

Prospectus for Luton Business Improvement District 2020 – 2025



LUTONBID
Our Town – Our Future



www.lutonbid.org

Chairs intro' Message from the Chair of Luton BID



I am proud to be writing the introduction to this Proposal and Business Plan for the second term of the Luton Business Improvement District (BID). Over the last five years we have achieved a considerable amount in terms of making the town look more attractive, driving footfall through an improved and more coordinated calendar of events which has had an impact on improving overall perceptions of the town. We have also acted as a collective voice for the businesses of Luton town centre representing a diverse range of interests and business sectors which ultimately all want the best for Luton.

Over the last few months we have been working hard conducting surveys, consultations and workshops to assess the views of as many businesses and stakeholders as possible. Based on this work we have identified a set of initiatives that we believe will build on the work we have done to date, address the new challenges we all face and take advantage of the new opportunities which are presenting themselves. The aim is to make a real difference to the success and prosperity of the Luton business community.

Businesses and organisations in Luton's town centre and surrounding area are not alone in facing challenges of economic uncertainty, the pressures from changing lifestyles, increased mobility, new competition, greater customer choice and changes in working practises. However, it will be those towns which are able to offer a great experience and an attractive environment which are going to thrive in the future.

One of the biggest challenges Luton town centre still has to overcome is the negative perception by many who have never even visited the town and from those who live in and around the town. Luton as a whole has a lot to be proud of including a vibrant

enterprise zone and a rapidly expanding airport, not to mention a football team which has just seen promotion. We aim to re-build pride in the town centre by working with others to make radical differences to the place itself, but this can only be achieved by working collaboratively together.

The Board have given their time freely because they believe in the future of Luton and are willing to play their part in helping to shape it. This plan sets out projects and initiatives which will support businesses and complement the programme of investment in the town centre and which, we believe, will make a positive difference to your business.

Our cumulative investment will provide a business-driven focus to ensure essential improvements to Luton, a means of promoting its businesses and organisations and changing those negative perceptions. This investment will also set standards in the town centre which reflect our own aspirations as businesses and organisations, with a budget, over the five-year BID lifetime of around £2million.

This is a realistic plan with realistic targets at a realistic cost. It is a chance for us to come together and help drive the way in which the town presents itself and is perceived. The only way in which Luton can realise its full potential is to work effectively and together as a single community of businesses and organisations who share the same vision and goal for the town. Let's not allow this opportunity to slip away. We urge you to look carefully at the proposal and to give it your full support at the formal BID vote in October.

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

BID Board

Gavin O'Brien
(Chair of the Board) Clearhead

Sophie Allen
Starbucks

Roy Biggs
White House –
J D Wetherspoons

Martin Blower
A Plan Insurance

Roy Greening
The Mall

Marie Kirbyshaw
The Culture Trust, Luton

Diane Quick
Galaxy Centre

Stuart Sadler
Stuart Sadler Ltd

Abbas Shaffi
Shaffi and Sons Ltd

Gary Sweet
Luton Town Football Club

Sian Timoney
Luton Borough Council

Gordon Brady
University of Bedfordshire

This prospectus should be read in conjunction with the full Business Improvement District Proposal and Business Plan accessible on www.lutonbid.org or by contacting the BID team on info@lutonbid.org or **01582 510657**.

A vision for Luton created by you, the businesses

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



What is a BID?

- A Business Improvement District (BID) is a defined geographical area within which the businesses have voted to invest collectively to improve their trading environment.
- The lifetime of the BID is covered by Regulations and is set at no more than 5 years
- A not-for-profit company is set up and run by the businesses in the area and is responsible for ensuring that

the aims and objectives of the BID Proposal are delivered.

- BIDs are about additionality. They do not replace local authority or police services but have to provide additional resource and activities to benefit the area.

There's already over 300 BIDs operating across the country.

Since 2004, over 300 BIDs have been proposed and approved by business communities in England and Wales. These include Bedford, Northampton, St Albans, Welwyn Garden City, Letchworth, Birmingham and many London boroughs.

