

HIGHLIGHTS AND ACHIEVEMENTS

2017-18



2017 marks the third year for the BID and has seen many positive changes in Luton town centre as our Business Improvement District (BID) has continued to build awareness and promote businesses across all sectors. We have focused heavily on safety and cleanliness and in working with partners to improve the perception of Luton. The BID's key objectives are around promotion, environment, experience and business collaboration.



LUTON BID'S VISION

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.'

Luton BID has **four** key objectives.

See inside this newsletter to see how we have addressed each of them in 2017

Promotion

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



EVENING ECONOMY

We developed an exclusive guide to promote businesses working in the evening economy. 5,000 copies of each of these directories were printed and distributed to students at The University of Bedfordshire Fresher's Fair, members of the public and

also to town centre hotels. This guide has proven so popular it will be updated and reprinted in early 2018.



CHRISTMAS 2017 HIGHLIGHTS

The BID funded a series of events for the five weekends leading up to Christmas. To entertain the crowds in the lead up to the lights switch-on event we organised for Mike the Knight and Evie to make personal appearances at intervals throughout the afternoon and evening. Over

other weekends we organised Santa in Luton with a roving team of elves to walk around the town centre, a Dynamic Light Display projection on the Library showcasing Luton town centre. We also organised a visit from the Teenage Mutant Ninja Turtles and Carol Singing on the 23 December.

Bedfordshire Business Awards

The 2017 Bedfordshire Business Awards was a high profile ceremony designed to celebrate business success and innovation across the county.

The BID sponsored the Luton town centre of the year category, with Aviva Health and Beauty being crowned overall winner on the night. Runners up were Vibe Juice (who were the 2016 winners) and Response Personnel.



LUTON BID WEBSITE

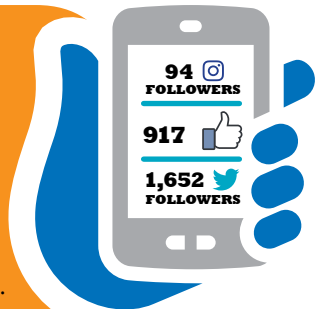
Visit our website www.lutontowncentre.org - to find out about BID events, news and for everything you need to know about Luton town centre.

SOCIAL MEDIA

The BID has more than 900 likes on our Facebook page and over 1,600 followers on Twitter so please connect with us and share your news and events.

We also ran projects

on Instagram for Small Business Saturday in December and Independents Month in July hooking into national campaigns. 76 businesses got involved with these programmes.



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 in.

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

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 2017.

Working Groups

- Our BID Business Group Meetings give businesses the chance to have their say on existing and future BID projects and initiatives. These have been run though the year with 17 events covering both sectors such as Professional Services and meetings for different areas of town including Wellington St., Cultural Quarter, George St., The Mall and many more.

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

DAILY CLEANING

Daily cleaning is now taking place thanks to our investment in a 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.

The BID loans the machine to Luton Borough Council who provide an operator so that they can provide an improved street cleaning service additional to that provided under their baselined contracts.

In 2017 the glutton machine worked on the streets of Luton town centre for 1,772 hours and collected 93,840 litres of hard to reach rubbish.



Tidy Days

The BID also had great support in 2017 for our 'Tidy Days' initiative, with volunteers from a number of Luton town centre businesses giving up their time to help clean hot spots

in Luton town centre. We were delighted to have the initiative recognised when we won the "Environmental Achievement" Category at the Luton's Best Awards.

63 people took part in our three tidy days in 2017, they collected 53 bin bags of rubbish from Luton town centre streets.

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 this year.



Targeted Street Deep Cleans

The BID funds a monthly deep cleaning programme which focuses on streets and areas most in need of targeted street cleaning. Park St., Bute St., Silver St., John St., Library Rd., New Bedford Rd., Vicarage St., Church St., Cumberland St., Park Street West, Flowers Way, Chapel St., Stuart St., George Street West, King St., Wellington St. and Manchester St. all received deep cleans.

