

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

Enjoy LUTON

LEISURE • HERITAGE • CREATIVITY • DIVERSITY

Luton BID are proud to have produced Enjoy Luton, a free 20-page guide featuring town centre businesses, stories from creatives and businesses as well as food, drink, leisure, retail and hospitality businesses. We have worked hard to showcase Luton town centre and its wonderful businesses in our Enjoy Luton campaign. Highlighting stories, people, events and positive things happening in our town.

with our official guide & campaign!

Our guide is being delivered to over 40,000 households in Luton, those with postcodes LU1 – LU4 and copies available to Luton town centre businesses and is available to download on our website in 4 languages; English, Bengali, Urdu and Polish.

We have focused the guide and campaign on local nightlife, music, theatre, shopping, food and drink and more. It will also include stories from businesses, history experts, and talented creatives such as vintage record shop owner Andy Chesham, writer and theatre maker Lizzy Fretwell, creative producer Aimee Gomez, artist Haleema Ali and illustrator Karl Brown.

The Enjoy Luton Guide has been funded by the European Regional Development 'Welcome Back Fund' to revitalise high streets. Luton BID were appointed as a delivery partner by Luton Council and have supplemented the project with additional funding for marketing and promotion of our town and businesses.



Alongside the Guide, we are also running a marketing campaign via our website lutontowncentre.org and social media @LutonBID.

We have created an additional section of our website dedicated to 'Enjoy Luton', populated with weekly articles and blogs showcasing businesses in Luton town centre.

The blog posts feature business stories, creatives and heritage in the town centre and will continue to be updated on a weekly basis. These will also be shared via our social media channels. Involvement in this is totally free to all levy paying businesses. This is a fantastic way to showcase your business activities and your business story.

We want as many businesses involved in our campaign as possible so to get involved or to find out more information, please email info@lutonbid.org for more.

[Download the free guide here](#)

Luton BID have also funded for 30 Enjoy Luton advertisements to be on bus backs in Luton. The bus backs were put in place from the 18th April, running for four weeks to showcase the Enjoy Luton guide and Summer Draw.



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.

Our weekly What's on Guide comes out every Thursday showcasing events in the Town Centre over the weekend!

We have continued to promote Luton's nightlife in our What's On guide, which we started in November 2021.

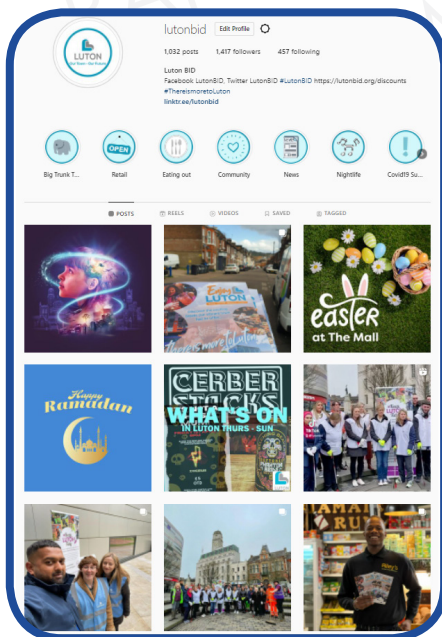
Our What's On guide is populated with the best events in the town centre each weekend. This is the ultimate guide to events happening in Luton town centre on a weekly basis. Members of the public can subscribe to the What's On Guide and have it mailed to them each week.

We'll continue to update our What's On guide every Thursday to showcase everything happening in Luton. This is emailed out to businesses and anyone who subscribes for free, and is available on our Events Page on our website.

lutonbid.org / lutontowncentre.org
Please contact us on **info@lutonbid.org** to have your event included or sign up via **lutontowncentre.org/whats-on-guide/**



LutonBID



We have been busy promoting businesses on our social media!

As well as promoting businesses on our Enjoy Luton guide and our What's On guide, we have been busy creating on the ground content to showcase activity in the town centre. We have continued to promote business activity on social media, events and anything positive happening in the town on a weekly basis.

