

November 2020

OUR REMIT AT LUTON BID IS TO SUPPORT YOU, **OUR LEVY PAYERS.**

As the challenges and difficulties of 2020 continue, we will rework and adapt projects to boost and promote our town centre BID businesses.



We are lucky in Luton to have a very solid town centre partnership, which includes Luton BID, Luton Council, Bedfordshire Police and other key stakeholders.

The BID team has been working with the Luton town centre Task Force and Operations Group, and leads the associated communications group to help steer the recovery of the town centre during COVID-19 and beyond.

LUTON BID'S PARTNERSHIP WORKING HELPS MANAGE COVID-19

Luton BID has influenced, supported or led a number of activities including:

- Identification of pinch points and hot spot locations for 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 to help remind visitors to follow social distancing, wear face coverings and use one-way systems.
- Involvement in a social media film to promote key safety measures - increasing confidence and visits to the town centre and reinforcing social distancing
- Management of outdoor spaces, including street cafes and temporary seating areas
- Promotion of an industry standard, beyond the government's COVID-19 secure certification



NEW one way system in place - follow directional signage.



Maintain a safe distance at all times.



Fully accessible and easy to follow routes.



Limit human contact. Hand sanitiser stations are available.



You may need to queue. Be kind and respectful to one another and staff.



Please do not visit the town centre if you have Covid-19 symptoms. Stay at home.

SUPPORTING LUTON TOWN CENTRE BUSINESSES THIS CHRISTMAS

Luton BID's Christmas plans have understandably had to change as COVID-19 continues to impose enormous challenges on town centre businesses.

We will continue our message to the public to: 'Shop Local, Eat Local & Stay Safe' via our website and social media, and will still be promoting events and activities from our town centre partners and businesses when they are confirmed too.

Please do send us any information about how you will be operating differently – online orders, home deliveries, takeaway services etc, or any virtual events you have planned. Please email info@lutonbid.org with any details and tag @LutonBID into any of your own online promotions.

SOCIAL MEDIA

Our social media following is continuing to grow:

-  Facebook: 1,833 followers
-  Twitter: 2,518 followers
-  Instagram: 1,025 followers

CHRISTMAS EVENTS

Due to COVID-19 restrictions we have had to cancel our Christmas event plans for 2020, but we will still be promoting events and activities from our town centre partners and businesses when they are confirmed. If you are running anything live or virtual that you would like to promote through our website and social media channels, please email info@lutonbid.org.



A decorative footer banner with a dark blue background. It features a grid of colorful icons (snowflake, reindeer, gift, shopping bag, star, etc.) and the text "This Christmas" in a white cursive font. Below the main text are the hashtags "#shoplocal #eatlocal #staysafe". The Luton BID logo is visible in the top right corner of the banner.

EXPERIENCE



CRIME AND SAFETY

Luton BID has been liaising and supporting Bedfordshire Police and other agencies to monitor crime and safety in the area during COVID-19.

The BID team has also been communicating with businesses in the area to help them put the correct measures and Personal Protective Equipment (PPE) in place.



- Business crime updates have been included in the ebulletins and are available to view on the COVID-19 page on the BID website.
- Our BID Project Manager is in regular contact with Bedfordshire Police with regards to police presence and contingency plans.
- We supplied a list of local and national PPE suppliers to businesses.
- We attend regular briefings with the Police and other partners.
- Luton BID teamed up with Bedfordshire Police, Luton Council and The Mall Luton, as part of 'COVID-19 Days of Action' to address safety and security during the pandemic with businesses and members of the public in the town centre.

UNIFORMED STAFF

We are working with Luton Council to employ two dedicated Enforcement Officers to tackle anti-social behaviour and promote a safe and secure town centre. They will work closely with our Luton BID Ambassador, Usman Salim.

These officers will work with other agencies and uniformed staff to address begging, street drinking and environmental crimes, such as fly tipping.

The new roles will be town centre based and replace our Luton BID Ambassadors - Verity Knight and Tahrin Chowdhury - who we would like to thank for their service.



COVID-19 MARSHALS

Luton Council has employed four COVID-19 Marshals to visit businesses and support them in making sure they are COVID-19 compliant. Luton BID has also been working with the new Marshals and the team at Luton Council to help make businesses safe by providing posters and floor vinyls where required. The Marshals will be working in the town across the winter period.