There are a more than 120 BID areas which have been operating for more than five years and have gone through a renewal ballot and more than 30 have now entered their third term having gone through a third ballot. In most cases BIDs going on to a second term have received an even greater endorsement in the vote than they did the first time.

Highlights: The first 5 years 2015-2020

The Business Plan for 2015-2020 was very much about helping to address the perception of Luton as a place to do business, live and work.

Below are just some of the initiatives undertaken during the first BID term; without businesses working together and providing funding via the BID levy none of these activities would have been possible.



Promotion

Projects delivered include:

- Produced a digital professional services directory to showcase businesses based in Luton
- Celebrated and profiled businesses for their customer service excellence through award schemes
- Annual campaigns to celebrate national and independent retailers
- Christmas Campaigns to encourage customer loyalty, drive footfall and create an even better shopping experience
- Created an evening economy guide

Environment

Projects delivered include:

- Provided a dedicated street cleaning machine to work daily in the town centre
- Organised tidy mornings involving volunteers from businesses across the town centre
- Installed floral displays, tiered planters and baskets
- Created a festive atmosphere with a 30ft Christmas Tree and additional Christmas lights
- Introduced a visible welcome on the streets, extra eyes and ears for the police, and support for businesses through the BID Ambassadors

Experience

Projects delivered include:

- Helped create a safer environment
- Increased visibility of Police in Luton town centre
- Re-established a reporting centre in the Mall
- Introduced BID ambassadors to the town centre
- Provided and supported events to drive footfall
- Achieved Purple Flag accreditation
- Leveraged in an additional £20,000 for Diwali events in the town centre
- Installed a new gate on a yard entrance from Chapel Street
- Partnered with The Mall Luton and Luton Town Football Club to create two reduced rate car parking schemes for people working for town centre businesses

Businesses working together

Projects delivered include:

- Supported Luton Investment Fund to attract £375,000 of funding for the 'As You Change so do I' project
- Best Bar None Awards
- Luton Culture and the BID supported the programme with a £10,000 a year contribution for three years and helped lever in £350,000 for events in the town centre
- Held BID Business Group Meetings
- Monitored footfall and vacancy rates





Your feedback – what you said

This proposal has been determined by you, the Luton business community

Extensive research and consultation was undertaken by the BID development team over the last few months to understand and highlight key issues for businesses and stakeholders and to explore potential future projects for the Luton BID. This plan reflects the views and aspirations of the businesses in the area.

Research consisted of one-to-one discussions, personal visits, surveys and workshops across the BID area.

50%

of all businesses which meet the levy criteria had a personal visit to discuss the BID

140

detailed surveys completed by businesses



3

vision and objective setting workshops



3

budget setting workshops



1

newsletter mailed out and hand delivered to all businesses



Dedicated BID website for businesses



Your priorities

Businesses identified key priority areas for a new BID which fall into four objectives:

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.

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.

3. Experience

To provide a safe and enjoyable experience for visitors and workers in Luton town centre to enjoy.

4. Growth and Investment

To build on the strengths of the business community to support and promote growth, development and investment.



Crime, safety and anti-social behaviour are key issues in Luton as they are everywhere. Without the BID we would not have had additional police and their focus on the town. BID partners along with all agencies must work together to tackle these issues.

Roy Greening
The Mall

Key element that stood out

Throughout the research process there was one key element that stood out above all else in discussions with businesses in Luton and that was crime and safety.

Although there had been improvements in addressing crime and safety during the BID, businesses felt that this is still the top issue to be addressed to help improve the overall experience in Luton.

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.

Amount the BID will spend:

£58,000 in year 1.

Increasing to **£60,000** by year 5.

A total of **£208,000** over the 5 years.



The marketing and promotional activity undertaken by the current BID has been greatly valued with 94% of businesses saying it was worthwhile. Unsurprisingly, continuing with such marketing and promotional activity featured heavily in conversation during workshops making it the second most discussed topic.