We now have a TikTok, which we invite all businesses to actively participate in and get in touch if you would like to be featured.

We want to continue to promote businesses on all our platforms and invite you to submit your business story, or get in touch with us to be featured on Enjoy Luton and our social media.

Follow us on social media @LutonBID

#ThereismoretoLuton is a continuation of our Enjoy Luton campaign to showcase all the wonderful things our businesses and creatives are doing in the town centre. We encourage everyone to adopt the hashtag and use it all over your socials so we can stay involved in activities you are promoting.

Enjoy Luton Video

We have created an Enjoy Luton promo video with a local Luton creative aiming to showcase some of the vibrancy the town centre has to offer. It provides a glimpse of our thriving night time economy, cafes and restaurants, leisure and shopping.

Find out more on **lutontowncentre.org/enjoy-luton** and use our hashtag **#ThereismoretoLuton**

Take me there!



Summer Draw



Luton BID have also created an 'Enjoy Luton Summer Draw' – running from April until the end of June, it gives shoppers the chance to win over £1300 worth of prizes, including a donation by The Mall. All prizes will be vouchers to spend in Luton town centre businesses.

Entry tickets can be found in the guide and must be hand-posted into one of the special Enjoy Luton post boxes located at **The Mall, The Galaxy, Hat Factory, Tokko Youth Centre and Luton Library.**

Alternatively, you can download a ticket from our website on lutontowncentre.org/enjoy-luton/summer-draw/ and post by Royal Mail to:

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



Download The Ticket Here



Luton BID

What do you think of the issues raised?
Email editorial@lutonnews.co.uk

Looking forward to a healthy and prosperous 2022

Written by
Julia Horsman

Luton BID manager

As we enjoy the festive period, it is an opportunity for us to pause and reflect on the past 12 months, and look ahead to 2022.

There is no question it has been another really challenging year for businesses, especially for the retail, leisure and hospitality industries. We started 2021 in lockdown, and it wasn't until halfway into the year before businesses were able to operate as they had done before.

Despite the ongoing challenges, the resilience and the strength shown as businesses bounced back with vigour and excitement for

the future has been inspiring. These industries put their customers first, and the way in which they have adapted is fantastic to see.

On a personal level, it has been great working with these businesses on our various BID initiatives to create awareness of the great retail and hospitality venues in our town such as our food and drink directory, the student discount page on our website, a 'What's On' guide to encourage footfall back into the town, and safety initiatives such as night-time safety officers, and business crime intelligence sharing to reduce anti-social behaviour.

Luton BID was proud to be a Trail Progress Partner in Keech Hospice Care's Big Trunk Trail – a hugely successful public arts display in the town which encouraged people to walk around the town and surrounding areas visiting over 70 elephants

– and we also supported the first big outdoor event to take place in Luton in 18 months – Diwali in Luton.

As an official sponsor of Diwali in Luton, and working with the organisers closely in the lead up, it was great to see all the hard work that went into the delivery of such a superb event. In 2022 we will continue to listen and engage with our BID businesses to understand what they want from Luton BID in the coming year.

With the exciting news that Luton will receive £20 million from the Levelling Up Fund to proceed with a regeneration development in Bute Street, alongside the approval of plans for Luton Town Football Club's Power Court stadium development in the heart of the town centre, the future is certainly looking bright for our business community, and for residents and visitors alike. Happy New Year.

Our Luton BID Manager Julia has continued to write her monthly column in the Luton News – this continues to be a great opportunity to talk about topics that matter to our businesses and showcase our town centre in a positive light.

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.

Luton BID TIDY SESSIONS



We re-launched our tidy sessions back in November 2021, and have continued to do them on a monthly basis ever since. We are so proud of the community spirit in Luton town centre and this is a perfect way to get involved with helping keep your town clean and ensure pride in the town.

As part of the Great British Spring Clean, we had so many amazing volunteers come out and help spruce up the town. In one short hour, 30 bags of rubbish were collected!

We'd love as many people to get involved as possible, and we invite all our town centre businesses to actively participate in them.

