

We've Been Making A Difference

LUTON BID VISION

Support business growth and investment in the town centre and build pride, loyalty and positive perceptions of Luton as a whole.

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

THE ELEPHANTS ARE COMING...

Great opportunities to promote your business



We're urging all BID businesses to get involved and make The Big Trunk Trail – the biggest public art display to hit our town centre this summer.

Luton BID has joined the herd as Trail Presenting Partner in the exciting event.

Over 30 dazzling elephant sculptures will be positioned around the town's attractions, landmarks, and open spaces, and we have Turner Prize-nominated and Luton-born artist – Mark Titchner – bringing Luton BID's design to life.

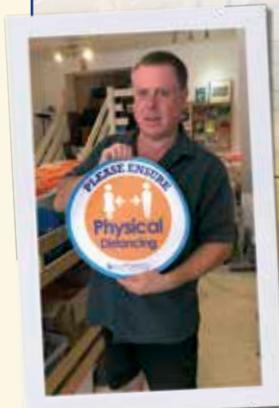
Turner Prize-nominated artist, Mark Titchner will design our Luton BID elephant



SEE PAGES 4&5

REVISING OUR BID PROJECTS

During 2020 and 2021, Luton BID has reworked and adapted projects to boost, promote and support our town centre businesses, helping them to overcome the challenges brought about by COVID-19.



To 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.

POSITIVE MEDIA HEADLINES

A year-round social media campaign and a constantly updated website are just part of the BID's commitment to promoting Luton town centre.

As well as encouraging safety through the COVID-19 pandemic, we also work hard to communicate with you – our BID businesses - through e-newsletters. We have been sending a minimum of weekly updates, but often more when there is important information to share.

We have also continued to produce regular printed and digital newsletters (available via our website).



SOCIAL MEDIA ENGAGEMENT

Reach and follower numbers continues to increase, with the BID posting more content than ever before and securing excellent interaction and engagement from the public.



up by 192

1,942 Followers



up by 43

2,573 Followers



1,127 Followers

up by 127



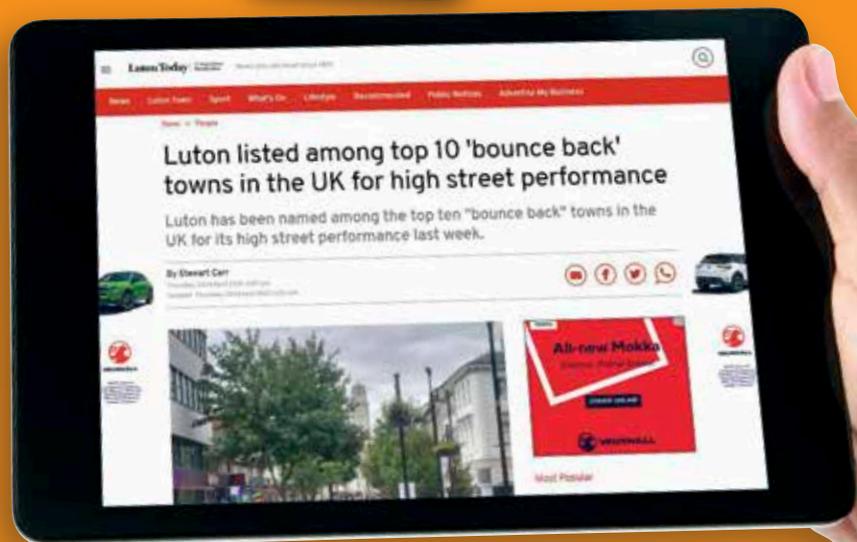
Our most popular social media activity across all three channels was the announcement of the Big Trunk Trail sponsorship and that Luton-born artist - Mark Titchner - would be designing the BID's elephant. Subsequent social around The Big Trunk Trail has achieved a combined reach of over 17k since 23rd March 2021, and it continues to receive the most engagement of all posts and tweets.

We will be ramping up the social around the art trail in the coming months ahead of the big unveiling.

COVID-19 RECOVERY

We have been delighted by the early stages of the COVID-19 recovery in the town centre, with Luton ranked eighth among the UK's best 'bounce back' towns in a report carried out by IPSOS – a global leader in market research.

