‘Crime and safety generally’ and ‘Personal safety evenings/night’ at joint top with 81%, followed by ‘Police support for your business’ at 80%.

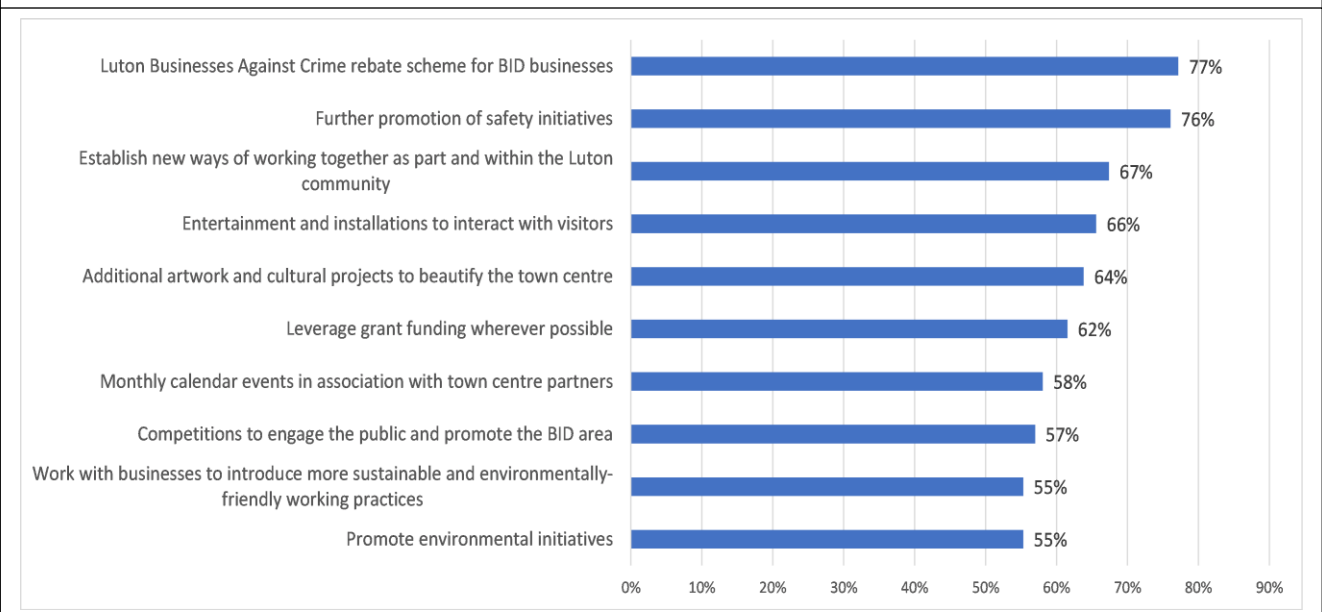
Also in the survey, the most beneficial future project for businesses was ‘Luton Businesses Against Crime rebate scheme for BID businesses’, with 77% of people surveyed saying this would be beneficial to them. This was closely followed in second by ‘Further promotion of safety initiatives’, with 76% of businesses saying this would be beneficial.

For suggestions for future projects, comments that fell into the category of Crime and ASB were by far the most suggested. Comments included increasing Police presence, reducing the amount of street begging, rough sleepers and people drinking on the street and increasing safety for visitors as the town centre sometimes feels intimidating.

Another part of making Luton a great place is the appearance of the town centre, both through cleanliness but also improving the vibrancy of the streets through things such as floral displays, and festive and creative lighting. In the survey, ‘Monthly Tidy sessions and Big Spring Clean to promote cleanliness in the town centre’ was at the top in terms of beneficial current projects, with 72% of businesses saying this was beneficial to them. Also scoring highly was ‘Installation of Christmas Trees enhancing the public realm and festive feel’ with 69%. This project was also at the top of the list for awareness, with 72% of those surveyed saying they were aware of it, and this was followed by ‘Installation of hanging baskets, rail baskets and floral planters in the summer’ with 66%, showing the physical presence of these projects for the town centre.

Another important aspect of this objective is to create a lively feel for the town through events. In the survey, ‘Sponsoring and support for town events such as St. Patricks day, Diwali, Pride, the King’s Coronation, the Queen’s Jubilee and more’ scored third highest for being a beneficial current project, with 70% saying it was beneficial to them. Also, for future projects ‘Entertainment and installations to interact with visitors scored highly for being beneficial to businesses, with 66%.

