Luton BID – Luton News column October 2022

**Lighting up Luton for Christmas**

Written by Julia Horsman, Luton BID Manager

Autumn is officially here and, as the nights draw in and the weather starts to turn colder, thoughts naturally start turning towards Christmas and making plans for the festive period.

I am pleased to report that there will be plenty going on in the town this year as Luton BID has worked with Luton Council and The Mall to organise an exciting array of free entertainment for visitors and shoppers alike.

The festivities will start with the Christmas Light Switch-On ‘Lighting up Luton’ that will take place in the town centre on Saturday 26 November, and everyone is invited to come along.

There is lots still being organised by our town centre partners, but Luton BID is delighted to have confirmed some extra special guests at Lighting up Luton this year - Minions, Bob and Stuart! The pair will be making personal appearances at intervals throughout the day, which is particularly exciting as the new Minions film – The Rise of Gru – came out earlier in the year.

Luton BID has also organised for free face painting to take place on the day, while we will also have ‘Cheeky Elves’ walking around the town centre and entertaining visitors that have come to watch the light switch-on.

We are delighted to reveal that we will also have the super-talented Aaron Spendelow from ‘A Children’s Story’ on board, offering free Minion-themed children’s entertainment. Having worked with Aaron on events earlier in the year, we are really excited about this and know it will prove to be popular.

Each year Luton BID also funds the Christmas Tree on St. Georges Square, and this year we have arranged an additional Christmas Tree which will sit on Market Hill, bring more festive cheer to the area.

We also add additional Christmas lights too, and this year we have doubled up on them to create a more Christmassy feel for those coming from Luton train station.

We are committed at Luton BID to making sure we provide a truly festive welcome to everyone who comes into our town centre.

Check out our website Christmas page for everything else that is planned this November and December.