Bins

Luton BID has provided 12 new bins for the town centre (six in 2017) which include bait trays to help control and reduce vermin numbers.

GUM BOARDS

In 2017, Luton BID introduced Gum Boards in the town centre, with six being placed in key areas around the town.



LIGHTING

OUR lighting project in 2017 was to add pea lighting to the trees in St. George's Square to give an additional festive feel. The lights will stay in place going forwards.



Experience

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

AMBASSADORS



The BID funds two BID Ambassadors. Their role is to engage with the business community, work with the police and to help address anti-social behaviour issues, work on any street events organised or sponsored by the BID and to promote Luton to its visitors through their ambassadorial work on the street.

Our Ambassadors continue to play an important role in the community. Over the period January to December 2017 they made:

- 2,160 business visits
- 1,139 visitor interactions
- 265 reports about ASB and Environmental Issues

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 other crime.

Imagine Luton

Luton BID supported the first Imagine Luton event in 2017 both financially and with promotional help. The event was generally seen as a success animating the town centre across the last weekend of June and attracting additional footfall. We will be supporting Imagine Luton again in 2018.

Additional Policing

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

Thanks to our work with Bedfordshire Police there are now four PCSOs and four PCs dedicated to Luton town centre. Additionally the town centre now has a security hub in The Mall which the Police and Luton Borough Council's Neighbourhood Environmental Teams work from giving a significant visible presence of uniformed officers.

Business Crime Radio Scheme

Luton BID continues to support the digital business crime radio scheme that is being managed by Luton Business Against Crime (LBAC), by offering town centre businesses a subsidy towards the hire cost of the digital radios.

The scheme is an effective way to reduce crime through collaboration and direct contact with Bedfordshire Police and the CCTV team.

Additionally Luton BID and LBAC have jointly paid for Radios for the Luton Street Pastors who are available to assist the public on Friday and Saturday evenings.

Safer Neighbourhoods

Our BID Ambassadors were joined by police officers for three Safer Neighbourhood Days and visited more than 100 town centre businesses to talk about business crime intelligence sharing and offer crime prevention advice.

Luton Live Entertainment

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

As well as organising events, the BID has supported a host of other events in Luton town centre – including Summer in the Sun, Colour of Light, Cosmic Summer, Culture Storm as well

as the St. Patrick's Day and St. George's Day celebrations. Our Ambassadors spoke to, engaged with and supported over 2,000 visitors during our events in 2017.

Body Cams

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

Twelve films have been given to police since they came into use to assist in cases against town centre offenders

Public Space Protection Order (PSPO)

Luton BID have been consulted by Luton Council with regards to the town centre PSPO which will give officers additional ways to enforce against anti-social behaviour in Luton town centre including street drinking, begging and spitting.

Luton BID have been liaising with businesses to get opinions on what this should include and submitted a full response as part of the consultation.

Evening Economy

Through our work with Luton SAFE and Bedfordshire Police the BID has funded metal detecting wands for evening venues and have provided Luton BID funded high visibility tabards to help the police and the CCTV team recognise door staff. Venues have also received guidance from Bedfordshire Police on searching people.

We have also been working with Luton Borough Council to put in a Purple Flag application in early 2018. The Purple Flag standard (launched in 2012) is an accreditation process similar to the Green Flag award for parks and the Blue Flag for beaches. It allows members of the public to quickly identify town and city centres that offer an entertaining, diverse, safe and enjoyable nights out.

Alternative Giving

Luton BID have supported Luton Borough Council in the creation of an Alternative Giving Scheme in the town called "Hand Up Not Hand Out". The scheme encourages people to donate money to local homeless charities Sign Post and NOAH instead of giving to those begging.

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.



The BID is supporting a new contemporary public realm arts project for Luton town centre called 'As You Change, So Do I'. There has been 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 BID's support has meant that it has helped lever in £750,000 for the town.