Fig 2: Top ten future projects ranked by businesses as beneficial



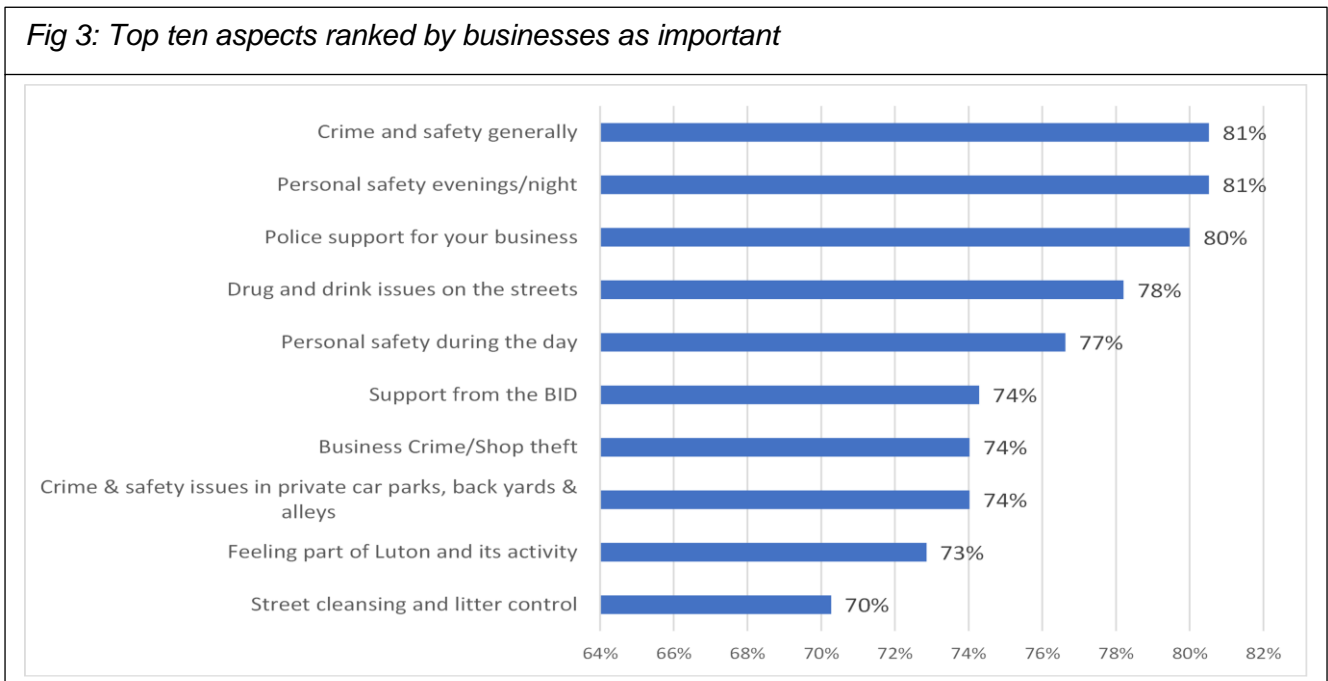
12.4. A great business community

In the survey, the third most beneficial future project for businesses was 'Establish new ways of working together as part and within the Luton community', with 67% of businesses surveyed saying this would be beneficial to them. Also in the survey, 'Support from the BID' and 'Feeling part of Luton and its activity' both scored within the top ten for importance, with 74% and 73% of businesses respectively saying these are important to them.

Comments from the survey about business community included there being regular events for BID members, running customer service awards for BID companies that would get businesses engaging and for businesses, the BID and other partners such as the Police working together to communicate more effectively.

Comments from the workshop around business community included more networking events for BID members and physical meetings to pull businesses together, collaborate more with young people in Luton through the University and possible running of workshops with them, and having a WhatsApp group to communicate news with businesses. The opportunity to work with the University was also echoed in the survey.

Fig 3: Top ten aspects ranked by businesses as important



13. The BID's response

Following our extensive research three key project areas of Luton BID have emerged reflecting the key issues and opportunities identified by the businesses and visitors. The activities within each of the project areas have been specifically designed to address and take advantage of these.

It is evident that Luton was exposed, even before COVID to the same changing dynamics effecting the way in which people use all towns and city centres. Since the start of 2020, these changes have simply accelerated and now is an ideal time to review the needs of businesses building a plan for the future.

The BID will continue to act as a catalyst for businesses and organisations to come together and play a key role in this new and exciting era in the town. The BID's ability to influence has increased significantly and it is now leading and driving key initiatives working closely with the local authority and other key businesses and organisations on plans which will shape the future of Luton.

The BID will continue to work with all stakeholders to define, develop and promote the identity of the Luton which reflects its strengths, characteristics and heritage and is a sustainable and vibrant place which generates pride for its businesses, local residents and visitors.

This BID Proposal and Business Plan has been designed to ensure that the activities benefit as wide a range of businesses as possible. It will do this by becoming an accessible, safe, vibrant and attractive town which celebrates its culture and heritage, serves its local business and residential community and is recognised as a great place to be.

13.1. The role of the BID

All businesses and organisations stand to benefit from these additional projects and activities which have been identified by businesses across Luton as crucial to their future:

- To act as the voice for businesses in Luton and represent their interests within the context and framework of this BID Proposal and Business Plan.
- To position Luton and build its profile as a destination of choice for local residents and visitors.
- To work collaboratively and strategically, representing business interests to encourage growth, development and investment of businesses in Luton.

13.2. How delivery will be monitored

Monitoring and measuring the performance and effectiveness of the BID activities is an integral and essential part of the plan. Businesses need to be confident that their levy money is being invested as productively as possible to maximise results.

The effectiveness of the measures undertaken will be gauged by key performance indicators monitored and relevant for each project area, including footfall, customer surveys, business surveys, photographic evidence, vacant properties and footfall trends. These measures and key performance indicators are identified for each objective and need to be monitored on a regular basis throughout the life of the BID.

14. Vision and Objectives

Assuming a positive BID vote by a majority of businesses by both rateable value and number, BID operations for the new BID will start on 1st January 2025 and will continue for a total of 5 years.

14.1. The Vision

Through a business-led programme our vision is to:

‘Support business growth and investment in the town centre and build pride, loyalty and positive perceptions of Luton.’

14.2. Objectives

The BID investment programme will be delivered through the three key strategic objectives and their related activities and projects:

Objective 1 - A great reputation

Promote and celebrate Luton town centre to increase positive perceptions of the town, locally regionally and nationally.

Objective 2 - A great place

Work with organisations and businesses in public, private and voluntary sectors to **create a place which looks and feels great for** families, the local community, businesses, workers and visitors to our town.