The underlying challenge with regards to marketing and promotional activity appears to be the fabric of the town centre and lack of cohesion across different locations, coupled with the mutual feeling that Luton town centre lacks a sense of identity, consequently making it difficult to promote.

To address this and help develop a greater sense of identity and pride, businesses indicated a desire to target two key demographic groups; local residents (67%) and university students (62%), considering the increasing amount of residential accommodation and large university student population. In targeting these groups, should these audiences begin to feel a greater sense of pride in the town centre and its offering, they will be more inclined to champion the town, which in turn will begin to positively alter perceptions of those who live further away.



94% of businesses said that promotional activity undertaken by the BID was worthwhile

67% of businesses said that promotions and marketing directed at town centre residents would be beneficial

62% of businesses said that promotion and marketing directed at students would be beneficial

What we can deliver if you vote YES

YES

- | | |
|----------|--|
| A | Work with others to raise the profile of Luton and showcase the town centre and its successful businesses as a great place in which to invest, work and study. |
| B | Develop specific campaigns to enable the professional service businesses in Luton town centre to raise their profile locally and regionally |
| C | Support and promote the development and diversity of the arts, culture and leisure offer in Luton town centre to ensure that it becomes more important as a reason to visit and stay in and around Luton both day and night. |
| D | Deliver a series of annual campaigns focusing on key retail and leisure trading periods to encourage customer loyalty and pedestrian flow around Luton town centre. |
| E | Develop effective communications between businesses to promote awareness of BID activities and the issues which may affect trading conditions, opportunities and the local environment. |
| F | Use all traditional and digital media forms as an integral part of communicating the brand, the events, offers and business opportunities for visitors and businesses alike |



Measures

- Footfall to the streets and the mall
- 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)
- Numbers of businesses and public engaged in BID activities



With Luton Town FC now residing in the Championship and with Power Court on the horizon, Luton will inevitably see an increase in the number of visitors to our town. The BID will play a vital part in marketing our town to these people and continue to raise the profile of the area over the next few years.

Gary Sweet
Luton FC



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.

Amount the BID will spend:

£47,000 in year 1.

Increasing to **£49,000** by year 5.

A total of **£241,000** over the 5 years.



The greatest improvement recognised by businesses related to the cleanliness and attractiveness of the environment, which translated to an improved overall perception of the town centre during the day and night when compared to 2014 figures. In 2014, 78% of businesses ranked the perception of the town centre at night as poor or very poor, in 2019 this had reduced to only 52%. The improvement in daytime perception was even better with 60% of businesses in 2014 perceiving the town centre to be poor or very poor compared to only 35% in 2019.

Environmental factors featured as the second most discussed topic in the workshops (alongside

marketing and promotion) with businesses ranking the improvement of landscaping, planting and greenery as the third most desirable initiative in a new BID with 69% of businesses saying it would benefit them. In fact, four out of the top seven current initiatives ranked by businesses as being worthwhile were all associated with either cleaning or increasing the floral displays.

Although businesses recognised noticeable improvements in the way the town looks, they still felt that certain aspects of the town centre were degraded and poor, in terms of public realm in certain streets, decaying and overgrown derelict sites and run-down vacant buildings in general.

98% of businesses said that the running of monthly targeted deep cleans of individual streets was worthwhile

95% of businesses considered the floral displays as being worthwhile

69% of businesses said that the improvement of landscaping, planting and greenery would be beneficial

What we can deliver if you vote YES



- A** Support and encourage the development and implementation of 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 make a positive contribution to improve the orientation, streetscape, views and vistas across the town centre that help visitors and users navigate their way safely and enjoyably around the town centre.
- C** Provide additional cleaning services with a focus on targeted street cleaning and deep cleaning in problem areas within the town centre and work with businesses and partners to reduce and control litter and waste in the public realm wherever possible.
- D** Improve the appearance and vibrancy of the streets and open spaces by adding colour and decoration when appropriate through the use of additional floral displays and festive and creative lighting.
- E** Work with landlords and agents to ensure that vacant premises or derelict plots of land are maintained and presented in a smart and tidy appearance and do not detract from the appeal of the immediate environment.