A shoutout to our businesses and community leaders who have previously attended:

The Mall, Nationwide, Gravity, Luton Library, Culture Trust, St Mary's Church, Tokko Youth Centre, Active Luton, NET officers & many others.

Our tidy sessions happen on a monthly basis, to find our more information as to how you can get involved, please email info@lutonbid.org for more information.



BID Funded Cleaning Machine

Our BID funded cleaning machine, the professional Max Vac vacuum cleaner has been funded to take action of hard to reach little in Luton town centre until 2025.

The vacuum can blitz hard to reach litter, cigarette butts and chewing gum from pavements. The machine is operated by Luton Council as part of the town centre partnership and is in addition to their existing cleaning services, helping them carry out more efficient cleaning.

If you have an area that you would like the machine to visit, please get in touch and let us know.



ABCD-in-Luton

We have been working in partnership alongside the wonderful Kev & Phyl from ABCD-in-Luton (Asset Based Community Development) as part of our tidy sessions in Luton town centre since November 2021. and they have kindly joined us on each tidy session ever since.



EXPERIENCE

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



Luton BID has continued to chair Luton Business Against Crime (LBAC), the town centre's crime reduction partnership. LBAC works in partnership with The Mall, town centre CCTV, Luton Council and local businesses to manage issues of crime and antisocial behaviour.

LBAC Membership allows businesses to:

- **Share images and information in a safe and lawful way, to reduce the opportunity to commit crime within the town centre.**
- **Have a radio linked to CCTV, enforcement officers, Luton BID and other LBAC members across the town that can be used day and night.**
- **Access to DISC – an online crime information sharing system, where businesses can be kept up to date with alerts and an instant message function.**
- **Monthly meetings to problem solve with key partners in the town centre.**

Visit our website page to sign up to LBAC membership and find out details of what is included. lutonbid.org/luton-business-against-crime

BID Ambassador

Many of you will already have now met our new BID Ambassador Mohammed who joined the team in December.

The BID Ambassador is there to support you if you need help or advice. If you are looking to get in contact with our BID Ambassador Mohammed, please email him at ambassador@lutonbid.org or phone 01582 510657

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.**

If you would like a visit, please contact us and we can arrange this.

Mo has visited over 200 businesses since first starting in December and had over 400 interactions. He has conducted 173 on foot patrols of the town centre, leading to 11 reported incidents of ASB in the town centre and reported 16 incidents to the town centre NET officers.



Enforcement Officers

We continue to fund one of the two enforcement officers to assist in dealing with the antisocial issues in the town centre.

To get hold of the NET officers when you need support – radio for the NET team on the town centre radio.

In the past 10 months the NET officers have assisted with...

PSPO Interactions	269
Offences Reported	20
This includes enforcement notices, breaches of orders such as criminal behaviour orders and injunctions	
Police Intelligence Submitted	13
in relation to drug supply and ASB related issues	
Medical Incidents	2
Provided first aid and immediate care	

As this was the winter months, the team were tasked to focus on providing assistance where possible to support businesses in relation to shop related theft and ASB.



This has resulted in targeted patrols being undertaken and enforcement action undertaken where possible. The team have also assisted the police in operations and dealing with incidents involving the arrests of individuals. The team have also assisted in the search of a three-year-old missing person, whom was subsequently found and returned safely to parents.

We are keen to support businesses where possible and would urge you to report incidents and if you wish to make contact with the officers then please engage with the BID or ask for NET utilising your LBAC radio.

StopTopps

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



St George's Day, 23rd April

St George's Day took place on Market Hill and saw a range of fun activities throughout the day, including live DJs, brass band, and arts and crafts. The BID organised and funded children's entertainment for the day, including magic and arts & crafts and storytelling with Aaron Spendelow.

St Patrick's Festival Parade

Luton BID were proud sponsors of this year's Luton Irish Forum St Patrick's Parade in the town centre. The St Patrick's Day Parade, which took place on Sunday 13th March, was back for the first time in two years. The event saw a colourful procession with diverse community groups coming together with marching bands and local acts throughout the day.