Objective 3 - A great business community

Strive to achieve the best for businesses in Luton town centre, encouraging everyone to work together to create a great working environment, a great place to develop a business and a great business community.

14.3. Objectives, Activities, Projects, Measures and Results

Objective 1 – A great reputation

Promote and celebrate Luton town centre to increase positive perceptions of the town, locally regionally and nationally.

Amount the BID will spend:

An average budget of £80,000 p.a. with a total of £400,000 over five years.

Activities and Projects

- a. Work with others to promote, showcase and raise the profile of Luton town centre and its successful organisations and businesses as a great place to visit, invest, work and study.
- b. Deliver campaigns to encourage customer loyalty and spend in retail and hospitality businesses and increase the use of professional services and other organisations based in the town centre.
- c. Support and promote the arts, culture and leisure offer in Luton town centre so that it becomes an important reason to visit and stay in and around Luton both day and night.
- d. Develop communications with and between businesses to promote awareness of BID activities and issues and opportunities which may affect trading conditions and the local environment.

- e. Work with partners to develop a sense of identity for Luton town centre and its different parts which creates a sense of pride by its businesses and local population.

Measures:

- Footfall to the streets and the indoor shopping and leisure centres
- Levels of sales activity
- Media exposure locally, regionally and nationally measured through numbers of articles, publications, click-throughs on digital media and value through using advertising value equivalent (a.v.e)
- Retention of the Purple Flag status for Luton town centre evening and night time economy
- Numbers of businesses and public engaged in BID activities

Objective 2 – A great place

Work with organisations and businesses in public, private and voluntary sectors to create a place which looks and feels great for families, the local community, businesses, workers and visitors to our town.

Amount the BID will spend:

An average budget of £205,000 p.a. with a total of £1 million over five years.

Activities and Projects

- a. Support and encourage initiatives which protect and enhance the public realm, the buildings and other physical attributes of Luton town centre, in ways which complement and develop the characteristics of its different areas.
- b. Support initiatives that improve access to and orientation of visitors to the town centre and enable them to find their way safely and enjoyably around the town centre.
- c. Improve the appearance and vibrancy of the streets and open spaces by adding colour and decoration and when appropriate using additional floral displays and festive and creative lighting.
- d. Work with businesses and organisations to develop and organise events which benefit businesses and creates interest, animation and a reason to visit and builds the reputation of Luton town centre as a great place to be.
- e. Work with landlords and agents to ensure that vacant premises or derelict plots of land are maintained and do not detract from appeal of the immediate environment.
- f. Work with and lobby the Police, Local Authority, CCTV, voluntary organisations and agencies to address business crime, antisocial behaviour, street drinking and begging on the streets, malls and open spaces.
- g. Work with the Police, the Local Authority and other agencies to support business crime intelligence and information sharing opportunities between businesses for both the evening and day-time economies.
- h. Provide an Ambassador / uniformed presence on the streets to:
 - I. support and work closely with all those who have a responsibility for the creation of a safe, attractive and welcoming town centre
 - II. provide support for the implementation of events and animation in the streets and open spaces
 - III. support businesses in tackling and communicating issues which affect their business on a day to day basis.

Measures:

- Perception of physical attractiveness of the area measured through surveys of visitors and those who live and work in Luton
- Levels of vacant and derelict properties in Luton
- Regular flow of information and sharing of intelligence to support business crime prevention
- Number of events and street entertainment and perception of things happening measured through surveys of residents and visitors
- Perceptions of personal safety in the early evening
- Day time perception of Luton as regards anti-social behaviour, begging and street drinking

Objective 3 – A great business community

Strive to achieve the best for businesses in Luton town centre, encouraging everyone to work together to create a great working environment, a great place to develop a business and a great business community.

Amount the BID will spend:

An average budget of £53,000 p.a. with a total of £263,000 over five years.

Activities and Projects

- a) Work closely with the local authority, partner organisations and other businesses to encourage a coherent and planned approach to the use and development or refurbishment of properties, sites and the public realm in Luton town centre.
- b) Work with the local authority, partner organisations and other businesses to develop a commercial, retail, leisure, arts and cultural framework for the town centre and support its implementation with partners.
- c) Encourage and support relationships between the university, businesses and organisations which seek to develop skills and have a positive impact upon their current business performance and future business development and to encourage a sense of a community of Luton businesses and a town centre focused Luton economy.
- d) Work with other organisations to monitor footfall and foot-flow, commercial performance and customer perceptions across Luton town centre and provide regular reports and performance updates for businesses.
- e) Work closely with emergency services, the local authorities' statutory services and other key stakeholders during times of national or local incidents, emergency situations or economic or logistically challenging periods to maintain a safe and positive experience for visitors and workers and support businesses in Luton town centre.

Measures:

- Monitoring of footfall across Luton town centre with regular reports and feedback to businesses
- Numbers of businesses actively engaged in award schemes for customer care and businesses performance
- Numbers of businesses engaged in BID activities
- Numbers of vacant units
- Securing heritage initiative grants via partners

15. Organisation, Resources and Delivery

The preparation of this BID Proposal has been managed by Luton BID Ltd which is a not-for-profit company, limited by guarantee. It is legally and operationally responsible to the businesses in the BID area for all BID activities and acts on their behalf.

The Board is elected by the members of Luton BID Ltd, drawn predominantly from those paying a levy in the area and made up of a representative cross-section of the businesses and stakeholders of the area and key agencies associated with the successful delivery of the BID project. It will continue to be driven by the private sector and includes a Councillor from Luton Borough Council as a Director and one Council Officer who will act as a key operational link, but not as a Director.

