

# HIGHLIGHTS AND ACHIEVEMENTS

IN 2016



2016 saw many positive changes in Luton town centre as the second year of our Business Improvement District continued to build awareness and promote businesses across all sectors.



## FOOTFALL

Luton town centre saw an impressive rise in footfall during 2016 with figures UP by 2.2% against 2015. This compares very favourably against footfall figures across the UK which on average dropped by -1.1% - the South East saw a decrease of -3.0%.

Our footfall cameras are jointly funded with Luton Borough Council and positioned in Park Street, Manchester Street, Bute Street and George Street in the town centre measuring visitor numbers.



## OUR VISION A REMINDER

BIDs allow businesses in a defined area and business sector(s) to vote on which additional services they want to invest in, to improve their trading environment.

Luton BID's vision through a business-led programme of investment, is: *To develop an energetic and entrepreneurial business community that is ambitious, innovative and always resourceful which connects, inspires and strengthens the business sector and creates cohesion, a vibrant town centre, a great visitor experience and a sense of pride in our town.*



# HIGHLIGHTS AND ACHIEVEMENTS OF 2016

**2016** was a busy year and Luton BID is delighted to have funded many events and initiatives to celebrate everything that is great about Luton town centre.

Our focus centred around our four key objectives **PROMOTION**, **ENVIRONMENT**, **EXPERIENCE** and **BUSINESSES WORKING TOGETHER**

## PROMOTION

Identify, develop and promote the strengths, characteristics and the business on offer in Luton town centre to positively change perceptions of the town, locally, regionally and nationally.

## SPOTLIGHT FEATURES

The BID designed and placed spotlight features in local media showcasing business sectors including health, beauty and body art, food and drink and professional services.

Other special features had an Easter and Father's Day theme and another highlighted the winners in the Best Bar None Luton Awards.



We also designed and printed exclusive directories to promote hair, beauty and body art and food and drink outlets. Inclusion in these features is free to BID Levy payers and all businesses have been encouraged to participate.



## Newsletters and e-bulletins

The BID produces weekly e-bulletins and quarterly printed newsletters to keep businesses in the BID area up to date with events, activities, and opportunities to get involved.

Our e-bulletins are sent to over 900 BID levy paying businesses and special partners.

## Social Media

The BID has more than 340 likes on our Facebook page and over 1,100 followers on Twitter so please connect with us and share your news and events



## Luton BID Website

Visit our website **[www.lutonbid.org](http://www.lutonbid.org)** to find out about BID events, news and all you need to know about Luton town centre.

## Media Coverage

Generating positive media coverage for Luton BID and town centre businesses is crucial in changing perceptions and improving the reputation of Luton town centre.

We take a pro-active approach and wrote more than 20 press releases about Luton BID initiatives and events in 2016.

## FESTIVE HIGHLIGHTS

Our Christmas-themed events and initiatives added to the festive feel and boosted town centre visitor numbers over November and December.

The BID organised for Chase & Marshall from PAW Patrol to make personal appearances

at the Christmas lights switch-on event and funded two afternoons of live performances to entertain shoppers in St. George's Square in December. We also had great feedback on the skating rink and a vintage Christmas Carousel that we funded for families to enjoy in St. George's Square.





## GOLDEN TICKET



The Golden Ticket was the BID's second Christmas prize draw campaign, aimed at driving more shoppers into the town centre over the busy festive period.

The campaign was heavily promoted on social media and in various local publications.

Shoppers had to post their entry forms into one of our specially designed post

boxes which were dotted around the town centre.

Two draws took place in November and December, and a total of eight lucky winners received £500 worth of vouchers to spend in town centre shops.



Visit our website to find out which independent and high street businesses our winners chose to spend their vouchers in  
[www.lutonbid.org](http://www.lutonbid.org)



## BEDFORDSHIRE BUSINESS AWARDS

The BID sponsored the 'Luton town centre of the year category 2016' at the Bedfordshire Business Awards. The Vibe Juice Bar in The Mall was crowned overall winner on the night.

Some of our highest engagement records on social media came from activity around the

Bedfordshire Business Awards with impressions and reach figures doubling the average.

Media coverage included several double page features and online articles on the Luton on Sunday, featuring details of the BID's sponsorship.

## BEST BAR NONE AWARDS

Luton BID was a key sponsor in the 2016 Best Bar None Awards – a national scheme designed to promote good practice and responsible trading in bars and clubs.



Fourteen Luton town centre bars and clubs in total were recognised for nurturing a safe town centre night-life, and The Red Lion bar in Castle St. scooped the top BID prize.

## ENVIRONMENT

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



### Additional Cleaning Services

One of the BID's main aims for 2016 was to provide additional cleaning services.

