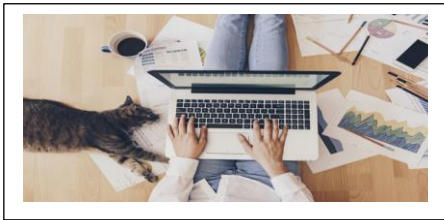


Luton BID – Activities since March 2020

We have summarised the activities Luton BID and their BID management company pfbb UK Ltd have undertaken during the period of Covid lockdown and recovery to ensure that ongoing support and guidance has been available for all businesses in the BID area



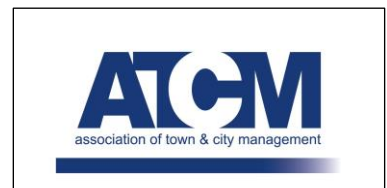
BID Team

Luton BID has been operational during lockdown and been meeting regularly electronically with partners

The BID has also held regular virtual Board meetings via Zoom since restrictions have been in place.

Working with the BID Industry Bodies

Our BID Management Company have been 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. We have also been closely monitoring what BIDs elsewhere are introducing to ensure that we incorporate best practice.



Working with member associations to lobby Government on behalf of BIDs

We undertook the following activities to ensure that BIDs were considered by the Government for ongoing support during the pandemic.

- Letters were sent to our local MPs requesting support from the Government for BIDs
- Liaison with Policy Advisers in MHCLG and dialogue with BID Industry representatives who have been having direct contact with Ministers and policy advisors, on the challenges facing BID's in respect of those coming towards the end of their current life and the issues surrounding revenue from levy bills
- Promotion of the 'Raise the Bar' campaign, lobbying the Government to increase support for businesses with a rateable value of more than £51k



Calling on the Government to
#RaiseTheBar

Over £1.8bn in Government grant funding remains untouched

Repurpose the surplus.
Grant 55,638 businesses a £25k funding lifeline - #RaiseTheBar from £51k to £150k rateable value

LEISURE SECTOR worth £111 billion + HOSPITALITY worth £130 billion = Value of £635 bn to our economy

C. Join us today. Share, Like, Sign our petition raisethebarcampaign.co.uk

Luton Town Centre Taskforce & Reopening the City Centre

The BID has been working closely with Luton Borough Council and other partners to ensure that the Town Centre is safe for all visitors and workers to return to as lockdown eases. Here is a breakdown of all the actions and activities undertaken by the BID to help the recovery of the area.



Fergus McLardy, BID Project Manager, is working with Luton Council and partners as part of the Luton Task Force, Operations Group and the BID leads the associated communications group.

As part of the **Phase 1** re-opening of the town centre workstream the BID has worked with partners to introduce a variety of measures in the city centre including:

- Identification of pinch points and hot spot locations re. social distancing
- Installation of sanitisation stations
- Additional cleansing
- Guidance signage in line with Government regulations
- Working with businesses on queue management and use of outdoor space
- One-way systems in key areas
- Information points for the public

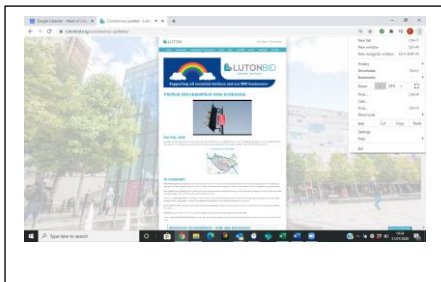
- **Phase 2** of the works as part of re-opening the town centre have commenced. There are four key aspects to this, as follows:

- Co-ordinated communications to increase confidence and promote visits to the town centre, WHILST MAINTAINING SOCIAL DISTANCING including a town centre film on key safety measures
- Management of outdoor space, including street cafes and potential temporary seating areas
- Promotion of an industry standard, beyond the Government COVID-19 Secure certification
- Vibrancy of the city centre

Fergus is also representing Luton BID on the Town Centre Masterplan Steering Group

Luton BID has supported 4 information points to help remind visitors to the area to abide by the measure in place including social distancing, face covering and following one-way systems.





A **Covid-19 page** has been set up on the **BID website** – this contains the latest information and grants and links to sites such as Gov.uk, Public Health, Federation of Small Businesses etc. This is being updated whenever official announcements are made to ensure all the information is as up to date as possible.