All businesses will be encouraged to be actively involved in the Board and associated working groups to represent the levy payers. Through specific working groups, the Board will be instrumental in prioritising the requirements of the levy payers into deliverable projects which address their needs, within the framework of the business plan.

The main role of the Board is to safeguard the interests of levy payers by ensuring that the business operates in line with the BID plan, is professional and offers consistent value for money in line with its targets. The Board will ensure that the implementation of the BID will be monitored and delivered cost effectively, through keeping overheads to a minimum and using methods which will optimise the use of the revenue budget and add real value to the delivery of the plan.

The Board will continue to provide a consistent, collective and effective voice for the businesses and organisations in Luton. All roles on the Board, and any working groups are voluntary and are undertaken with a commitment to represent the interests of all businesses in the area.

In support of its vision and objectives, the BID will encourage collaboration with all key stakeholders involved in the town centre. Collaborative working between businesses and other organisations in the town centre will also be encouraged to build upon the sense of the business community and ensure that the skills and resources available for delivery of the BID are enhanced and deliver best value.

There will continue to be hands-on dedicated Project and Contract Management to support the initiatives from any working groups. This management role will also provide administrative support and project delivery for the BID Company as well as coordinating activity with partner organisations and ensuring cost-effective delivery of projects through tendering and careful management of contracts.

The effectiveness of the measures undertaken will be gauged by Key Performance Indicators for each project area, including footfall, customer surveys, business surveys, photographic evidence, car parking usage and retail turnover movement.

Besides regular newsletters and other forms of bulletins, there will be an annual report providing details on activities and performance of the company against the objectives of the delivery plan for the previous year.

All Levy payers are entitled, on application, to become members of Luton BID Ltd. There will be an Annual General Meeting at which all members of the company are invited to attend and vote and at which Directors will be retired by rotation and new Directors elected in accordance with the articles of the company.

16. Luton BID Budget and Finances

16.1. Balancing the Budget

The last few years have presented the businesses and organisations of Luton and across the UK with unprecedented and significant challenges. March 2020 saw the start of the COVID lockdown, since then, rising energy costs and general inflation has presented further challenges just as businesses were hoping for recovery. The economy appears to have stabilised but confidence is still fragile and everyone is having to adjust to rapidly changing lifestyles which mean that there is a need for constant evolution of business.

Given these economic challenges the BID Board have tried to balance the costs to businesses with the requirement to generate sufficient funds to provide support and make a tangible difference to the business environment in Luton.

The investment being sought from businesses in the BID area is modest in relation to what can be achieved. For the smallest business in the Business Improvement District, the cost is equivalent to less than a bar of chocolate a day.

The BID will seek to leverage in additional cash funding, grants and value in kind, to support the delivery of this plan and add to the investment made by the Luton businesses through the BID.

With a 2.2% of rateable value of £12,001 and above in year 1, the indicative costs to a business outside a shopping or leisure mall would be:

Rateable Value	Levy Rate	Annual	This equates to: Weekly	This equates to: Daily
£1 - £12,000	Zero	Zero	Zero	Zero
£12,001	2.20%	£264	£5.08	£0.72
£15,000	2.20%	£330	£6.35	£0.90
£25,000	2.20%	£550	£10.58	£1.51
£50,000	2.20%	£1,100	£21.15	£3.01
£100,000	2.20%	£2,200	£42.31	£6.03

With a 1.09% of rateable value of £12,001 and above in year 1, the indicative costs to a business inside a shopping or leisure mall would be:

Rateable Value	Levy Rate	Annual	This equates to: Weekly	This equates to: Daily
£1 - £12,000	Zero	Zero	Zero	Zero
£12,001	1.09%	£131	£2.52	£0.36
£15,000	1.09%	£164	£3.14	£0.45
£25,000	1.09%	£273	£5.24	£0.75
£50,000	1.09%	£545	£10.48	£1.49
£100,000	1.09%	£1,090	£20.96	£2.99

16.2. Luton BID 5 year Budget: 2025-2030

	First 3 months	Year 1	Year 2	Year 3	Year 4	Year 5 last 9 months	Total	% to total
Income								
BID levy revenue billed (Note 1)	£ 109,165	£ 436,660	£ 445,393	£ 454,301	£ 463,387	£ 354,491	£ 2,263,397	97%
Other Income (Note 2)	£ 3,750	£ 15,000	£ 15,300	£ 15,606	£ 15,918	£ 12,177	£ 77,751	3%
Total Income	£ 112,915	£ 451,660	£ 460,693	£ 469,907	£ 479,305	£ 366,668	£ 2,341,149	100%
Expenditure								
Objective 1 - A great reputation	£ 19,449	£ 77,794	£ 79,350	£ 80,937	£ 82,556	£ 63,155	£ 403,242	18%
Objective 2 - A great place	£ 49,903	£ 199,611	£ 203,603	£ 207,675	£ 211,829	£ 158,525	£ 1,031,145	45%
Objective 3 - A great business community	£ 12,880	£ 51,518	£ 52,549	£ 53,600	£ 54,672	£ 38,299	£ 263,517	12%
Central Management Costs, Administration, Office (Note 3)	£ 22,226	£ 74,904	£ 76,402	£ 77,930	£ 79,488	£ 60,808	£ 391,757	17%
Levy Collection costs from Council	£ 3,048	£ 12,000	£ 12,240	£ 12,485	£ 12,734	£ 12,989	£ 65,496	3%
Contingency (Note 4)	£ 5,458	£ 21,833	£ 22,270	£ 22,715	£ 23,169	£ 17,725	£ 113,170	5%
Total Expenditure	£ 112,963	£ 437,660	£ 446,413	£ 455,341	£ 464,448	£ 351,502	£ 2,268,327	100%
Accrual for Renewal and end of BID (Note 5)	£ -	£ 14,000	£ 14,280	£ 14,566	£ 14,857	£ 15,154	£ 72,857	