Our town - **Our future**

Luton BID Ltd The Mall, Studio 3, West Wing Studios, Unit 166, Luton LU1 2TL

01582 510657 info@lutonbid.org www.lutonbid.org



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

PROMOTION

LUTON BUSINESS HEROES

Here's some of our Luton Business Heroes



Gregory Owen
Owner of Monstera Canteen



Gabrielle Mckeown
Owner of The Brewery Tap



Gavin O'Brien
Luton BID Chair & founder/
co-director of Clearhead



Andy Calvert
Executive manager of
Tokko Youth Centre

We want to celebrate as many Luton Business Heroes as possible. If you would like to nominate a town centre business owner or staff member visit www.lutonbid.org/luton-town-centre-businessheroes or email info@lutonbid.org.

We are all too aware of the extraordinary demands COVID-19 has placed on Luton town centre shops, businesses and staff – and yet people working and trading in the area continue to show dedication, courage, determination, and commitment to help others and make a difference.

Luton BID started recognising and celebrating the most inspiring individuals in our town centre – our 'Business Heroes' – regularly showcasing workers and business owners who have gone above and beyond during the pandemic.



Luton BID is proud to be a key partner in the Big Change Luton programme - a scheme by the Luton Homeless Partnership which enables town centre visitors to donate to homeless services using contactless donation

points. The BID's support has included working with over 20 organisations to promote the project, and funding the payment points in the Travel Centre by the station (just off Bute Street) and The Mall Luton. Almost £2,300 has been raised so far.

PROMOTING OFF PEAK HOURS

Luton BID is working with partners to make the return to the town centre in December as safe as possible. A new traffic light system has been developed to promote

the periods that are likely to be less busy - helping to evenly spread the number of visitors in the town centre across the day and reduce the amount of waiting to enter shops. It will also help to minimise any potential spread of COVID-19 and give visitors a better experience.



BUSINESS COMMUNICATIONS

Luton BID has been publishing regular and ongoing communications during the COVID-19 pandemic to assist town centre businesses with the latest government guidance and support. We continue to:

- Issue regular ebulletins with links to advice, information and the latest government guidance.
- Send bespoke ebulletins for different sector areas - retailers, hospitality businesses, hairdressers and barbers, beauty services, tattoo parlours, and gyms and sports venues - offering guidance for reopening.
- Use social media to signpost BID businesses and shoppers to useful information.
- Issue a number of press releases detailing Luton BID activities and projects.
- Hold webinars to guide businesses through the recovery to return to work.
- Update our COVID-19 webpage which contains links to relevant websites such as Gov.uk, Public Health, Federation of Small Businesses etc.

If you aren't receiving our ebulletins please e-mail info@lutonbid.org or you can follow us on Facebook, Instagram or Twitter - @LutonBID

BUSINESS SUPPORT

Luton BID has provided a tremendous amount of additional support to businesses to help them continue to operate, adapt and recover. We have:

- Assisted and supported over 60 businesses to apply for grants via Luton Council.
- Directed businesses to other funding options.
- Provided regular updates and guidance on the Coronavirus Job Retention Scheme.
- Produced and distributed 185 COVID-19 Business Recovery Support packs - receiving an excellent response to this scheme.
- Started to distribute additional social distancing floor vinyls and face covering posters.
- Compiled a Business Continuity Log which is updated on a regular basis to show which businesses are open, trading online or offering home delivery etc.
- Developed a Business Support Guide, which is updated regularly and contains all the latest advice and information plus useful links to further guidance.
- Hosted COVID-19 business support webinars and advised businesses as part of online events hosted by Luton Council and the University of Bedfordshire.
- Offered bespoke advice to hospitality and evening/night-time economy businesses.
- Been influential in partnership social media projects such as #LutonTogetherMovingForward.

GRANT FUNDING FOR BUSINESSES VIA LOCAL AUTHORITIES

To update you on the national picture in terms of government financial support.

- **Businesses in England are to receive a total of £2.2 billion via local authorities to see them through national restrictions.**
- **Local Restrictions Support Grant (LRSB) - supports businesses that have been required to close due to temporary local restrictions.**
- **Additional Restrictions Grant (ARG) - supports closed businesses that do not directly pay business rates, as well as businesses that do not have to close but which are impacted.**

For further details and to apply for your grants please visit: www.luton.gov.uk

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