Luton Herald & Post covered the story with quotes from both the BID project manager and BID Vice-Chair, Roy Greening.



"Luton is ranked so highly against some of the big cities which shows that people are supporting their local economy – this is great news for our town."

Fergus McLardy, Luton BID project manager.

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.

NEW CLEANING MACHINE

A powerful new vacuuming machine launched in Luton town centre was used throughout the lockdowns to make the streets cleaner and safer.

The professional Max Vac cleaner has been funded by Luton BID until 2024 and uses a lengthy nozzle and sweeper to blitz hard-to reach litter,

cigarette butts and chewing gum from pavement cracks and kerbsides.

Luton Council is supporting the BID's funding of

the machine with operational staff and storage facilities.



LUTON BID TIDY DAY

We are delighted to announce that our next Luton BID Tidy Day will take place on Friday 2nd July, 8.30am – midday.

The day will give businesses the opportunity to clean and tidy their working environment by litter picking in the town centre. We will be working together to prepare the area ready for the key Summer months and the biggest public art display to hit Luton - **The Big Trunk Trail**.



A BLOOMING BEAUTIFUL TOWN CENTRE

The relocation and sprucing up of six large permanent planters has made the town centre more attractive for visitors and workers.

We moved the planters from Kimpton Road and renovated them earlier this year, and in June we will further improve the area with the comeback of our annual floral displays - 16 three-tier planters, 51 hanging baskets, 15 barrier baskets and 29 window boxes across the town centre.

Our floral displays continue to bring a burst of colour and enjoyment to shoppers, visitors and people who work in the area.



THE ELEPHANTS ARE COMING AND WE'RE THE TRAIL PRESENTING PARTNER



Find out more...

#BigTrunkTrail

www.bigtrunktrail.co.uk or follow @BigTrunkTrail and @LutonBID on social media.





Luton BID has joined the herd as the Trail Progress Partner in The Big Trunk Trail – a Wild in Art event being brought to the town this summer by Keech Hospice Care as part of their 30th anniversary celebrations.

Luton BID will work with Turner Prize-nominated and Luton-born artist Mark Titchner in the exciting public art display. The vibrant parade will see over 30 dazzling elephant sculptures painted and positioned around the town's iconic attractions, landmarks, and open spaces for 13 weeks from 10 July 2021.

It will be the biggest and most unique outdoor art event Luton has ever seen – a free, fun,

family-friendly trail which brings the community together for one unforgettable jumbo event. After that, the elephants will be auctioned off to raise money for Keech Hospice Care so it can continue to provide its excellent care to adults and children with life-limiting and terminal illnesses.



Proud to be Trail Progress Partner

LUTON
10th July – 9th October



Send us your business offers for The Big Trunk Trail App

Luton BID businesses will be able to give visitors special offers through The Big Trunk Trail App.

For further details visit our website or email info@lutonbid.org

Similar programmes have increased footfall other towns significantly in a COVID-safe way.

OBJECTIVE **3**

EXPERIENCE

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

BIG CHANGE LUTON

Luton BID is proud to be a key partner in the Big Change Luton programme with OVER £2.5K being raised so far.

Contribution to the programme has understandably decreased during the last year due to COVID-19, and Luton BID are now working with partners to relaunch the scheme and help raise more funds to support the homeless off the street.



Thanks to Don Millers in The Mall for promoting Big Change Luton in their bakery

UNIFORMED STAFF



Usman – our BID Ambassador – is back in the town centre visiting businesses, updating them on what we are doing and supporting them as much as possible.

Usman has recently been distributing face covering posters and social distancing floor vinyls to customer-facing shops, eateries and venues to support them with their reopening.

If you would like Usman to pop and see you, or if you would like to get more involved in any of our BID projects – our Tidy Day, The Big Trunk Trail etc – please do feel free to speak with him.

CRIME AND SAFETY



Luton BID has been liaising with 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 to help them put the correct measures and Personal Protective Equipment (PPE) in place.

ENFORCEMENT OFFICERS

Luton BID funded two Enforcement Officers to assist in addressing the anti-social behaviour issues in the town centre.