Notes

1. Assumes a 95% collection rate and 2% per annum inflation
2. Including income from landlords, associate members of the BID and other sources (including in-kind)
3. Central admin, office and fixed overheads
4. Calculated as 5% of total levy billed
5. Accrual retained from levy revenue to provide for costs of renewal of the BID for any additional term and managing end of BID term otherwise they will be spent on additional projects in the final year

16.3. Costs of developing the new BID Proposal

The costs incurred in undertaking the research and development of the new BID Proposal and Business plan have been built into the budget of the current BID. The costs for holding the renewal ballot have been met by Luton Borough Council, for which we give sincere thanks.

16.4. Sources of Additional Funding

The BID Company intends to seek additional funding where possible to increase the benefits that can be delivered by the BID to businesses. Other possible income sources will include grants where the criteria match the aims of the business plan, voluntary contributions from property owners, companies and organisations outside the BID area and those not liable for the levy. It is estimated that this could be around £80,000 over the five-year period.

Through discussion, developers, property owners and other stakeholders in the area will be invited to participate in the Business Improvement District and improve delivery against the business plan objectives even further.

16.5. Application of Funds and Alteration of BID Arrangements

The BID funds will be ring-fenced and will be controlled by participating businesses. Details of the BID Company's accountability to businesses are given in Section 13. The BID's Response.

As part of the Alteration of BID Arrangements (also see Section 16.5), the budget headings and the project costs can be altered within the constraints of the revenue received through the levy. The Luton

BID Company are empowered to move funds between budget headings and between financial years to provide the services which best meet the requirements of the BID area within the framework of the BID Proposal and Business Plan's objectives. Such adjustments will be fully accountable to the businesses through the performance monitoring arrangements as per the 'measures and results' identified against each Objective set out in Section 14.

16.6. Governance and management of the BID Budget

In order to ensure that the projects remain relevant and continue to address needs and priorities of the businesses in Luton during its five-year life, the Board of the Luton BID Company may from time to time make modifications to the budget allocations for each of the main projects and the management and administration of the BID.

It will be the responsibility of the Board to make adjustments to the allocations of expenditure budget as and when they deem appropriate and to ensure that all the main aims of the BID, stated in Section 14 continue to be addressed and that all BID activity contributes towards the achievement of the vision. The Board will also monitor and gauge the effectiveness of the BID operations and activities.

17. BID Levy Criteria for Luton BID

Every BID must establish its own levy rules. Reference has been made to the 'Industry Criteria and Guidance Notes' prepared for Revo in association with; ATCM, ACS, BRC and BPF in developing the rules which will apply to the Luton BID.

Business Improvement Districts use rateable values of businesses as a means of calculating levy and determining the associated criteria. This provides the basis for an equitable approach to charging to reflect the value which businesses will receive in services and support from the activities of the BID.

The Board of Luton BID Ltd has tried to balance the ambitions of businesses in the BID plan against the affordability of the levy and the requirement to ensure that the BID is able to deliver best value.

A hereditament is defined in Section 115 (1) of the General Rate Act 1967 (the 1967 Act) as: 'property which is or may become liable to a rate, being a unit of such property which is, or would fall to be, shown as a separate item in the valuation list'. For the purposes of this levy criteria the words, 'land, 'properties' and 'premises' will also be interpreted as a hereditament.

1. Assuming a positive BID vote by a majority of businesses by number and rateable value (R.V) of those who vote, the BID levy will be charged on all hereditaments listed in the local Non-Domestic Rating List located within the BID area. This applies irrespective of whether or how a business has voted in the formal BID ballot. Legislation within the Local Government Finance Act (2003) enables the local authority to issue a bill for the levy to any property which meets the levy criteria at any time, during the life of the BID. The levy is collected by the Billing Authority, Luton Borough Council. The Luton BID Company will invoice the Billing Authority, Luton Borough Council, for the levy collected for exclusive use of the BID.
2. All businesses shown on the Luton Borough Council's (the Billing Authority) NNDR billing system on the day the ballot holder publishes the notice of the ballot at least 42 days before the day of the ballot shown as the liable party (for the purposes of this Ballot taken as the 19th September 2024, subject to final check and audit, will be entitled to vote for the BID proposal in a 28 day postal ballot which will commence on 3rd October 2024, with the close of ballot at 5pm on 31st October 2024. The result will be announced as soon as possible thereafter.
3. If successful at the ballot, the BID will be fixed for a term of 5 years. The BID will commence operation on 1st January 2025 and will run until 31st December 2029. Levy bills will be issued for the first payment due 1st January 2025 and thereafter on the 1st April each year with the first and last year's bills adjusted accordingly. (see paragraph 11 for more detail).
4. The levy amounts for ratepayers who have business premises which do not fall under the management of a shopping mall or a market and who do not pay service charges to the shopping or leisure mall operator or market operator will be applied as follows:
 - a. The BID levy will be 2.2% of the 2023 rateable value shown on Luton Borough Council's (the billing authority's) 's NNDR billing system as at 19th September 2024 for each defined business within the scope of the BID, with the exception of those premises with a rateable value of less than £12,001 showing on the billing authority's NNDR Billing system as at 19th September 2024.
 - b. Ratepayers with an RV of less than £12,001 will pay nothing for these properties and will not have a vote for these properties although they will enjoy the benefits that come with trading in the BID area.
5. The levy amount for ratepayers who have business premises which do fall under the management of a shopping or leisure mall operator and who do pay a service charge to the shopping mall operator will be applied as follows:

- a. The BID levy will be 1.09% of the 2023 rateable value shown on Luton Borough Council's (the billing authority's) NNDR billing system as at 19th September 2024 for each defined business (including any premises used and owned by the shopping or leisure mall operator for purposes relating to the management or operation of the shopping leisure mall) within the scope of the BID, with the exception of those premises with a rateable value of less than £12,001 showing on the billing authority's NNDR billing system as at 19th September 2024.
 - b. Ratepayers with a RV of less than £12,001 will pay nothing for these properties and will not have a vote for these properties although they will enjoy the benefits that come with trading in the BID area.
6. The levy will be due from businesses who are liable that have an entry on the Non-Domestic Rating List other than those that are exempt within the criteria laid out in Section 17 of this business plan (this Section).
7. The liable person is the ratepayer liable for occupied or unoccupied premises at any point in the year of the collection of the levy. In accordance with the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 (S.I. 1989/1058) and the Non-Domestic Rating (Collection and Enforcement) (Miscellaneous Provisions) Regulations 1989 (S.I. 1989/1060), Luton Borough Council will be responsible for the imposition, administration, collection, recovery and application of the BID levy. The Council will also be responsible for any enforcement action that may be appropriate in case of non-payment of the levy.
8. There will be an annual inflationary increase of all levy charges year on year for the duration of the Business Improvement District. This will be a minimum of 2% increase year on year or the inflation percentage as determined by the Consumer Price Index as at the 1st November of the year before the next billing process, whichever is the greater, rounded to the nearest hundredth of one percent. (e.g. if a levy bill is £352 based on 2.2% of a rateable value of £16,000, if inflation is applied to this at a level of 2% then the new levy percentage would be 2.24% giving a levy of £358.40). Negative inflation will not apply. Inflation will not apply for the first full 12 month billing cycle in 2025 i.e. commencing 1st April 2025.
9. The BID financial year will last for 365 days (366 in a leap year) between 1st April and 31st March.
10. The BID's chargeable period is a year or part of a year, broken down into daily charges based on the rateable value as at 19th September 2024. The chargeable period will normally last for 365 days (366 in a leap year) or pro rata for the first and final billing periods of the BID term. The daily BID levy charge for each individual ratepayer is to be calculated by multiplying its rateable value by the BID percentage levy and dividing the result by the number of days in the financial year or part year of the chargeable period.
11. The first billing period of the new BID will run from 1st January 2025 to 31st March 2025. Subsequent billing periods will run from 1st April 2025 to 31st March 2026 and then from 1st April for each year thereafter until the final billing period which will run from 1st April 2029 to 31st December 2029.
12. The only other exceptions to the due date of the 1st April each year as stated in paragraph 11 above, is where a proportional liability exists due to any change in circumstances identified in this Section 17 'Levy Criteria for Luton BID', in which case, the levy charge will fall due 14 days after the demand is issued. The BID Levy liability is calculated on a daily basis based on the position as at the "end of the day" - midnight. If there is a change of occupier part way through the chargeable period the BID Levy liability will be recalculated for the outgoing occupier on this basis (so for example: if someone moves out on, 1st June 2025, then their liability ceases on 31st May 2025 and they do not pay a levy for 1st June 2025). The BID levy liability will then fall to whoever qualifies under this levy criteria and any levy calculated on a pro-rata basis.

13. The levy will be charged for each chargeable period in advance and is to be paid in full by the due date. At the start of the chargeable period, the bill is issued based on the assumption that the levy payer remains in occupation throughout the course of the financial year. Any business which ceases to become the liable party during the period must apply to the Luton Borough Council, the Billing Authority for a refund for the remainder of the period.
14. The BID levy is payable in one installment. This installment date will be specified on the Demand Notice. The notice will be served as soon as practicable after the Billing Authority becomes aware of a BID levy liability and the liability will be calculated from the effective date of any of the following changes being recorded on the Rating List:
 - a. **New premises**, or properties which were not on the rate valuation list at the 19th September 2024 but become subject to rates in the BID area or new streets raised in the BID area since that date will be expected to pay a BID Levy based on the % criteria for that year, in relation to its new/current rateable value with effect from the date at which it becomes subject to a business rates charge.
 - b. **Where property is split**, two or more BID levies should be charged at the appropriate levy rate % of the new/current rateable values of the revised premises from the effective date of the split valuation.
 - c. **Where premises are merged** the BID Levy should be charged at the appropriate levy rate % of the new/current rateable value of the merged property from the effective date of the merged valuation.
 - d. **Any change of use or ownership** (or the creation of a new business within the BID boundary) will be liable to the levy rate % current at the time of the change.
 - e. **Adjustments** will be made for changes in occupation or if a property is deleted from the Rating List or is relisted on the Rating List revised bills or credits will be issued. The charge or refund amount will be calculated pro rata between the date of the change in occupation and the date of the financial year end.
 - f. **No amendments** will be made to the rateable value of any property in the BID area as a result of any general or property specific re-valuation other than for the criteria listed above whether or not it is applied retrospectively to a point in time prior to the 19th September 2024.
15. No other relief will be given to any class of non-domestic ratepayer and there is no distinction made between occupied or unoccupied hereditaments, both occupancy status attracting the full BID levy, unless it is a hereditament:
 - a. whose owner or occupier is prohibited by law from using it for the primary purpose for which it was originally intended, for clarity and for the purposes of this levy criteria it will only cover a property where the prohibition by law results in no 'value or benefit' to the possessor and at the discretion of the BID.
 - b. which is kept vacant by reason of action taken by or on behalf of the Crown or any local or public authority with a view to prohibiting the occupation of the hereditament or to acquiring it;
 - c. which is included in the Schedule of monuments compiled under section 1 of the Ancient Monuments and Archaeological Areas Act 1979(b). For clarity a hereditament which is the subject of a building preservation notice within the meaning of the Planning (Listed Buildings and Conservation Areas) Act 1990(a) or is included in a list compiled under Section 1 of that Act will be subject to levy unless its use is covered by any of the other exemptions listed in Section 17 of the business plan (this Section).
 - d. where, in respect of the owner's estate, there subsists a bankruptcy order within the meaning of section 381(2) of the Insolvency Act 1986(c).
 - e. whose owner is entitled to possession of the hereditament in his capacity as trustee under a deed of arrangement to which the Deeds of Arrangement Act 1914(d) applies.
 - f. whose owner is a company in administration within the meaning of paragraph 1 of Schedule B1 to the Insolvency Act 1986 and as amended in the Corporate Insolvency and