Measures

- Perception of physical attractiveness of the area measured through surveys of visitors and those who work in Luton
- Levels of vacant and derelict properties in Luton

The past five years of the BID have seen some fantastic work take place – the Ambassadors keeping businesses regularly informed of ongoing projects, the floral displays, a packed calendar of events promoting Luton and attracting people to the town throughout the year. The BID also provides businesses with many opportunities for promotion throughout the year.



Abbas Shaffi
Shaffi and Sons Ltd.



Objective 3: Experience

To provide a safe and enjoyable experience for visitors and workers in Luton town centre to enjoy.

Amount the BID will spend:

£169,000 in year 1.

Increasing to £177,000 by year 5.

A total of £869,000 over the 5 years.

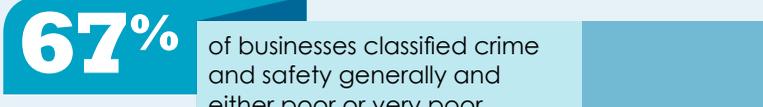
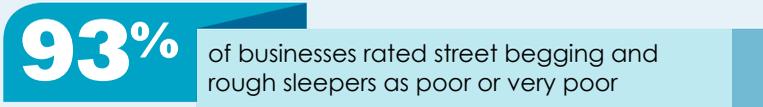
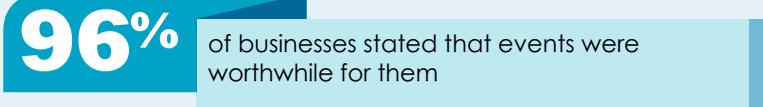


Crime and safety was the most discussed topic during the workshops and also the top concern and biggest challenge identified by businesses that the BID should address. Although there had been improvements, the top five issues ranked either poor or very poor were all crime and safety related issues. Street begging and rough sleepers ranked as the worst issue with 93%, followed closely by drug and drink issues on the streets with 91% of business saying this was poor or very poor, with 67% of all businesses ranking crime and safety generally either poor or very poor.

Crime and safety was also a key factor contributing to the way in which people feel about Luton during the day, perceptions being

influenced by anti-social behaviour and the openness of drug dealing in the street. That being said, an improved business crime reduction scheme and an extension of the current CCTV coverage was regarded as being beneficial to many, ranked 89% and 85% by businesses respectively.

More than half of the businesses (52%) ranked events and things to do as having improved since the BID started, with a large proportion of businesses considering the events as being worthwhile (96%). Although businesses valued the events, the feel with regards to night life, leisure and cultural facilities in the town centre alongside things to do with the family were generally rated as poor.



What we can deliver if you vote YES



A	Work closely with the Police, Local Authority, CCTV, voluntary organisations and other agencies in tackling antisocial behaviour, street drinking and begging on the streets which impacts upon businesses and the visitor experience.
B	Work with the Police, the Local Authority and other agencies to develop business crime intelligence sharing opportunities between businesses for both the evening and day time economies.
C	An Ambassador/uniformed presence on the streets to: <ul style="list-style-type: none"> • support and work closely with all those who have a responsibility for the creation of a safe, attractive and welcoming town centre • help promote the area, to welcome visitors and provide support for the implementation of events and animation in the streets and open spaces • support businesses in tackling and communicating issues which affect their business on a day to day basis.
D	Work with businesses and other partners including the Police and Local Authority to create a diverse town centre evening and night time leisure and cultural offer which appeals to people from all ages and backgrounds in a safe, clean and attractive environment.
F	Work with partners to support an application for City of Culture 2025.



Measures

- 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 visitors
- Retention of the Purple Flag status for Luton town centre evening and night time economy
- Perceptions of personal safety in the early evening
- Day time perception of Luton in regards anti-social behaviour, begging and street drinking
- Achievement of City of Culture Status



The BID enables a diverse range of events that animate Luton Town Centre each year – Celebrate Luton Street Fest, Luton Live, Diwali, Hat District Public art and the Christmas Light Switch on. The Culture Trust, Luton will be voting YES to sustain and grow the arts and cultural event offering in the Town Centre.