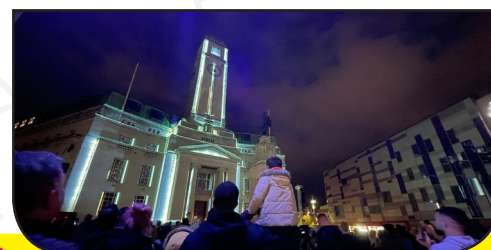
WINTER MARKETS

The Winter markets took place in the Hat District earlier this year, with three different themes, Vegan festival – celebrating Veganuary, Chinese New Year and the Wellness festival.

The Winter markets were organised by Luton Council as part of the Welcome Back Fund.

About Us, 14th – 20th April

About Us was a free open-air spectacular event using cutting-edge projection mapping, animation, music and poetry to celebrate our extraordinary connections to everything around us: past, present, future.



Events this Summer

Queen's Platinum Jubilee, 2nd June



Luton BID has organised a Beacon Trail for the Platinum Jubilee. Completely free to participate in, there are 7 locations which you have to find in the town and scan a QR code to learn more about the history of the Jubilee.

The locations include the Galaxy, Gravity, Luton Library, the Hat Factory, The Entertainer, The Works & New Look.

There will be a celebration of the Queen's 70-year reign, with live music, choirs, arts and crafts, performances and more. Taking place on Thursday 2nd June, outside Luton town hall.

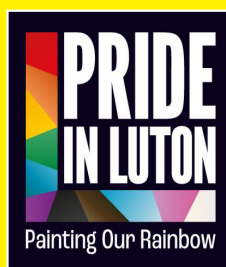
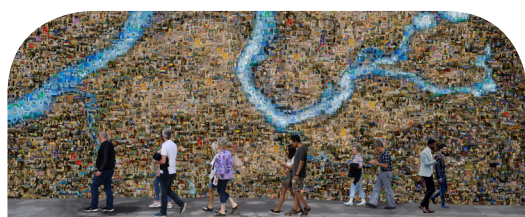


Carnival, 4th June

Luton Carnival is back for its 46th year as part of the Platinum Jubilee weekend on Saturday 4th June in Luton town centre.

Our River

Our River is now in place located on The Mall wall on Silver Street, which will face the new opened Lea Pocket Park. Our River is a public art concept for Luton, which will commemorate those lost to the Covid 19 Pandemic and celebrate key workers and moments of joy.



Pride In Luton, 25th June

Pride in Luton will be a one-day celebration for the LGBTQ+ community in Luton, taking place on 25th June. Allowing the community to unite together as one voice, remembering the past and celebrating their future.

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

2040 VISION TOWN CENTRE MASTERPLAN

Luton BID have been working alongside key partners as a number of exciting developments are taking place in the town centre.

The Council approved a new town centre masterplan, setting a long term vision to reimagine what the centre of Luton should be. The masterplan required extensive public consultation and many people supported the idea to open up the River Lea and bring pocket parks to the town centre.

The council secured a 50% contribution from European Regional Development Fund to help deliver these works and have recently broken ground, with Lutonian contractor, Ryebidge

Construction. This first stage and a key part of the rejuvenation of the area will reveal the river on the corner of Bute Street and Silver Street on the former car park site, which was originally home to Victorian pubs and industry, such as hat making.

Further plans for opening up the river are in the pipeline and will see more of the river flowing through the area creating new waterside space and a green corridor which will also help improve air quality. There will also be a series of other green corridors extending into the town centre and tree planting, making an even greener town centre.



Levelling Up Fund

Last year, a £20 million funding was secured for a regeneration development in Bute Street Shoppers Car Park was announced as part of the Governments Levelling Up Fund.

The Council have commenced some initial ground works near the station, but the main works are due to commence in 2023 for a new community hub, office accommodation, retail, cycle hub, 372 homes and a significant new green public square/pocket park. The Council will be engaging with the public on the development of the design this autumn.