- Governance Act 2021, or is subject to an administration order made under the former administration provisions within the meaning of article 3 of the Enterprise Act 2002 (Commencement No. 4 and Transitional Provisions and Savings) Order 2003;
- g. whose owner is a company in 'Company Voluntary Arrangement' within the meaning of Insolvency Act 1986 and all and any legislative amendments made thereafter and during the lifetime of the BID.
 - h. whose owner is entitled to possession of the hereditament in his capacity as liquidator by virtue of an order made under section 112 or section 145 of the Insolvency Act 1986.
 - i. where it is a Charity shop, hostel, a place of refuge or rehabilitation and where the rates are paid by an organisation which is a registered charity. Any other hereditament where rates are paid by a charitable organisation will be included.
 - j. which is a market stall
 - k. where it is a building registered for religious worship

in which case the hereditament will be exempt for the period of time where any one of these criteria apply.

- 16. The levy will be due from businesses or individuals who are liable to pay business rates, from any hereditaments on any roads which have not yet been constructed or named at the time of the ballot and any new hereditaments built or created within the shaded area of the map shown in Section 8 in this Proposal and Business Plan which fall within the levy criteria of Section 17, from the 19th September 2024 at any time during the life of the BID but which are not specifically identified on the map in Section 8, with effect from the date at which their rateable value takes effect.
- 17. The BID levy contribution will not be reassessed if the rateable value is amended after the end of the BID. New or altered properties entered into the valuation list will become liable for the levy from the date they appear in the list as specified above at the appropriate % and at the new rateable value. .
- 18. Businesses with a rateable value of less than £12,001 will be exempt from the levy and will not be permitted to vote in the ballot. Any business with a rateable value which falls below this will be encouraged to enter into a voluntary arrangement direct with the BID Company so that they can benefit from the full range of services provided by the BID.
- 19. Subject to this criteria stated above and within the BID boundary as defined in this document, the BID levy is a statutorily compulsory payment regardless of whether the business exercised its vote or voted against the BID.

18. Risk analysis

18.1. The responsibilities of BID Company

Luton BID Ltd (The BID Company) is a company limited by guarantee, and a significant business in its own right. It not only has all the attendant risks and responsibilities that go with this but also, subject to the vote in favour of the BID, will have a mandate from the businesses in the area to deliver the BID Business Plan. This is a significant responsibility which has an influence over the commercial prosperity of Luton, the businesses in the area and everyone who rely upon it for their living.

It is important therefore, to articulate some of the external and internal issues that have a direct bearing on the ability of the Company to trade successfully, as well as highlight the consequences of not adopting the principles of the BID and the benefits that accrue from the delivery of the plan.

18.2. BIDs in other places

BIDs have been proving their worth and commercial value across the UK over the last twenty years as effective mechanisms to improve trading environments for all sorts and types of businesses. Over the last three years, during the challenges faced by businesses during the pandemic and cost of living crisis, BIDs have stepped up to provide whatever support they can to their businesses.

Where BIDs have reached the end of their first term many have seen even greater votes in favour and larger turn-outs than the first time of voting. They are seen as providing businesses with very effective returns on investment.

There are many towns and cities around Luton which have Business Improvement Districts including Hitchin, Milton Keynes, Letchworth, Welwyn Garden City, Watford and Northampton.

18.3. The Importance of Voting ‘YES’

If you want the BID, its collective influence and all its associated benefits to continue and support your business, you will need to vote for it. If the vote does not get sufficient votes in favour both by number and rateable value, the BID and all its associated activities will stop as of 31st December 2024.

There will be no collective voice or mechanism through which you can shape or control the support you receive, and businesses will be left to face the challenges and uncertainties of the future alone.

18.4. Working with key partners

In order to deliver exceptional value for money within the framework of the aims and objectives of the plan, the BID will continue to work closely with other key stakeholders such as property owners, developers, the Local Authorities and the Police. It will seek, wherever possible to influence larger projects to the benefit of its own aims while supporting others to achieve their own objectives.

In working with others, the over-riding principle of the BID should not be compromised i.e. that the BID is providing services and benefits additional to those which would have happened if the BID had not been in existence.

18.5. Sustainable mechanism for the development of Luton

The BID is a unique mechanism which combines solid business support with a compulsory payment scheme which creates benefit for all on an equitable basis. It also guarantees constant cash flow to deliver the projects and priorities identified by the businesses. It provides a solid platform for the BID Company to control costs, plan over the longer term and rise to the expectations of its stakeholders.

A contingency is contained within each of the project areas, meaning, that should the income from the additional voluntary contributions fall short of those budgeted for any period, costs can be adjusted accordingly.