Marie Kirbyshaw
The Culture Trust, Luton



Objective 4: Growth and Investment

To build on the strengths of the business community to support and promote growth, development and investment.

Amount the BID will spend:

£38,000 in year 1.

Increasing to **£40,000** by year 5.

A total of **£199,000** over the 5 years.



The overall consensus from workshops was that improving the business offering within the town centre would aid in attracting people into Luton. Businesses discussed the need to be creative in the way we look at the town centre, looking beyond just retail and improving the cultural offer too. 92% of businesses felt that providing a collective voice for Luton businesses on investment consultations was worthwhile, with many businesses asking to what extent the BID has influence over the mix of businesses in the town centre.

The challenge of connectivity between different parts of the town needs addressing, with suggestions that the town centre should be used further to celebrate the different communities of Luton. The University was discussed as a key opportunity for more engagement and involvement with town centre activity and its businesses.

94% of businesses felt that footfall cameras to monitor visitor numbers was worthwhile

92% of businesses said that providing a collective voice for Luton businesses on investment consultations was worthwhile

What we can deliver if you vote YES

YES

- | | |
|----------|--|
| 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 | Work with local authority, partner organisations and other businesses to encourage investment in the town centre which establishes distinctive areas and serves to develop a sense of identity and pride. |
| D | 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. |
| E | Work with others to develop links between businesses in the town centre and its surrounding area to encourage a town centre focused Luton economy. |
| F | 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. |



Measures

- Monitoring of footfall and sales performances 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
- Securement of heritage initiative grants via partners

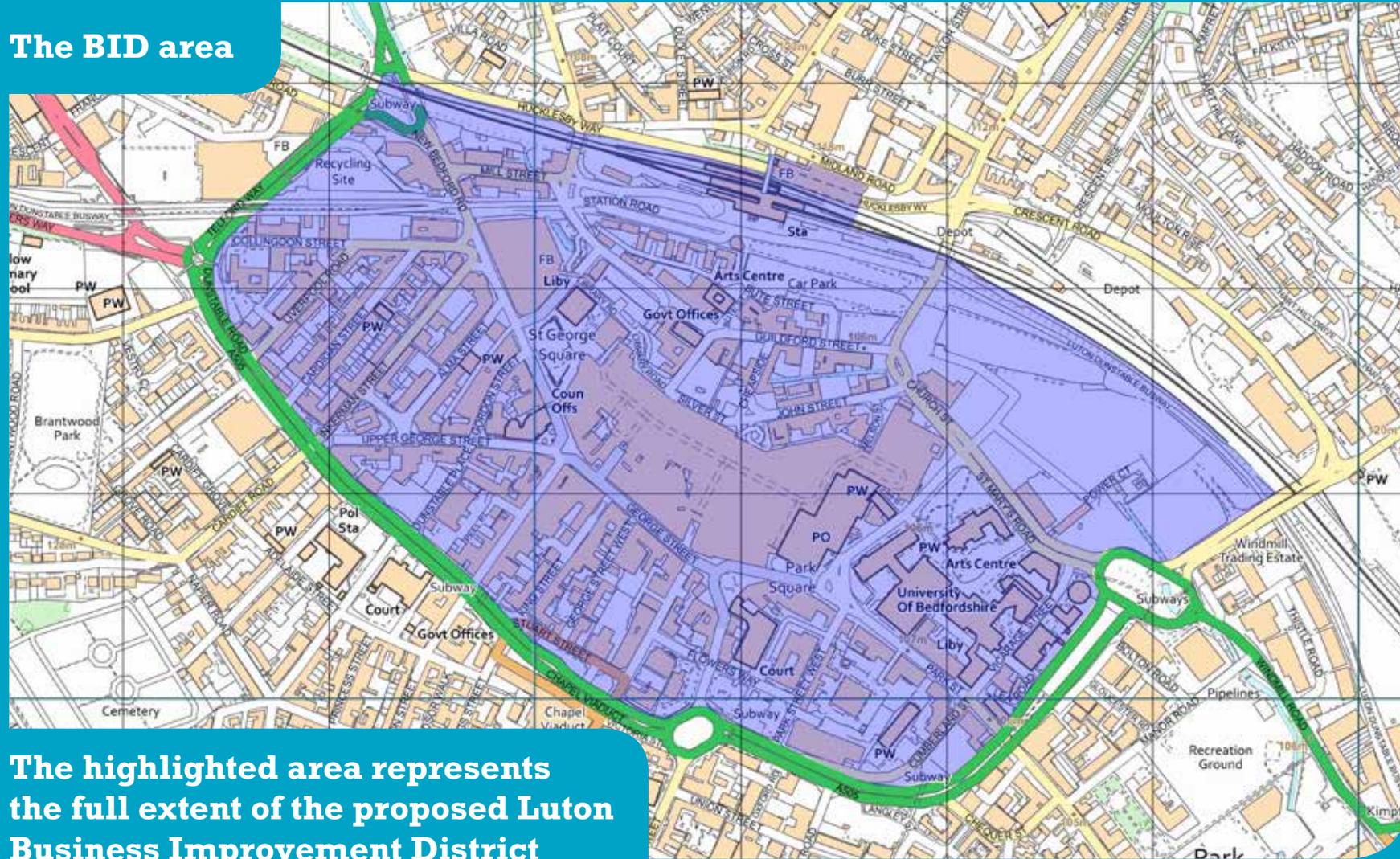
The University of Bedfordshire brings millions of pounds into Luton every year, I expect Luton BID will work proactively to target this income to secure the future success of businesses within the area. With over 7,000 students choosing Luton to study, we must encourage them to spend time and money in the Town Centre.



