

# Promotion

## Newsletters and E-Bulletins

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

## Social Media

The BID has set up and manages a number of social media platforms so please connect with us and check out our Twitter and Facebook accounts.

 **LutonBID**  **@Luton BID**



## Luton BID Website

We have launched our new website Visit [www.lutontowncentre.org](http://www.lutontowncentre.org) to find out about BID events, news and for everything you need to know about Luton town centre.



# Coming up in 2016

For 2016 we have launched a three month **Mentoring and Upskilling Programme**, made up of more than 25 free business events – focusing on everything from food hygiene and merchandising to tax, business growth strategy, marketing, property, pest control, auditing

and customer service. We also have a programme of events and campaigns to support all business sectors

**We'll tell you more in our next newsletter.**

## Our town – Our future

Luton BID Ltd. The Hat Factory, 65-67 Bute Street, Luton, Bedfordshire LU1 2EY  
**01582 510 657** [info@lutonbid.org](mailto:info@lutonbid.org) [www.lutonbid.org](http://www.lutonbid.org)



@Luton BID



LutonBID

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

# 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. Please always quote your BID account reference. This is an eight digit number starting with a 5.**

- 1 By debit or credit card, telephone  
**0300 456 2725**
- 2 Online at [www.luton.gov.uk/payonline](http://www.luton.gov.uk/payonline) (please note, a surcharge will be applied to all credit card payments).
- 3 Pay by cash at our **Payment Kiosk** located in the Customer Service Centre, **Town Hall, Luton LU1 2BQ.**
- 4 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**

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](mailto:revenuesNDR@luton.gov.uk)

If you want 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 32, The Hat Factory 65-67 Bute Street, Luton, Bedfordshire LU1 2EY Office: **01582 510 657** Mobile: **07494 566 299**

# HIGHLIGHTS AND ACHIEVEMENTS

## 2015

Luton BID was officially launched last year following a successful vote by local businesses to make Luton town centre a designated Business Improvement District (BID). This is a five year initiative, with businesses investing and pooling an annual levy to fund improvements throughout the town centre.

**The four key objectives of the Luton BID are:**

### PROMOTION

To promote the town centre's strengths, characteristics and business offer and positively change perceptions locally, regionally and nationally.

### ENVIRONMENT

To present an accessible and appealing town centre which fosters a sense of pride.

### EXPERIENCE

To provide a safe, attractive and appealing environment for visitors and workers to enjoy.

### BUSINESSES WORKING TOGETHER

To support and promote growth, development, investment and a sense of community.





## Luton BID Manager

Luton resident Fergus McLardy is the new Luton BID Project Manager, recruited by pfbb UK, the project management company which supports the Luton BID.

Fergus, who has over 18 years of experience working with and supporting businesses to grow and achieve their potential, is based in the town centre's BID office. If you would like to meet with Fergus please call **01582 510657** or email [info@lutonbid.org](mailto:info@lutonbid.org)



## Luton BID Ambassadors

**Our uniformed BID Ambassadors are on hand to help businesses and shoppers in Luton town centre.**

Usman, Joanne and Ahmad call regularly to all town centre businesses, keeping them apprised of the 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. They work with the police and other agencies by reporting issues of street begging and antisocial behaviour and crime.



## Blooming & Beautiful

The BID funded a series of new planters on George Street during the summer. We had tiered planters with attractive flowers and in the autumn six hexagonal beds have been installed, with topiary feature plants to bring colour and vibrancy in the warmer months. The BID has also funded the first year's maintenance of the planters.

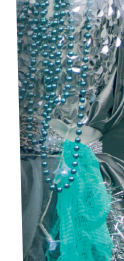


## Summer Entertainment

The BID launched its entertainment programme in July 2015 with a monthly event and a summer line-up which showcased a range of young talent - from tap dancers and singer songwriters, to belly

dancers, clowns and juggling workshops. Our aim has been to involve as much local talent as possible and we plan to build on this in 2016 with a line-up of Luton Live events already in the planning.

## CHRISTMAS 2015



To ensure a happy Christmas for all our town centre businesses we worked hard to bring new as well as loyal shoppers into our town centre throughout the festive season. Here are a few highlights: Our Christmas Cracker free prize draw attracted more than 1,200 entries in the four weeks leading up to Christmas Day, with shoppers posting their 'tickets' in our specially branded post box in The Mall, the Central Library, The Galaxy, the Travel Centre / Starbucks and in Delikatesy Polskie Smaczek on George Street.

Thank you to all the businesses who encouraged their customers to enter. Our 12 winners all spent their winnings in Luton town centre, in businesses that included New Look, Tesco, Boots, Game, Next, Debenhams and The Mall among those chosen.

- We funded a series of Luton on Sunday advertorials over a 6 week period to promote the town centre at Christmas.
- To promote Luton town centre in the run up to Christmas the BID also placed advertorials in these local publications: Polish magazine Magazyn Lokalny, Luton Borough Council's Christmas magazine, Luton at Large, Lutonline and the What's On Christmas Guide.
- The BID funded a skating rink in St George's Square, which was open to the public from 10th December to Christmas Eve. Families and friends took to the rink, with 45 minute sessions costing £5. Discount coupons were distributed in a range of magazines for the public

and to businesses via our weekly e-newsletters

- Great British Bake Off winner Nadiya Hussein supported the BID's Christmas Cracker draw, presenting the winning cheque to week two winners. Luton Town Centre Football Club defenders Luke Wilkinson and Sean Long drew the crowds when they cut the ribbon and officially launched the skating rink.
- To bring an added vibrancy and new shoppers to Luton town centre the BID organised a programme of outdoor events in the lead up to Christmas,
- All Christmas activities were promoted extensively via Facebook and Twitter.

If you weren't aware of any of these BID projects, then make sure you register your email address with the BID office, speak to one of our Ambassadors and join us on social media.

## Clean & Tidy

A day of deep cleaning was commissioned by Luton BID in September. Hot spots in need of attention were identified both by our Ambassadors and through feedback from BID businesses. Street cleaning, to improve the appearance and overall feel of the town centre, was flagged up as a priority when businesses voted yes to becoming a Business Improvement District.

## Window Vinyls

The BID worked with landlords to brighten up vacant shop windows and last year installed a range of vinyl cover-ups to tidy up business fronts. The BID will continue to liaise with landlords and agents this year to dress empty units and encourage new occupancy.

## Safe & Secure

The BID helped organise a Safer Neighbourhood Days in September, during which our Ambassadors and a Police Officer visited businesses to talk about business crime intelligence sharing and to offer crime prevention advice.