

ANNUAL REPORT

2021 – 2022

LUTON BID

Our Town – Our Future



LutonBID

February 2022

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



Throughout 2021 as the challenges and difficulties with Coronavirus continued, Luton BID reworked and adapted projects to boost, promote and support our town centre BID businesses.

2021 – 22 This is Luton BID's seventh year in operation (year 2 of our second five-year term). The year started with the continued challenges of the pandemic and whilst numerous challenges were faced by businesses, businesses were supported as the restrictions began to ease in the middle of the year.

Many of this year's BID-funded projects were built upon businesses feedback to enable us to support them as they adapted their businesses and address the challenges that businesses have faced during the re-opening period.

LUTON BID VISION

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

MEET OUR BID TEAM

We welcomed a new BID team this year. Julia Horsman, our BID Project Manager. Julia is supported by our BID Project and Marketing Executive Colleen Considine and our BID Ambassador Mohammed Ahmed. Our thanks go to Fergus McLardy and Usman Salim who have left us in the last year.



Meet our Directors

Thank you to all of 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.



Gavin O'Brien
Chair of the Board



Roy Greening
Director



Sian Goding
Director



Abbas Shaffi
Director



Marie Kirbyshaw
Director



Martin Blower
Director



Gary Sweet
Director



Thanbi Haque
Director



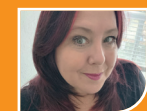
Paul Andrews
Director



Andy Calvert
Director



Bashir Dalvi
Director



Cherrie Bennett
Director

PROMOTION

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 promoting safety throughout the COVID-19 pandemic, we have worked hard to communicate with you – our BID businesses – through e-newsletters.

Regular weekly e-bulletins were sent sharing BID activities and key town developments and initiatives.

The What's On in Luton Guide was launched – issued each Thursday, covering events occurring in Luton town centre over the weekend. Members of the public can subscribe to receive the What's On Guide.

Regular print and digital newsletters were mailed to all BID levy payers and are available to read on our website.



SOCIAL MEDIA ENGAGEMENT

Reach and follower numbers continued to increase throughout 2021, with the BID posting more dynamic and on the ground postings, and securing excellent interaction and engagement from the public.

Followers: 2,111+ **up by 361+** **Likes:** 1,807+ **up by 107+**

Engagement
monthly
average
10K

FACEBOOK HIGHLIGHTS

OUR TWO MOST POPULAR POSTS:

24TH SEPTEMBER BID | AMBASSADOR ROLE POST

"We've got an amazing opportunity to get involved with the exciting future of Luton town centre - we're recruiting for a new Luton BID Ambassador!"

You'll be our eyes, ears and feet on the ground and a really important part of the way we connect and represent the views and needs of Luton BID Businesses.

Read full details on the link below and apply now!"

Likes:
24
Reach:
7,018

15TH NOVEMBER | GREETALIAN POST

"Popped in to see the fantastic new eatery on Manchester Street GreeTalian Pizza - Souvlaki Grill - make sure you head in for an authentic gyro or wood fired pizza!"

Likes:
51
Reach:
9,051

Our most popular post of the year, in November, focused on the opening of GreeTalian in Manchester Street – an example of how our on the ground postings get a good amount of traction and reach more people.

CHRISTMAS PROMOTION

Working in partnership with Luton Council and The Mall a clear promotion was provided for Luton's Christmas activities.

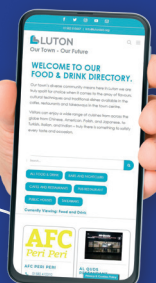
A large Christmas Tree on St. Georges Square was BID funded, as well as additional Christmas lights on Bute Street, Chapel Street and Park Street.

'Elf on the Shelf' was launched for Christmas 2021, in which our BID elf showcased businesses throughout the month of December. Through our social media scheme, we promoted over 20 businesses during December.



FOOD & DRINK DIRECTORY

The online food and drink directory launched in line with National Hospitality Day on the 18th September 2021 – the directory allows users to easily search for town centre food and drink takeaways, pubs, restaurants, and eateries.



LUTON BID MONTHLY FEATURE IN LUTON NEWS

Our Luton BID Manager now has a monthly column in the Luton News, giving the opportunity to showcase all the positive things that are happening in the town centre.



BREW WITH THE BID

Each month we offer the opportunity for BID businesses to join the BID team for a brew, where the team provide updates on BID activity and how to get involved.

This is also a great chance to give feedback and get support on any challenges that you may be having.

Followers: over 2,709 **up by 200+** **Followers:** over 1,268 **up by 260**



Our channel is packed with films about businesses, our town centre and the changes made to support safe visiting during the COVID-19 pandemic.

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.