Gordon Brady
University of Bedfordshire



The BID area



The highlighted area represents the full extent of the proposed Luton Business Improvement District

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 and will include any new road or street which is developed or created during the life of the BID which is within the BID Area.

A full list of streets included in the BID area can be obtained by referring to the full Business Improvement District Proposal and Business Plan accessible on www.lutonbid.org or by contacting the BID team on info@lutonbid.org or **01582 510617**.



Budget



Average Annual
Levy Income
£397,007



Objective 1
Annual Average
£59,601



Objective 2
Annual Average
£48,253



Objective 3
Annual Average
£173,913



Objective 4
Annual Average
£39,894

Luton BID 5 year budget: 2020 – 2025

	Year 1	Year 2	Year 3	Year 4	Year 5	Total	% to total
Income							
BID levy revenue (Note 1)	£362,647	£371,713	£381,006	£390,531	£400,294	£1,906,192	96%
Other Income (Note 2)	£15,000	£15,375	£15,759	£16,153	£16,557	£78,845	4%
Total Income	£377,647	£387,088	£396,765	£406,685	£416,852	£1,985,037	100%
Expenditure							
Objective 1: Promotion	£58,251	£58,909	£59,584	£60,276	£60,985	£298,005	15%
Objective 2: Environment	£47,160	£47,693	£48,239	£48,799	£49,373	£241,265	12%
Objective 3: Experience	£169,974	£171,895	£173,864	£175,882	£177,951	£869,566	45%
Objective 4: Growth & Investment	£38,990	£39,431	£39,882	£40,345	£40,820	£199,468	10%
Central Management Costs, Administration, Office (Note 3)	£34,140	£34,994	£35,868	£36,765	£37,684	£179,451	9%
Levy Collection costs	£11,000	£11,275	£11,557	£11,846	£12,142	£57,820	3%
Contingency (Note 4)	£18,132	£18,586	£19,050	£19,527	£20,015	£95,310	5%
Total Expenditure	£377,647	£382,782	£388,045	£393,440	£398,969	£1,940,884	100%
Accrual for Renewal (Note 5)	£-	£4,306	£8,721	£13,245	£17,883	£44,154	

Notes

- Assumes a 95% collection rate and 2.5% per annum inflation
- Including income from landlords, associate members of the BID and other sources (including in-kind)
- Central admin, office and fixed overheads
- Calculated as 5% of total levy billed
- Accrual retained from levy revenue to provide for costs of renewal of the BID for any additional term, otherwise they will be spent on additional projects in the final year

What will it cost you

How much will you pay?