In the unlikely event that circumstances beyond the control of the BID Company mean that it fails to bring about the benefits envisaged, the businesses and organisations which pay a levy will have the final say. At the end of the 5 years, if no discernible difference is detected then a vote against renewal can simply “switch off” the BID and with it all business contributions.

There is no plan to rely upon bank or other financial support other than the levy and so there is no prospect of financial insecurity. In any event, the Company will produce monthly management accounts and financial forecasts for information for the Board, nominated by the levy payers. End-of-year accounts will be produced and made available to all contributors and the local authority, and these will be filed at Companies House in the normal way.

Luton Ltd is VAT registered to ensure that the tax can be reclaimed on expenditure. It also benefits from mutual trading status meaning that it is exempt from any Corporation Tax liability on the levy and grants revenue received.

19. Final thoughts

Throughout the period of the BID being in operation we have continued to do all we can to support businesses and give them a sense of pride in the Luton town centre. Your feedback has highlighted just how valuable this has been and how important it is that this work continues.

The renewal of Luton Business Improvement District, working closely with the local authority and other key organisations, will provide us with an opportunity to drive key projects and plans which will shape the future of Luton.

The BID has helped Luton become a more attractive town through additional and targeted cleaning, floral displays and installation of Christmas trees and lights, created a more welcoming town through the great work of the BID Ambassador, staged and supported numerous events that have positively driven visitor footfall, facilitated business growth and generally supported the needs of the businesses within the BID area.

Without the BID, there will be no collective voice or mechanism through which you can shape or influence other support you may receive from the local authority or even government and businesses will be left to face the challenges and uncertainties of the future alone.

To continue and build on the great work we have done so far, we need your support and the first step in making this happen is to vote YES in the ballot in October.

Gavin O'Brien
Chair of Luton BID and Director of Clearhead Media Ltd

20. Appendices

20.1. Appendix 1 – Definitions

The following terms, used throughout this Proposal document, shall have the same meaning as provided in the Local Government Act 2003 and the Business Improvement Districts (England) Regulations 2004.

- “BID” means Business Improvement District.
- This document is a BID proposal for the purposes of the Act. If approved it will become the BID arrangements which govern the way in which the BID levy can be used.
- “the 2003 Act” means the Local Government Act 2003.
- “the 1988 Act” means the Local Government Finance Act 1988.
- “the COVID Act” means the 2020 Coronavirus Act, Chapter 7, Part 1, Section 79.
- “BID ballot” means a ballot under Section 49(1) of the Local Government Act, 2003.
- “BID body” means, the body (whether corporate or not corporate) responsible for the implementation of the arrangements in this case defined in the plan as the ‘Luton BID Ltd’.
- “BID Company” is the ‘Luton BID Ltd’ and is accountable for the budget and delivery of the BID Arrangements in accordance with this BID Proposal and Business Plan.
- “BID proposer” means the person or body who draws up BID proposals as defined by the BID Regulations, in this plan it is the ‘Luton BID Ltd’.
- “commencement date” subject to regulation 9(12) of the Business Improvement Districts (England) Regulations 2004, means the day, pursuant to Section 53 of the 2003 Act, the BID arrangements are to come into force.
- “hereditament” means anything which is or is treated as being a hereditament by virtue of the provisions of or any provisions made under Section 64 of the 1988 Act including any hereditament to which regulation 6 of the Non-Domestic Rating (Miscellaneous Provisions) Regulations 1989 applies but otherwise excluding any hereditament to which regulations made under Section 64(3)(b) of the 1988 Act apply.
- “renewal ballot” means a ballot under Section 54(2) of the 2003 Act.
- “BID Levy” means a charge imposed on the non-domestic ratepayers, or a class of such ratepayers in the district.

20.2. Appendix 2 – Streets included in the BID Area

Street Name	Limit if any from the town centre to:
Alma Street	None
Alma Link	None
Bridge Street	None
Bute Street	None
Cardigan Street	None
Castle Street	Up to Castle Street roundabout only
Chapel Street	Up to Chapel Viaduct only
Chapel Viaduct	Car parking only
Cheapside	None
Church Street	None
Collingdon Street	None
Crawley Road	Up to junction with Telford Way only
Crescent Road	None
Cumberland Street	None
Dunstable Place	None
Dunstable Road	Northern side of the road only
Flowers Way	None
George Street	None
George Street West	None
Gordon Street	None
Guildford Street	None
Hucklesby Way	Southern side only
Inkerman Street	None
John Street	None
King Street	None
Library Road	None
Liverpool Road	None
Manchester Street	None
Melson Street	None
Mill Street	None
New Bedford Road	Up to the roundabout with Hucklesby Way only
Park Street	Up to the border of the viaduct only
Park Street West	None
Peel Street	None
Power Court	None
Pondwicks Road	None
Silver Street	None
St Marys Road	None
Station Road	None
Stuart Street	Northern side of the road only
The Mall	None
Upper George Street	None
Vicarage Street	None
Wellington Street	Up to the junction with Stuart Street only

21. Acknowledgements

The Luton BID Board would like to acknowledge the support of the following in preparing this Business Plan:

Luton Borough Council

Partnerships for Better Business Ltd

Everyone from businesses and organisations who has spent time and energy supporting the Board or providing input into surveys, workshops and interviews.

22. Further information

For more information about the BID or to discuss any aspect of this business plan please contact the BID Engagement Manager Julia Horsman or BID Operations Manager Jacki Flower on 01582 510657 or email info@lutonbid.org.



LUTONBID

Our Town – Our Future



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