TOWN CENTRE TIDY SESSION

We have had regular Tidy Days throughout both BID terms, and were pleased to launch the start of a monthly tidy day session that will continue throughout the year.

Tidy sessions gave businesses and community members the opportunity to get involved in cleaning up the Town Centre. Working in partnership with Luton-based community group, Asset Based Community Development (ABCD)



BID CLEANING MACHINE

Our BID-funded cleaning vacuum machine was used throughout the year to make the streets cleaner and safer.

The professional Max Vac cleaner has been funded by Luton BID until 2024 – it uses a lengthy nozzle and sweeper to blitz hard-to-reach litter, cigarette butts and chewing gum from pavement cracks and kerbsides.



The machine is funded by **Luton BID** with **Luton Council** supporting with operational staff and storage facilities.



PLANTERS

The popular planters saw the town centre bloom last year – making the area a more attractive place to visit and work throughout the week.

Luton BID has funded the refurbishment of old planters as part of its commitment to the local environment. Each planter has been filled with beautiful flowers and shrubs – making them set to be in full bloom by Spring.

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

UNIFORMED STAFF

The new BID Ambassador Mohammed joined the team in December



The BID Ambassador is there to support you – if you need help or advice

The BID Ambassador role has three key elements;

- Support and work closely with all those who have a responsibility for the creation of a safe, attractive and welcoming town centre.
- Help promote the area, to welcome visitors and provide support for the implementation of events and animation in the streets and open spaces.
- Support businesses in tackling and communication issues which affect their businesses on a day-to-day basis.

We continue to fund a Neighbourhood Enforcement Officer - which is match funded by Luton Council.

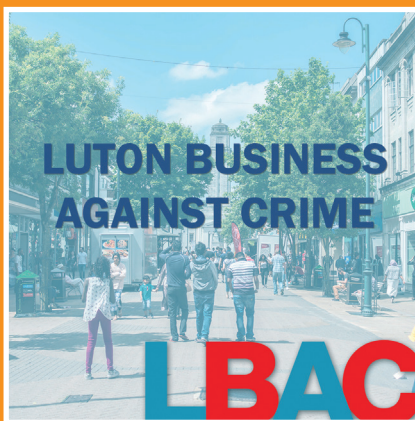
The officers are based in the Town Centre, and support the enforcement of the Public Space Protection Order.



LBAC

A key focus of this year's work has been supporting **LBAC** (Luton Business Against Crime)

Luton BID chairs the town centre crime reduction partnership scheme LBAC, hosting monthly meetings and regular engagement with businesses and key partners. This includes organising and chairing monthly meetings, sharing information with businesses and liaising with key partners such as our local policing team and Luton Council.



SAFETY OFFICERS

SIA licenced Safety Officers were put in place to support businesses, patrolling the town centre on a Friday and Saturday night.

The officers conducted foot patrols around the town centre, engaged with the night-time economy businesses and carried town centre radios so businesses could call for their support.



A large number of StopTopps were supplied to support the night-time economy's push for safety at night-time in Luton and reduce any risk of drink spiking.

StopTopps
BECAUSE DRINK SPIKING STINKS

FOIL IT
SCAN FOR FURTHER INFO

ASK FOR A STOPTOPPS AT THIS VENUE
StopTopps are designed to minimise the risk of an opportunist spiking your drink.

NEVER LEAVE YOUR DRINK UNATTENDED / IF YOU THINK YOUR DRINK HAS BE TAMPERED WITH, DON'T DRINK IT / IF YOU NEED HELP, CALL 999

1 Peel your StopTopp foil

2 Place on the top of your drink, folding down the sides onto the glass

3 After use, remove from the glass, and recycle your StopTopp

LUTON BID
Our Team - Our Future

SAFE
Luton Business Against Crime

www.stoptopps.com

CRIME & SAFETY

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

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

Another key focus, this year has been supporting Luton SAFE, the town centre's Pubwatch scheme

Working with Luton SAFE, the town centres Pubwatch scheme, we supported businesses in the retail and evening economy sectors. Taking minutes at the monthly meetings and supporting a number of initiatives based on the feedback from the meetings. The setup of DISC was supported and delivered, an app allowing businesses to share intelligence and information in a safe manner - which has allowed for a town centre wide banning scheme.

LUTON 
SAFE
PUBWATCH SCHEME

**BIG
CHANGE
LUTON**



Thanks to
Don Miller
in The Mall for
promoting
BIG Change
Luton in their
bakery

**BIG
CHANGE
LUTON**

WE'RE WORKING
TOGETHER TO HELP
PEOPLE WHO ARE
SLEEPING ROUGH

It's a quick and easy way to help
and ensures the money goes
directly to those who need it.

Big Change Luton is about
charities and services across Luton
working together to help people
build a life away from the street.