The BID also works closely with other agencies and uniformed staff to help tackle begging, street drinking and environmental crimes such as fly tipping.

The Enforcement Officers have been in post since January 2021. In the first three months they have assisted with:

 **591** Public Space Protection Order Interactions

 **24** Fixed Penalty Notices issued

 **18** prosecutions submitted

 **24** pieces of intelligence submitted

 **5** individuals wanted by the Police found

LBAC/LUTON SAFE & DISC

Luton BID has supported Luton Business Against Crime (LBAC) and Luton Safe for many years, working in partnership with businesses and other organisations to help address crime in our town centre.



We are now funding and taking a central role in the implementation of a new DISC system, which enables the local crime reduction partnership

to manage shop theft, street drinking, begging, drug dealing and other crimes. The system will also help Bedfordshire Police deliver 'joined-up' policing to the town centre communities they serve.

We are working with Luton Council and The Mall to finalise the set-up of DISC, which will be available to all businesses soon. In the meantime, if you would like to be involved in helping make the town centre safer, email info@lutonbid.org

To build on the strengths of the business community to support and promote growth, development and investment.

TOWN CENTRE MASTER PLAN

Luton BID has taken a leading role in the development of the Town Centre Master Plan. The BID is represented on the Master Plan Advisory Group and has responded officially to the consultation process. We have also promoted the consultation to BID businesses during the recent workshops looking at the different parts of the town centre.



COVID-19 FINANCIAL SUPPORT

Luton BID has been assisting businesses through the pandemic, signposting, and advising people on financial support and grants.

Where the allocation and eligibility has sometimes been quite complicated, we have tried to give clear instructions. There are currently still two types of grants available to town centre businesses. These are:

Restart Grant

A system of one-off restart grants has replaced the Local Restriction Support Grants (LRSG) and applications are now open through the Luton Council website.

The grant is available to non-essential retail businesses, but also for hospitality, accommodation, leisure, personal care and gym or sports related premises.

The application closing date is 30 June 2021 and final payments will be made by 31 July 2021.

Please remember that the grant income received by a business is taxable so will need to be included as income in the tax return of the business.

Additional Restriction Grant

Luton Council has developed this discretionary grant scheme to help those businesses who:

- are unable to access funding through the Local Restrictions Support Grants or Business Restart Grant
- have been severely impacted by the restrictions put in place to control the spread of Covid-19

The scheme has been broadened to support all businesses below 250 employees, in any setting. It will also help businesses outside the business rates system, such as taxi/private hire drivers which have been severely impacted by the restrictions put in place.

For further information on any of these grants, please email info@lutonbid.org



COVID-19
Luton BID continues to play a key role in the recovery of the town and are pro-active members of the COVID-19 Operations Group. The BID also chairs the related Town Centre Communications Group.



FOOTFALL

Luton BID has been working with partners to put in place a new state of the art town centre monitoring system which not only measures footfall, but also highlights key pinch points and potential crowding to support the town centre through COVID-19 recovery.

The system also shows foot flow traffic and dwell time. The Geosense system has been in place since March and for the first year will be paid for by ERDF government funding. The town centre has seen significant decreases in footfall due to the impact of

the COVID-19 pandemic. However, the town has bounced backed well – see page 2 for COVID Recovery.

CAR PARKING SCHEME

Luton BID continued its partnership with The Mall Luton and Luton Town Football Club to run two reduced rate car parking schemes for employees at town centre businesses.

This scheme helps to make working in Luton cheaper for individuals and reduce overheads for businesses.



COVID-19 SIGNS AND VINYL

Following on from our hugely successful COVID-19 Business Starter Pack programme, Luton BID has face covering posters and social distancing floor vinyls available to businesses.

If you would like some brought to you, please email info@lutonbid.org and we will arrange safe delivery.



GET INVOLVED

We have lots of opportunities to get more involved in Luton BID. You could join our BID working groups, find out about becoming a board member and lots more. Please get in touch by emailing info@lutonbid.org or calling 01582 510 657.

Our town – Our future

01582 510 657 | info@lutonbid.org | www.lutonbid.org

For more details on all these projects contact us



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