#### Tidy Days

The BID had great support in 2016 for our 'Tidy Days' initiative, with volunteers from a number of town centre businesses giving up their time to help clean hot spots in Luton town centre.

#### Daily Cleaning

Daily cleaning is now taking place thanks to our investment in a new Glutton vacuuming machine that powerfully clears hard-to-reach corners, pavement cracks and kerbsides.

The machine has a powerful vacuuming nozzle that can be used on the toughest stains and dirt, and will even remove cigarette butts and chewing gum.

It was loaned to Luton Borough Council in

November so that they can provide an improved street cleaning service additional to that provided under their baselined contracts.

#### Bins

Luton BID have provided 10 new bins for the town centre which include bait trays to help control and reduce vermin numbers.

#### Targeted Street Deep Cleans

The Tidy Days were complemented by a monthly deep cleaning programme which focuses on streets and areas most in need of targeted street cleaning. Park Street, Cardigan Street, Bute Street, and Guildford Street are among the prominent town centre areas that have received deep cleans.



## Floral Displays

We had excellent feedback from visitors and businesses for our BID-funded hanging baskets, flower displays and window boxes. The BID also funded the planning and maintenance of these flowers, as part of our remit to ensure that the town centre and all its different areas are attractive and appealing to residents, workers and visitors. The flowers will be back and blooming next year.

## Supporting Arts Project

The BID is supporting a new contemporary public realm arts project for Luton town centre called 'As You Change, So Do I'. There will be a programme of events that include performances, projections, screenings and talks. The project has been commissioned by Luton Culture and the BID is supporting it with £10,000 a year for three years. The BIDs support has meant that it has helped lever in £750,000 for the town.

# EXPERIENCE

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

## OUR AMBASSADORS

Our uniformed BID Ambassadors are on hand to help businesses and shoppers in Luton town centre. Usman and Joanne call regularly to all town centre businesses, keeping them up to date on events and initiatives organised by the BID and how to get involved. They also walk the Luton town centre's streets welcoming and assisting visitors and reporting issues such as street cleanliness and work with the police and other agencies to report issues of anti-social behaviour such as street begging and crime.



### Ambassadors

Our Ambassadors continue to play an important role in the community.

**Did you know that in 2016 our Ambassadors did ...**

5,700  
Business  
visits

2,446  
Visitor  
interactions

72  
Reported  
environmental  
issues

1,182  
Reports of begging,  
anti-social behaviour  
& rough sleeping

# LUTON LIVE ENTERTAINMENT

Our eight-month programme of Luton Live events has entertained town centre visitors with everything from theatre and choral music to gospel, tap dancing and Zumba classes.

As well as organising events, the BID has supported a host of other events in Luton town centre – including the Bute Street Cultural Quarter launch, Summer in the Sun, Luton's Guide to the Galaxy, Crafty

Creations and Luton Culture's BFG Family Fun Day.

The BID has produced What's On guides for Luton, highlighting the wide cultural and creative offer





# SAFE & SECURE



## BODY CAMS

Our Ambassadors are now wearing special video cameras, called 'body cams' to help combat crime and anti-social behaviour in Luton town centre.

Eleven videos have been given to police since they came into use to assist in building cases against town centre offenders.

## REDUCING BEGGING & STREET DRINKING

Luton BID awarded NOAH Enterprises £20,000 to continue funding two outreach workers whose role is to tackle unsocial behaviour, street drinking and begging on the streets.

The outreach workers support people on Luton town centre's streets to help move them into the community and employment.

The BID's funding has been essential in enabling NOAH Enterprises to reach their September to November targets. In the months leading up to Christmas, the outreach workers helped 53 people who were street drinking out of the town centre, supported 13 homeless people into accommodation and helped 17 people into an alcohol treatment programme.

## BUSINESS CRIME RADIO SCHEME

Luton BID also supported the new digital business crime radio scheme that is being managed by Luton Business Against Crime (LBAC), by offering town centre businesses a significant subsidy towards the hire cost of the digital radios for one year.

The new radio scheme is currently running alongside the old analogue system to ensure a smooth transition, and has been proving effective since its launch at the beginning of November.

## ADDITIONAL POLICING

With town centre security continuing as a main strategic objective, Luton BID funded two Police Community Support Officers (PCSOs) to patrol the town centre streets in November and December.

The presence of the PCSOs over the busy festive period was designed to ensure safety and help boost security in prominent town centre locations.

## SAFER NEIGHBOURHOODS

Our BID Ambassadors were joined by police officers at our October Safer Neighbourhood Days and visited more than 50 town centre

businesses to talk about business crime intelligence sharing and offer crime prevention advice.