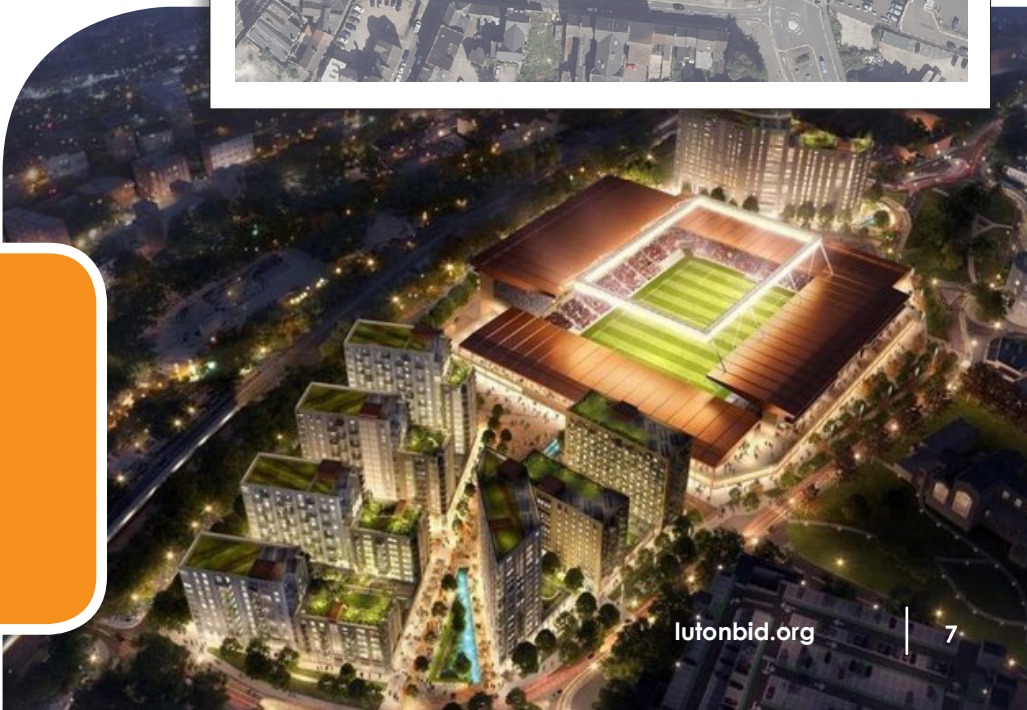
This project is the first step in the redevelopment of the area around Luton station, this is a prominent site that connects a number of development opportunities that are already planned and underway, including the Hat District and Power Court.



POWER COURT

As well as this, work on the Luton Town Football Club stadium on Power Court started early this year, as modified plans were announced separately at the end of October.

We are excited to watch as this development starts to take shape which will bring lots of new visitors into the heart of the Town Centre.





**Julia
Horsman**

Project Manager



**Colleen
Considine**

Project &
Marketing Executive



**Mohammed
Ahmed**

Ambassador

You can contact Mo on
his email:
ambassador@lutonbid.org

Get in Touch!

Luton BID are here to support businesses, please get in touch with us and we will always do our best to support your business.

There are lots of different things you can get involved in and we are always open to new ideas of what we can do to support you.

Luton BID is always happy to consider requests for support for events happening in our area and that match our BID objectives. We may be able to support in kind through social media sharing, business liaison, and information and Ambassador attendance (and this in-kind value may help with your match funding applications), or we may be able to provide a small amount of financial support.

Celebrating Businesses

We invite all businesses to get in touch so we can promote and market your business activities on our Enjoy Luton website and throughout our social media.

If you have a business story, award or anything newsworthy you'd like to share with us then we'd love to write an article to showcase your business.

This is a fantastic way to help promote your business in the town centre and we encourage all business to take up the opportunity.

Please email info@lutonbid.org for more information.

E-bulletin

We send an e-bulletin out weekly with latest updates of what is happening in the town centre.

If you are not receiving this – please get in touch and we will add you to the mailing list. info@lutonbid.org



Our town – Our future

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

For more details on all these projects contact us