A levy of 0.85% of rateable value (RV) is proposed for businesses inside the shopping mall with an RV of £12,001 or more and a levy of 1.75% of rateable value (RV) is proposed for business outside of the shopping mall with an RV of £12,001 or more which fall within the levy criteria.

The investment being sought from businesses in the BID area is modest in relation to what can be achieved. For the smallest businesses in the Business Improvement District, the daily cost is less than a first-class postage stamp and even for a large business the daily cost is less than the price of a single cinema ticket.

Indicative Costs

With a 0.85% levy, the indicative costs to a business are:

Rateable Value	Levy Rate	Annual	This equates to: Weekly	This equates to: Daily
£1 – £12,000	Zero	Zero	Zero	Zero
£12,001	0.85%	£102	£1.96	£0.28
£25,000	0.85%	£213	£4.09	£0.5
£75,000	0.85%	£638	£12.26	£1.75
£150,000	0.85%	£1,275	£24.52	£3.49
£350,000	0.85%	£2,975	£57.21	£8.15

With a 1.75% levy, the indicative costs to a business are:

Rateable Value	Levy Rate	Annual	This equates to: Weekly	This equates to: Daily
£1 – £12,000	Zero	Zero	Zero	Zero
£12,001	1.75%	£210	£4.04	£0.58
£25,000	1.75%	£438	£8.41	£1.20
£75,000	1.75%	£1,313	£25.24	£3.60
£150,000	1.75%	£2,625	£50.48	£7.19
£350,000	1.75%	£6,125	£117.79	£16.78



Additional funding and inflation

The BID Company is committed to seeking 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 matches 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 at least £78,000 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.

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 2.5% increase year on year or the inflation percentage as determined by the Consumer Price Index as at the 1st December of the year before the next billing process, whichever is the greater. Inflation will not apply for the first billing cycling in 2020.

Ballot Timetable

Ballot and voting

Businesses in Luton will be asked to vote on whether or not they wish the Luton BID Company to implement the business plan over the next five years 2020 to 2025.

Ballot papers will be sent out on Thursday 3rd October 2019 to the person identified in the specially prepared register of potential voters held by Luton Borough Council.

Each rateable property has one vote. A proxy vote will be available. Completed ballot papers are to be returned no later than Thursday 31st October 2019. The result will be announced on the following day.

Mandatory Levy

Following a successful ballot, the levy becomes mandatory on all defined ratepayers. Any necessary enforcement of payment is undertaken in the same way as it is for business rates. A full explanation of the levy criteria can be found in the BID Proposal and Business Plan available at www.lutonbid.org

The Importance of Voting 'YES'

If you want the BID and its collective influence and all of its associated benefits to continue and support your business you will need to vote for it. If the ballot 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 2019.

There will be no collective voice, no budget to deliver any priorities identified by businesses. Businesses will be left to face the challenges and uncertainties of the future alone.

The ballot has to meet two tests to succeed:



A simple majority of those who vote must register a **YES** vote.

AND



The aggregate rateable value of those that vote **YES** must be greater than that of those that vote **NO**.

Get involved – This is your BID

Vote **YES** in the BID Renewal ballot

**VOTE
'YES'**

Timetable

Wednesday 18th September 2019 – Launch of Business Plan

Thursday 3rd October 2019 – Ballot papers issued

Thursday 31st October 2019 – Ballot closes at 5pm

Friday 1st November 2019 – Ballot result announced

1st January 2020 – Operations of the new BID start

Monitoring Success

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 work closely with other key stakeholders such as property owners, developers, the Borough Council and the Police. It will seek, wherever possible to influence and shape 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.