## BUSINESSES WORKING TOGETHER

To build on the strengths of the businesses in Luton town centre, to support and promote growth, development, investment and a sense of businesses community.

## CONSULTATION

Luton BID have been consulted on projects likely to impact the town centre including the Power Court and Newlands Park developments proposed by Luton Town Football Club, Public Space Protection Order, Sustainable Transport Programme and the Cultural Strategy.

## New Businesses In Luton

By the end of 2016 **29** new businesses called Luton town centre their home.

# 29 NEW BUSINESSES 2016

## LUTON LINKED

2016 saw the launch of our new bi-monthly networking event, Luton BID Linked.

The themed breakfast events are exclusively for town centre businesses. We held two events in 2016.

The September event focused on top networking tips and face to face selling techniques and the November event included speakers from The University of Bedfordshire and Blue Arrow who covered effective recruitment and apprenticeships.



# HOW TO PAY YOUR LEVY

Every business in Luton town centre with a rateable value of £5,000 or higher is required to pay a levy. This is in addition to Business Rates and needs to be paid separately, regardless of how you pay Business Rates. Prompt payment will help ensure that the objectives that were voted on in the Business Plan come to fruition.

- If you have any questions regarding your levy, please contact the revenues office at Luton Borough Council.
- Tel: **0300 790 0349** or email **revenuesNDR@luton.gov.uk**

## You can pay the levy in the following ways:

- **By debit or credit card**, telephone **0300 456 2725**
  - **Online at [www.luton.gov.uk/payonline](http://www.luton.gov.uk/payonline)** (please note that a surcharge is applied to all credit card payments)
  - **Pay by cash at our Payment Kiosk** located in the Customer Service Centre, Town Hall, Luton LU1 2BQ.
  - **Online** by creating a new payee for Luton Borough Council and using the following account details: Lloyds Bank, sort code 30-66-76, Account number 17256862
- Please always quote your BID account reference. This is an eight-digit number starting with a 5.**

## Become a Member

All Luton BID levy paying businesses are invited to become members of Luton BID Limited Company at no cost. Membership is free and offers businesses

the opportunity to vote on all BID Limited Company issues at the Annual General Meeting (AGM) and any other members only meetings throughout the year.

## OUR FINANCES

Luton BID has spent money against the four key BID objectives and money to date has or will be spent as follows (as at Dec 2016):

INCOME	Budget	Actuals
BID Levy Revenue	£433,670	£404,380
Other Income (Excluding in kind and funding secured through other partners*)	£51,500	£4,006
Underspend distribution from 2015/16		£40,000
<b>TOTAL INCOME</b>	<b>£485,170</b>	<b>£448,386</b>
EXPENDITURE		
Luton Promotion	£112,460	£88,196
Luton Environment	£89,980	£50,661
Luton Experience	£144,150	£218,099
Luton Investment & Working Together	£58,277	£44,893
Central Management Costs and Admin	£37,080	£33,382
Levy Collection Costs	£18,540	£9,000
Contingency	£21,684	
<b>TOTAL EXPENDITURE</b>	<b>£482,171</b>	<b>£444,232</b>

\*Luton BID helped attract £770,000 of investment and given over £32,000 of in kind support in 2016

## GET INVOLVED IN YOUR BID

- Business Improvement Districts are driven by participating businesses working together to maximise benefits for the BID area and those businesses within it. Each business within the BID area with a rateable value of £5,000 or more, is liable for a BID levy to contribute to the costs of projects and activities undertaken by the BID\*. The greater your involvement or the more activities and opportunities you take advantage of, the better value for money you will receive from your BID levy.
- The following are just a number of ways in which you can get involved:
  - Keep abreast of BID news and opportunities by reading the weekly BID ebulletin and following us on Facebook and Twitter;
  - Attend BID working groups and social events;
  - Liaise with your BID Project Manager and the BID Ambassadors for information on projects and opportunities;
  - Become a member of the BID enabling you to attend the AGM and vote on BID matters;
  - Join the BID Board to monitor the effectiveness of BID activities, help steer projects and ensure compliance with BID regulations;
  - Look out for opportunities to quote for the supply of BID products and services.

For further information please contact the BID Office on **01582 510 657** or speak to the BID Ambassadors.

\* The BID levy criteria can be found in the BID Business Plan, available online at [www.lutonbid.org](http://www.lutonbid.org) or from the BID office.

## THANK YOU TO OUR DIRECTORS

Thank you to all our directors, who volunteer their time – without any remuneration – to steer the BID and ensure that all projects and BID events are in line with the business plan objectives that businesses voted for.

## Our town – Our future

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Luton BID Ltd is project managed by Partnerships for Better Business Ltd. (pfbb UK)