You can donate time, money or
items. Find out more information by
searching for Big Change Luton at:

streetsupport.net/luton

Simply tap your contactless credit
or debit card to support us.



Luton BID is proud to be key partner in the Big Change Luton programme - a scheme led 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 more than 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.

SOS Bus and Street Pastors continued to be supported in Luton town centre by sponsoring radios to help keep the town safer at night-time. We have offered to support the SOS Bus with funding for a new vehicle.

SOS
Luton Bus



DIWALI SUPPORT

Luton BID were proud sponsors of this year's third Diwali event in Luton. Diwali, the Hindu festival of lights is the most popular of all South Asian celebrations and this year's free event was held in St George's Square on Saturday 30th October.

The event delivered a huge increase on footfall into the Town Centre.

**OTHER
EVENT
SUPPORT**



LIGHT SWITCH ON / PAW PATROL

Paw Patrol's Chase and Marshall were brought in to meet and greet guests throughout the day of the light switch on event.

Due to cancellation of the Light Up Luton event, the characters moved into the Galaxy Leisure Centre.

Chase and Marshall made personal appearances to hundreds of families throughout the day, giving families even more of a reason to visit the town centre and enjoy all our wonderful shops and businesses.

Luton BID was a proud Trail Presenting Partner which brought over 30 vibrant, colourful and beautifully decorated elephants into the town, for a free family-friendly art trail around Luton town's key landmarks.

The Big Trunk Trail brought additional footfall into the town over the summer.

**THE BIG
TRUNK TRAIL
LUTON 2021**

Copyright Keech Hospice Care



GROWTH & INVESTMENT

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

TOWN CENTRE COMMS GROUP

Luton BID chairs the Town Centre Comms Group – the group works to pull together the communications of various key stakeholders within the Town to ensure that everyone is working together to share what is going on and allow opportunity for different communication teams to support each other.

COVID SUPPORT

Businesses were kept updated as restrictions and rules continued to change with our updated Coronavirus support document. Supplies were provided to businesses; additional face masks, anti-bacterial gel and signage to support social distancing measures. The BID also

continued to support with communicating grant opportunities to businesses



LUTON 2040 VISION

Luton BID continues to be heavily involved with the future plans for the town centre.

At the back end of 2021, we were delighted to hear that Luton had been granted £20 million to support a development on Bute Street 'The Stage'. Around that time, Power Court plans were approved for the Football Club that will be built in the heart of the town centre.



Football

In January 2021, a new sensor-based system was installed using central government funding. This can identify any areas where there are large gatherings of people and monitor entry points, timings, dwell times and consumer movement.

Nationally town centres have seen significant decreases in footfall due to the impact of the COVID-19 pandemic. The footfall monitoring tool will be really helpful to track the town centre's recovery throughout 2022.

CAR PARKING SCHEME

The partnership with The Mall Luton and Luton Town Football Club continued for those working in the Town Centre, running two reduced rate car parking schemes for employees at town centre businesses, helping to make working in Luton cheaper for individuals and to reduce overheads for businesses.

Our town – Our future

01582 510 657 | info@lutonbid.org

www.lutonbid.org

For more details on all these projects contact us

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 or if 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:

- **Online or telephone.** Visit luton.gov.uk/payonline or telephone our 24-hour payment line on **0300 456 2725** and follow the instructions.
- **Bank Transfer** (via your own banks website). Create a new payee for Luton Borough Council using these account details: **Lloyds Bank**, sort code **30-66-76**. Acc. No. **172 56 862**

Please quote your eight-digit account number in the reference box. Please always quote your BID account reference. This is an eight-digit number starting with a number 5.

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

OUR FINANCES

Unaudited accounts including estimated accruals as of December 2021.

Luton BID has spent money against the four key BID objectives and money to date has or will be spent as follows (as at December 2021):

EXPENDITURE

	Budget per objective	Combined Actual + Committed as at Dec 21
Objective 1 Promotion	£77,652.00	£75,412.54
Objective 2 Environment	£56,914.00	£46,400.22
Objective 3 Experience	£129,106.00	£125,129.88
Objective 4 Growth & Investment	£23,544.00	£21,972.74
Central Admin & Overheads	£37,941.52	£36,062.10
Levy Collection costs	£11,000.00	£11,000.00
Contingency for end of BID/Renewal	£13,990.00	£9,000.00
Totals	£350,147.52	£324,977.48

INCOME

Over the last financial year, the BID received £287,000 of income via levy and a grant of £15,000 from the Welcome Back Fund. In addition, it was successful in leveraging in in-kind support and match funding of circa £185,000. This included the funding of the dedicated Town Centre enforcement officers and the operator for the cleaning machine.

FOCUS FOR 2022-23

- Luton BID will continue to deliver against the BID Objectives as outlined in the business plan