Luton BID – Luton News column April 2022

**‘Enjoy Luton’ – a campaign we can all to get involved in**

Written by Julia Horsman, Luton BID Manager

Last month I was able to use this column to express how proud I was of the Luton Business Improvement District (BID) team as we prepared to launch one of our most worthwhile projects.

This month I can go one step further to say that Luton BID’s impactful ‘Enjoy Luton’ guide and creative social media campaign is now up and running and already causing a real buzz.

In case you did not know, we have been collaborating with the council, town centre partners, BID businesses, and inspiring people that live and work in Luton on the project – all part of the wider ‘Welcome Back Fund’, provided by the European Regional Development Fund to revitalise high streets.

‘Enjoy Luton’ includes a 20-page magazine distributed to thousands of homes and businesses, and masses of social media activity on our BID Facebook, Twitter, Instagram and TikTok channels. We also have additional articles on our website [www.lutontowncentre.org/enjoy-luton](http://www.lutontowncentre.org/enjoy-luton), ongoing promotion of our many businesses and a draw to win over £1,000 of prizes too.

We gave careful thought to the many themes which include music, theatre, arts and heritage, Luton talent, shopping, and food and drink, and have had really great feedback from people about the wonderful local stories and interesting articles, recipes, and ‘how to’ guides.

Such a positive response shows how many people have such immense pride in our town centre and everything it has going for it.

It has been an incredibly difficult couple of years, yet the businesses of Luton have shown resilience throughout. Footfall is continuing to rise, and the ‘Enjoy Luton’ campaign will encourage even more visitors and shoppers to come and see for themselves what we have to offer.

We will be adding and improving ‘Enjoy Luton’ throughout the spring and summer months too, with some great events in the pipeline such as the About Us light show and Luton Carnival. We are thrilled to be able to help the organisers of these events and many others showcase and promote their activities, while supporting the local economy at the same time.

We urge people to follow @LutonBID, and to join us by sharing their own stories, pictures and videos on social using #thereismoretoLuton. ‘Enjoy Luton’ is turning into a campaign for everyone to get involved in, and it is amazing to be a part of that.