Luton BID Linked

2017 saw five of our new bi-monthly networking events, Luton BID Linked. The themed breakfast events are exclusively for town centre businesses. Topics have included Effective Recruitment, Making the most of your BID, Graduate Placement Opportunities and Effective Financial Management. The Luton BID Linked Updates gave businesses opportunities to meet with our BID project manager, learn more about what the BID were planning, feed-back the issues in the town centre and look at potential new projects.

CAR PARKING SCHEME



Luton BID have 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 helping to make working in Luton cheaper and reduce overheads for businesses. The Power Court Scheme went live in January 2018 but the scheme with The Mall went live in March 2017 and now has over 60 users.

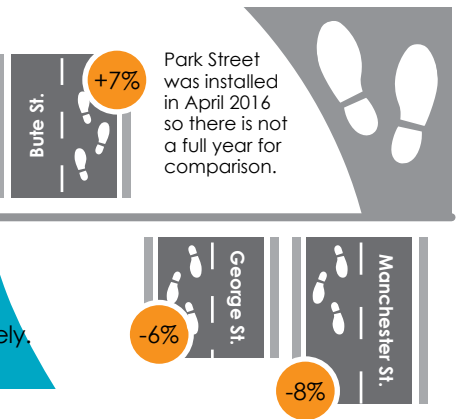
Welcome to **29 NEW IN** BUSINESSES



Footfall

Luton BID funds footfall cameras which are positioned in Park St., Manchester St., Bute St. and George St. in the town centre to measure visitor numbers.

The end of the year results show that the town has seen a 2% decrease when compared to 2016, slightly below the Springboard national average and the regional averages of -1.1% and 0% respectively.



HOW TO PAY YOUR LEVY

Every business in Luton town centre 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.

You can pay the levy in the following ways:

- By **debit** or **credit card**. Please telephone **0300 456 2725**
- **Pay by cash at our Payment Kiosk**. Please visit our kiosk which is 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 the number five.

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

If you would like to know more about the BID or get involved in its working groups, please contact the Luton BID Project Manager **Fergus McLardy**, Luton BID Ltd. 3rd Floor, Tokko Youth Space, 7 Gordon St., Luton, Bedfordshire LU1 2QP. Office: 01582 510 657 Mobile: 07494 566 299

OUR FINANCES

Unaudited accounts including estimated accruals as at January 2018

Luton BID has spent money against the four key BID objectives and money to date has or will be spent as follows (as at Jan 2018):

INCOME <small>(Excluding in kind and funding secured through other partners*)</small>	Budget	Actuals
Total Income (as at Jan 2018):	£354,705.87	
EXPENDITURE		
Luton Promotion	£102,000	£65,703
Luton Environment	£63,000	£41,688
Luton Experience	£141,000	£163,557
Luton Investment & Working Together	£39,987	£47,383
Central Management:	£36,000	£24,443
Costs & Admin:	£18,000	£18,139
Levy Collection Costs	£18,000	£18,000
Total Expenditure		£396,913

Meet Our Directors and Get Involved

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.

If you would like to get more involved, to suggest projects, are interested in joining our board of directors or a working group, we would love to hear from you. Call the BID office on **01582 510657** and speak to our BID Manager, **Fergus McLardy** or email info@lutonbid.org



COMING UP IN 2018

Our Luton Linked networking events in 2018 will all take place on Thursday mornings at Tokko on Gordon St. at 8.30am

22 Feb	26 Apr	
28 Jun	27 Sep	29 Nov

The Luton BID Linked Updates with our Project Manager will take place on Thursday mornings at 9am on the following dates:

29 Mar	24 May
26 Jul	25 Oct

Our popular and award winning Tidy Days will take place on Friday mornings from 8.30am on the following dates:

2 Mar	29 Jun
31 Aug	26 Oct

THE BID'S AGM

will take place on **Wed 26th Sep**.
More details to come

Our town – Our future

For more details on all these projects contact us
01582 510 657 | info@lutonbid.org | www.lutonbid.org

   LutonBID

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