Monitoring basic service provision

Luton Borough Council is committed to providing core or basic services to the area for the duration of the BID in such a way that the activities of the BID will be 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 services identified in the statements. From experience elsewhere we know this has an impact on that delivery and helps to guarantee that money provided to the authorities via the business rates mechanism is well spent and that standards are maintained.

Monitoring BID delivery

Luton BID will be fully transparent and accountable to the businesses paying the BID levy.

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 for each project area. They will include business surveys, photographic evidence, vacancy levels, new investment into the area and parking, sales and footfall data.



As an independent, I place great value on the support offered to us by Luton BID. Projects such as the mystery shopping initiative, allow us all to raise our game whilst publications such as the health and beauty guide help to promote the towns offer. Without the BID, small businesses would not have access to these resources.

Stuart Sadler
Sadler Hair & Beauty



Governance

Luton BID Ltd is a not for profit company, limited by guarantee and a 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, has a mandate from the businesses in the area to deliver the BID Business Plan.

The Board is elected by the members of the BID Company, 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 be driven by the private sector and will include one senior officer from Luton Borough Council who will act as a key operational link to council services, but not as a Director.

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.

All businesses are 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 Board will continue to provide a consistent, collective and effective voice for the businesses in Luton on all matters of concern to the levy payers.



Risk Analysis

Complacency is too much of a risk. Five years ago, the Luton Business Improvement District was established by businesses in the town to help address the perception of Luton as a place to do business, live and work. It would be too easy to assume further improvement is not required as businesses still have a vital role to play in the development of the town.

The economic uncertainty of 'Brexit' remains and the world is continually changing and presenting new challenges, especially within town centres. Technology continues to develop and change the way we live and work as individuals and operate as businesses. Consumers are increasingly shifting their behaviours to more experience orientated retail and there have been exponential rises in e-commerce, which already accounts for 22% of all retail sales nationally, and only continues to grow.

The success of Luton town centre is fundamental to the future performance of Luton's local economy. Its location and transport access provide significant potential for the future. However, the increasingly vibrant business economy outside of Luton town centre toward the airport and enterprise zone, presents the risk of a doughnut effect, whereby the area around the town centre is thriving but the centre itself is not, ultimately having a detrimental impact upon the economic health of Luton as a whole.

The scale of Luton town centre is such that to prevent it from falling behind in meeting the operating requirements of the businesses based here, it will require a commitment from all in the area to work together, through the BID. This will ensure that a radical change to the built environment of the town centre and a re-balance of the business mix works effectively from a visitor, resident and business perspective.



A Plan Insurance strongly support the Luton BID renewal. The BID has helped to change the perceptions of the town centre which is essential if we are to attract more businesses and encourage the best people to work here.

Martin Blower
A Plan Insurance



Final Thoughts

"A Business Improvement District provides us with a collective business voice which not only enables us to deliver the projects within the BID budget but to influence and shape the delivery of larger more strategic initiatives such as new developments in the town centre.

The way in which we work and the nature of town centres is changing rapidly and in many respects Luton provides a significant opportunity to lead the way in adopting a new approach to creating a vibrant and successful town centre which is based on the needs of the local business and residential community.

Without the BID there will be no real representative of the businesses in the town centre and everyone will be left to face the challenges of the future alone. With a BID we can

bring people together from across the town to work collectively for a great future.

If Luton town centre is to become the true centre of Luton with a vibrant economy and a place which attracts visitors, feels safe and is perceived to be a great place to live, work and do business, then we need to be brave and radical and work together collectively to ensure that we all benefit in the future.

This plan delivers a clear direction for this exciting new era. I urge you to get involved and work together for our town and our future by voting YES in the ballot in October."

Gavin O'Brien

Chair and Director of Luton BID Ltd
CEO of Clearhead Media



Let's shape the future of Luton together

This prospectus should be read in conjunction with the full Business Improvement District Proposal and Business Plan accessible on www.lutonbid.org or by contacting the BID team on info@lutonbid.org or **01582 510657**.

VOTE
'YES'