Business communications

The BID has been publishing ongoing communications during the Covid-19 Pandemic. Providing regular information to assist businesses with all aspects of help available to them and all the latest government guidance.

- **Regular ebulletins** have been sent out providing advice and useful information, including links to the latest Government guidance.
- Ebulletins for **Retailers, Hospitality sector, Hair Salons and Barbers, Beauty services and Tattoo Parlours and Gyms and Sports venues** have been sent out offering guidance for reopening, in line with opening dates announced by the government.
- Posts on **social media** have continued with a mixture of advice, promotion and information for businesses and members of the public
- Gav O'Brien has spoken on BBC 3 Counties Radio on behalf of the BID to discuss the impact of COVID-19 and what the BID's are doing to support.
- A number of **press releases** have been drafted and released advising on BID activities
- We have been reviewing the **Linked In** profile for the BID and has significantly increased its profile and following
- We have held **webinars** to guide businesses through the recovery to return to work

Business support

The BID has provided a tremendous amount of support to businesses over the last four months to assist with the continuation of their operations and give guidance where possible. Actions we have undertaken are as follows.

- The BID has given support to over 60 businesses with regards to **grants** via Luton Borough Council
- Other **funding options** available to businesses have also been communicated via ebulletins and supported where possible
- Provided regular updates and guidance on the Coronavirus Job Retention Scheme.
- **COVID-19 Business Recovery support packs** have been produced and are currently being delivered to businesses BID Ambassadors Usman Salim.

We have received an excellent response to this scheme and so far, approx. 170 packs have been delivered.

The packs contain the following items which have enabled businesses to open with the correct measures in place to make their premises safe for visitors and staff alike.



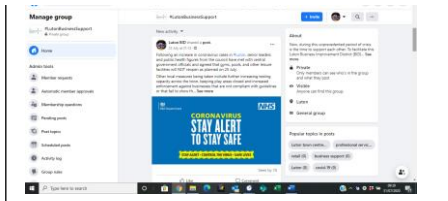
Business Recovery Pack Contents

- Social distancing floor stickers
- Social Distancing posters
- Handwashing instruction posters
- Business Essentials COVID checklist
- Hand sanitiser
- Washable BID branded face coverings



- A **Business Continuity log** is being updated on a regular basis – this shows business status - which businesses are open, online traders, those offering delivery etc
- We have compiled a **Business Support Guide**, updated daily containing all the latest advice and information plus useful links, updated each time there is further guidance and sent out to businesses in the ebulletins as well as being available on the BID website

- The BID has hosted COVID-19 **business support webinars** over the last three months.
- Specific advice for hospitality and evening and night-time economy businesses has been sent out and posted on the website.
- Specific **social media projects** such as #LutonTogetherMovingForward have been launched, promoting businesses and BID activities



- A **dedicated Facebook Group** for levy-paying businesses has been set up to encourage communication between businesses and to promote opportunities to work together. #LutonBusinessSupport

- A number of webinars from WENTA and the Chamber of Commers were communicated to Businesses via the ebulletins, helping to upskill staff and provide advice to proprietors.
- A guide to help businesses get the most out of their Social Media Channels was provided via ebulletins and the BID website.
- The BID also compiled information regarding contactless payment systems to assist businesses with implementing changes if they did not already have these systems in place.



Crime and safety

During the lockdown period the BID have liaised with the police and other agencies to monitor crime and safety in the area. The BID team have also been communicating with businesses in the area to help them put the correct measures and PPE in place for returning to work.

- Business crime updates have been included in the ebulletins and are available to view on the COVID-19 page on the BID website
- The BID project manager is in regular contact with Bedfordshire Constabulary to ascertain what the police presence is in the city centre and what contingency plans are in place
- We supplied a list of local and national PPE suppliers to businesses
- Regular briefings with the Police and other partners

Health & Wellbeing

The coronavirus outbreak has been an unprecedented time for everyone. The measures we must take to limit the spread of the virus has led to big changes to the way we live our lives. The BID has communicated how it is important you look after your mental health as well as your physical health during this time. This included tips for those working from home were provided via ebulletins and social media to help people adjust to their new working environment